

Cassina

720 LADY

Family **ZANUSO**

Catalogue **I Maestri**

Year of design **1951**

Year of production **2015**

Armchair with internal seat and backrest steel frame with poplar plywood armrests. Padding in CFC-free polyurethane foam and polyester wadding. Seat, backrest and armrests in differentiated densities according to the support required by the pressure exerted by the body. Steel bases in three different colours/finishes: matte basalt finish, brass chrome and black chrome. Non-removable fabric or leather upholstery. Black plastic feet. The armchair is also available in an iconic edition with checked black and white upholstery and matte basalt base.

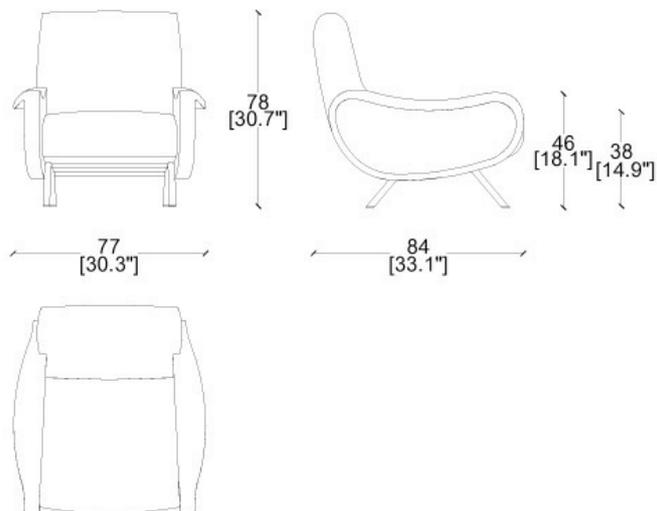
Presented at the 9th Triennale of Milan in 1951 – where it won the gold medal - this armchair is an icon of modernity. It was the product of a major technical/material innovation (rubber and springs with nastrocord, brought together) which, turning the traditional way of creating sofas and armchairs on its head, involved the separate manufacture of the parts and their subsequent assembly.

Gallery



Dimensions

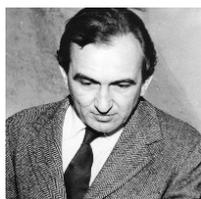
720



Authenticity

All the models in the Cassina collection, by merit of their artistic content and particular creative character, are protected by copyright, a legal institution that is universally recognised and safeguarded; legal protection is assured for the whole life-span of the author and for 70 years after his/her death (or the death of the last surviving co-author).

Designer



Marco Zanuso

Architect, designer and university lecturer, Marco Zanuso (1916-2001) was one of the leading interpreters of the Modern Movement. Trained at the Polytechnic University of Milan and, in the immediate post-war years, co-editor of the *Domus* magazine with Ernesto N. Rogers, he was awarded the Medaglia d'oro and the Gran Premio at the Milan Triennale on a number of occasions (VIII, IX, X, XI and XIII editions), and won five Compassi d'Oro between 1956 and 1985. Zanuso was one of the first designers in Italy to take an interest in the problems of product industrialisation, going beyond aesthetic issues to incorporate technological, industrial, distribution and communication variables. According to Zanuso, the form of an object destined for serial reproduction is an amalgam of opportunities, experimentation and innovation in the concrete process that connects creativity, production and the social and cultural context. "Through my projects I want to give form to what I call complexity", Marco Zanuso.