

Cassina

# Modular Imagination

Watch the online video training [here](#)

2022

# Virgil Abloh



# Virgil Abloh

## A visionary mind

Virgil Abloh, a visionary of contemporary culture with a master's degree in Architecture was an American fashion designer and entrepreneur. With his curiosity and optimism, he captivated culture and revolutionized the fashion industry.

He was the chief executive officer of the Milan-based label **Off-White**, a fashion house he founded in 2013, while in 2018 he was appointed artistic director of **Louis Vuitton's menswear** collection. A trailblazing trendsetter, Virgil will forever be one of the most influential designers of our time.

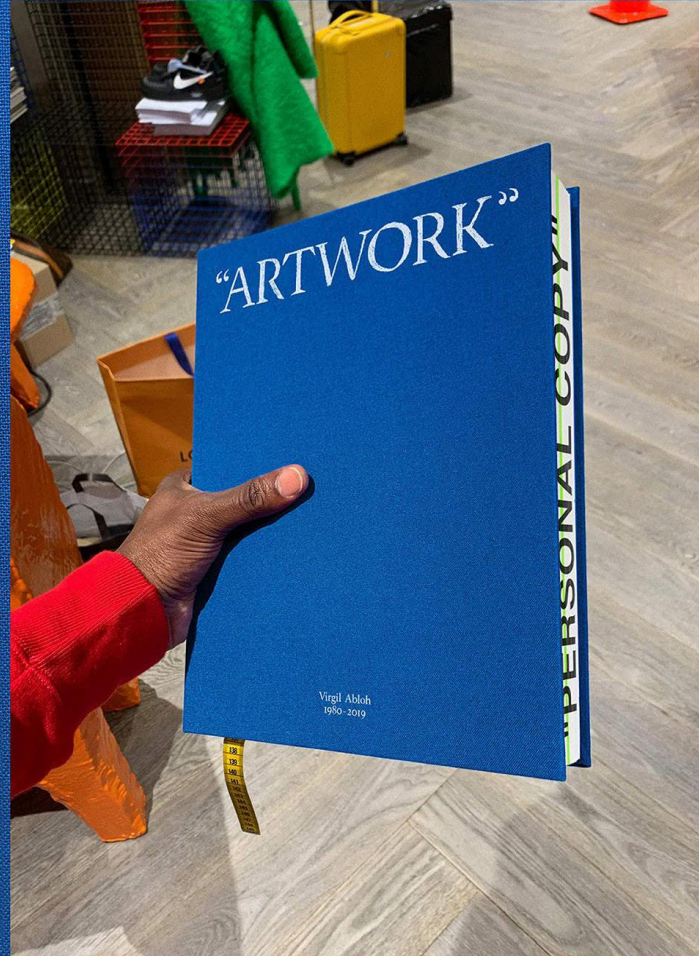
## Connecting the Dots

From fashion to furniture design and beyond, Virgil Abloh's creativity and fearless journey into the unknown allowed him to bridge the gap between multiple **disciplines in design**. His work continues to inspire and shape the culture of our world. In 2021 the world lost a revolutionary mind and a pioneering force in the world of design.



Cassina

# Virgil Abloh



# Modular Imagination, 2022

Virgil Abloh

A pouf, a bench, a table:  
Modular Imagination is an open  
invitation to participate in configuring  
space and building new worlds.



# Modular Imagination, 2022

Virgil Abloh

## Contemporary landscapes

Abloh worked side by side with Cassina to envision this unique project that both questions and develops the design implications of modularity. Virgil Abloh was particularly proud of this project that began development in 2020 and was completed before his premature passing.

## Modular blocks

Two different-sized building blocks that can be combined to **create, adapt and rebuild space** based on the necessities of both public and domestic settings.

It has a rigid almost industrial appearance but is **surprisingly soft**, creating the perfect balance for it to be used both as a seat and supporting surface. A pouf, a bench, a table, articulated compositions can be created by stacking two pieces at a time thanks to a specific **connecting module** that allows its contrasting orange cylindrical feet to slot into the top of the below unit.



# Modular Imagination, 2022

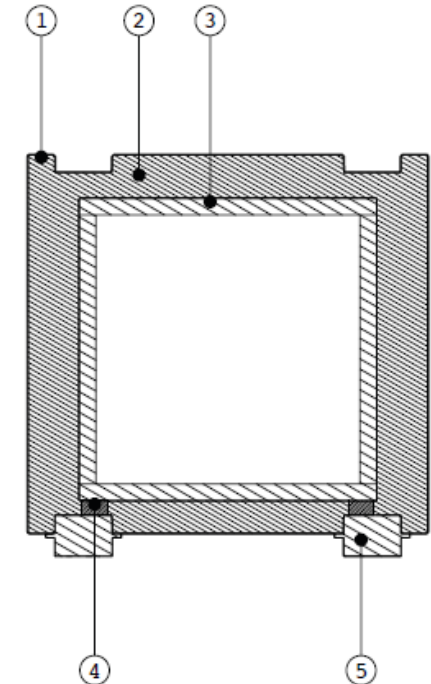
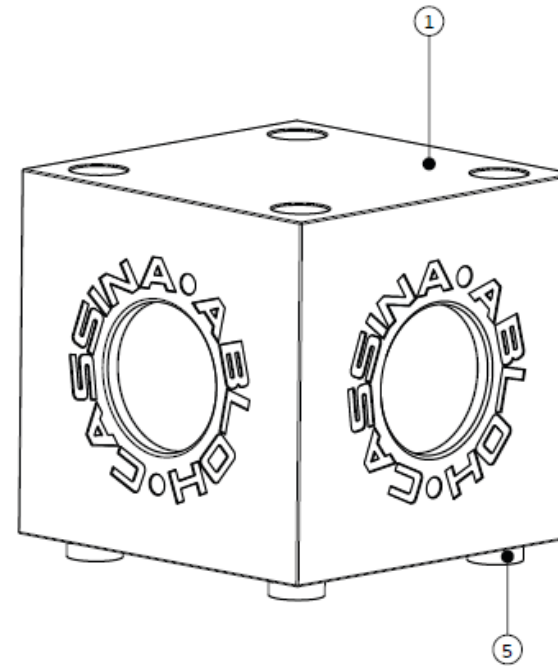
Virgil Abloh

1. Painted elastomer

2. Polyurethane with a percentage of polyols deriving from biological Sources

3. Structural wood core in recycled laminated particle board

4. Rubber feet



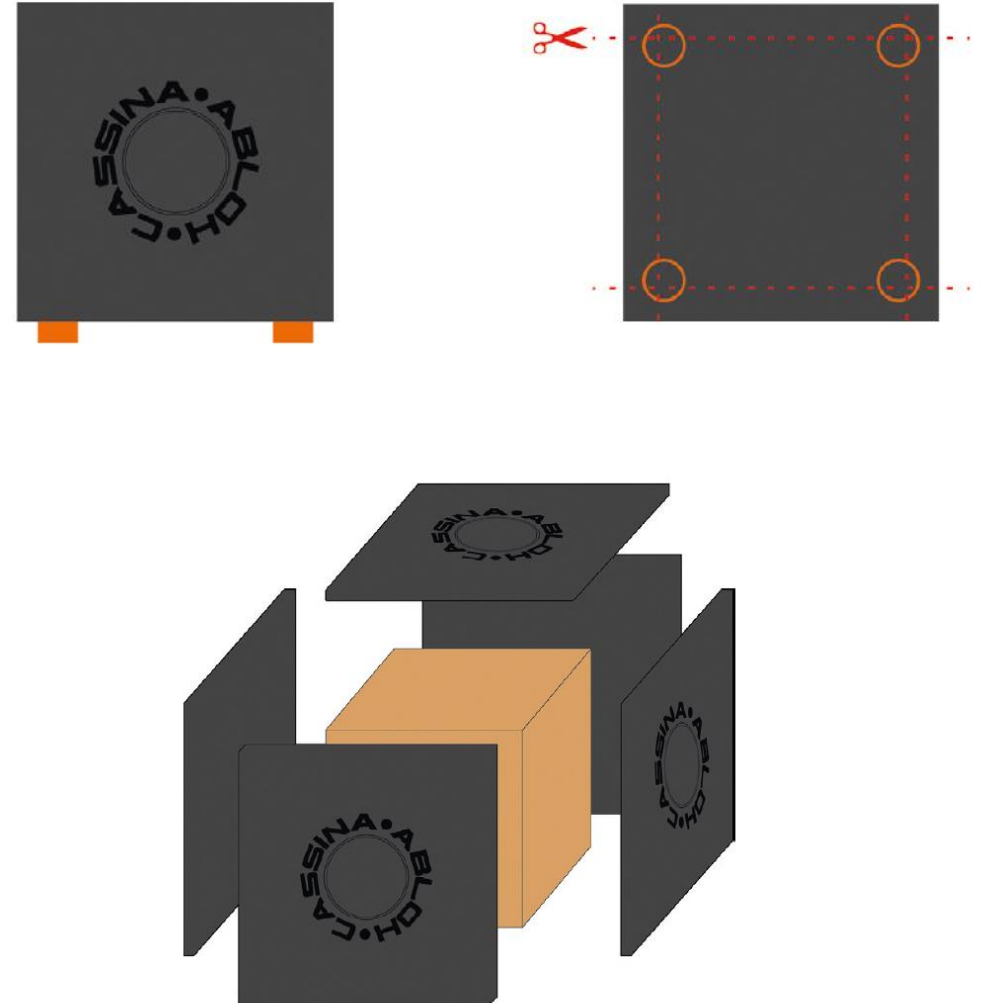
Packaging  
(with handles)

# Modular Imagination, 2022

Virgil Abloh

The components of Modular Imagination can be **easily separated**: a dashed line, situated under its feet, indicates where the soft polyurethane upholstery can be cut away from its recycled wooden core to facilitate the recovery and recycling of its elements at the end of the life cycle of the product.

**Cassina**LAB





# Modular Imagination, 2022

Virgil Abloh

Cassina officially pre - launched Modular Imagination by V.Abloh during MDW 2022 with an outstanding installation at the Cassina Milano Showroom











# Out of home campaign in Milan



Bust stop lightwall



Wild posting



Branded tram

# Social media activities



Teaser video (GIF)



10'' e 15'' video



Video drone (Cassina Milan Showroom)



Artistic photos

## SOCIAL MEDIA ACTIVITES

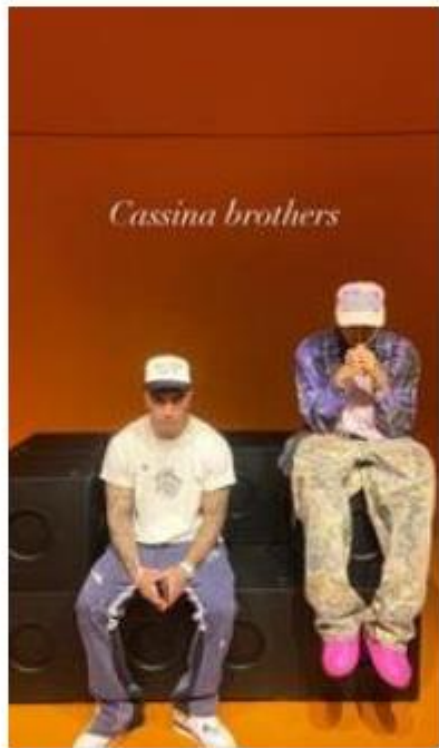
PED (organic), PAID, Digital ADV

MEDIA PERFORMANCES			
	OUT OF HOME CAMPAIGN IN MILAN		
TOT. REACH	2.4M		
	SOCIAL MEDIA	-> IG, FB, LINKEDIN	
	ORGANIC	PAID (ONLY 1 IG POST)	ADV
TOT. IMPRESSIONS	211K	43K	6.7M



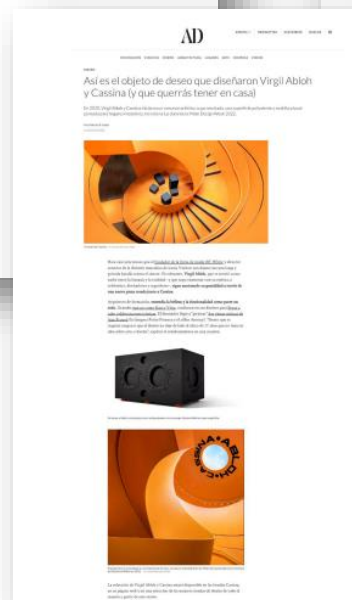
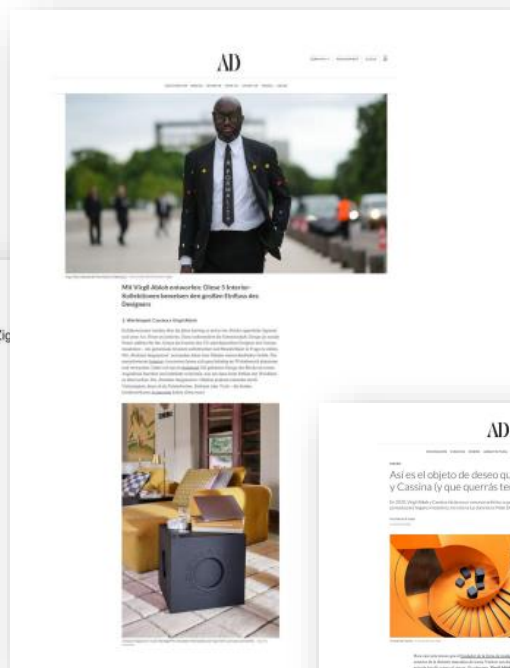
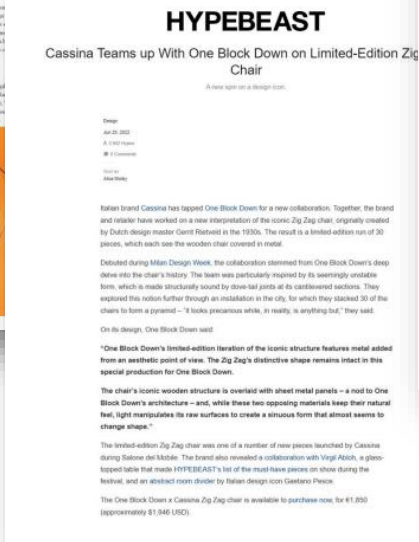
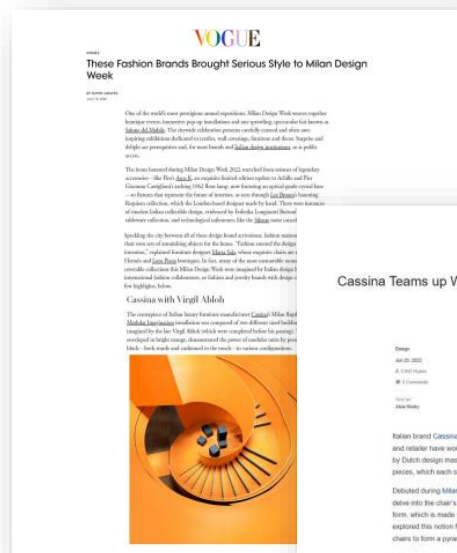
# Digital PR

Influencer engagement at cassina milan showroom



# Press coverage selection

FOCUS: USA, UK, Italy, Germany, China, Korea, Hong Kong, France, Spain



# Teaser, presentation and launch

**May – June 2022**

**Phase 1**

**Teaser**

**Presentation MDW 2022**

**November 2022**

**Phase 2**

**Launch preview  
@selected partners**

**March 2023**

**Phase 3**

**Rest of the world  
distribution**

Cassina

# Modular Imagination



2022