



# NEWS 2011

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MARC NEWSON	MARCEL WANDERS	JERSZY SEYMOUR
EERO AARNIO	THOMAS HEATHERWICK	JASPER MORRISON
RONAN & ERWAN BOUROULLEC	STEFANO GIOVANNONI	
TOM DIXON	ALESSANDRO MENDINI	RON ARAD



# Press kit

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**Ronan & Erwan  
Bouroullec**

# Tambour



Tambour is a collection of side tables that could slip into almost any type of environments, whether it is next to a faded sofa from the 50's or whether it stands in the sleek lounge of a modern lobby. With this in mind, we had to find a common language that would be the base of a variety of options. It is a very industrial project in injected aluminium. The Tambour tables come with one or two levels and with or without wheels. We shaped these tables to reach a balance between formal elegance and simplicity. We wanted to reach a certain form of subtle presence for this object that doesn't openly claim Modernity.





Ronan & Erwan  
Bouroullec

# Baguette Chair





Our intention was to design a chair that would be brought down to its minimum, using the least quantity of material and assembling items. The plywood seat and back parts of the Baguette chair are supported by four very thin sticks in solid wood which are maintained together by a structure in injected aluminium that is almost invisible. The back of the chair, like the blade of a knife, subtly comes into the main frame while guaranteeing high support resistance. As the Baguette table that we designed for Magis in 2010, we wanted this chair to be as light as possible, to almost float in the space as if it would stay on its feet by magic. This chair comes in natural and stained ash.





Ph: Jean-Baptiste Mondino







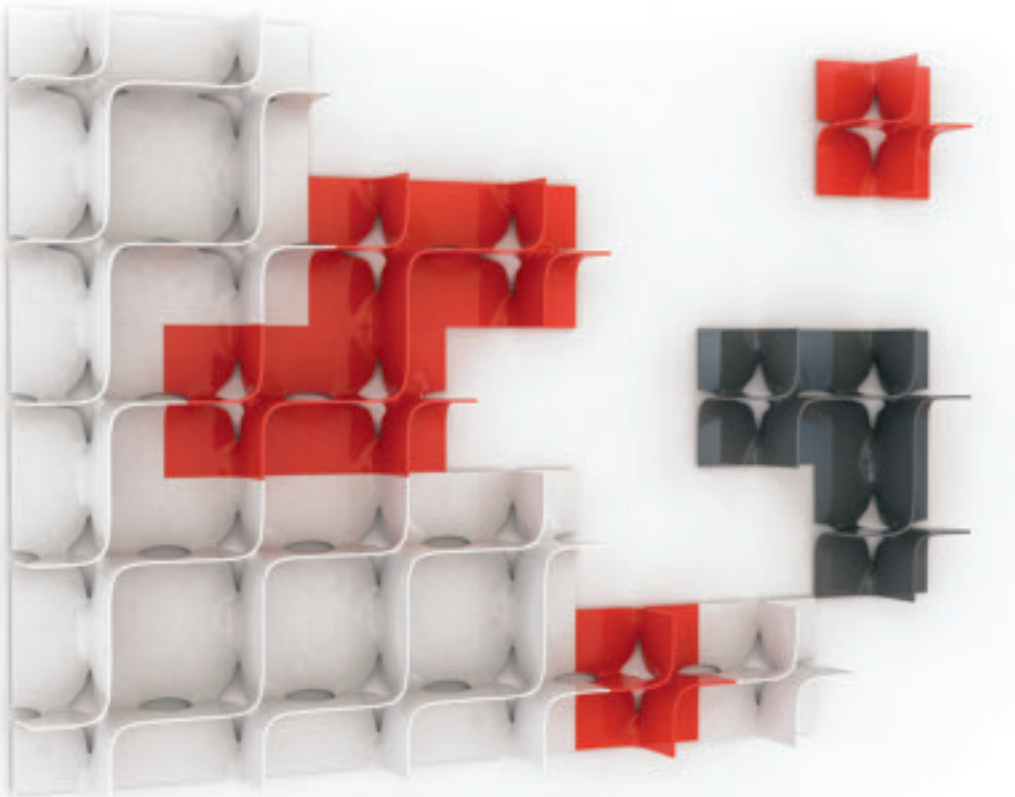
# Zartan

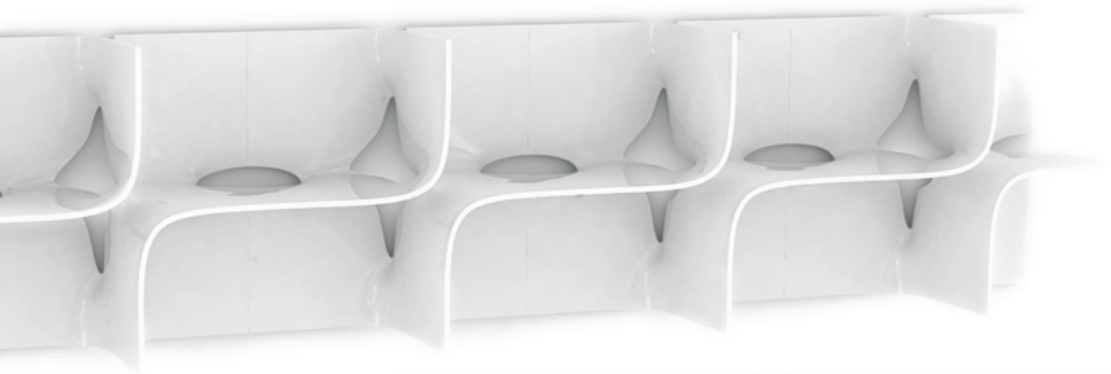
**S+ARCK<sup>®</sup>** with Quitllet

Des pieds à la tête Zartan est entièrement naturel. La haute technologie écologique explore les avantages du bambou, du lin, du chanvre ... Pour comprendre ce que sera notre demain quotidien.

# Zaha Hadid

## Tide





Lo studio Hadid è partito dall'idea di disegnare un oggetto dalle forme leggere, che potesse interpretare la transizione dalla massa degli arredi tradizionali in legno ai minimi spessori della plastica: da qui l'idea di rifarsi agli algoritmi delle superfici minime. La superficie minima è una superficie i cui punti hanno una curvatura media pari a zero. Un esempio è quello delle bolle di sapone che si formano quando uno spago viene immerso in una soluzione saponata. La suggestione si è andata concretizzando in un modulo simmetrico che ruotando su se stesso crea diverse conformazioni spaziali. Comporre e ricomporre il modulo per adattarsi allo spazio circostante o a diverse necessità fa di questo progetto un unicum dove vuoto e pieno si ricorrono senza soluzione di continuità.



Thank you to Magis for allowing us to work in the wonderful world of Italian product development, where all progress is accompanied by real passion for innovation, great debate about design and long lunches in Treviso's local restaurants. Magis's commitment to investing in tooling has allowed us to work in a more sophisticated way, pushing the boundaries of the pressing of metal mesh and aluminium extrusion to produce MESH, a chair which aspires to being almost invisible through its semi transparent structure. Its visual lightness makes it a versatile chair for many environments, and the delicate curves make an extremely comfortable seat for all domestic and professional environments.



Tom Dixon  
**Mesh**





Ron Arad

# Raviolo



We thought we'd never embark on yet another rotational moulding project and that with the Voids we'd managed to get away from the expected 'container' look of rotational moulded furniture.

Magis tempted us again, but this time we were determined to come up with a shape that goes even further in resisting the inflated volume look. This was done by making a continuous looped ribbon with a defined inside and outside texture that serve to make the continuous band more readable, and like stuffed

pasta the ribbon appears to be inflated; we did all that with a careful consideration of the easy release from the mould.

We also confess that the overall final shape owes a lot to the efforts to achieve this idea using different techniques. So this time the rotational moulding was not just a cheap alternative to other moulding techniques but the one that saved an idea that looked for another technology for a long time.





# Alessandro Mendini

## Magis Proust

Credo sia ormai piuttosto conosciuta a molte persone questa mia opera chiamata "Poltrona di Proust". E' una romantica poltrona barocca, sulla quale sono pennellati a mano infiniti punti policromi, con la tecnica del divisionismo. Punti che la invadono tutta, sulla stoffa e sui decori del legno. E' un'opera di Re-DESIGN. Infatti risulta dal collage fra una poltrona finto-antica e il particolare di un prato del pittore francese Signac. A partire dal 1978 la poltrona di Proust ha avuto continue varianti nei colori, nei materiali e nelle dimensioni, fino ad essere fatta in ceramica, in bronzo, e ha viaggiato in tutto il mondo e in tanti musei. Ecco ora una novità davvero inaspettata. Un paradosso che si realizza. La "poltrona di Proust" diviene un oggetto industriale stampato in plastica rotazionale. Ecco la nuova poltrona "Magis-Proust". Un gioiello tecnico e produttivo. Una nuova energia di colori e di atmosfere per un oggetto senza tempo.





# Naoto Fukasawa

## Pizza Table

### Pizza table

Its pizza like thickened rim around the table top shows its character and fits well with the wooden legs.

This bulged border of the table also looks tasty and friendly at the same time.

It is designed to serve as a coffee table or like a table for serving snacks with wine for the sofa side.





# mārcel wānders

CYBORG\_A cyborg is an organism that has both artificial and natural systems. The term was coined in 1960 by Manfred Clynes. In 1965, D.S. Halacy's *Evolution of the Superman* featured an introduction which spoke of a 'bridge...between mind and matter.' Fictional cyborgs are portrayed as a synthesis of organic and synthetic parts. Often their presence calls into question the difference between humans and machines as concerned with morality, free will, and empathy.

The friction we feel between the natural and the artificial world is in fact a misconception; as there is no artificial world, there is only a natural world under the influence of its very own nature. We are part of this system, this system of constant trial and error, survival of the fittest. Our work is the result of our lives. Our lives the result of our work. Man is an animal creating ideas. It is in man's nature to do so.

Everything has been done. There are no new ideas left. Whatever we can think of... has been done before. We cannot invent lollypops any more, nor table-tennis, not soccer nor skyscrapers, not books nor virtual money. We cannot invent electronic agendas nor new excuses to be too late. Everything has been done! But in the world of our dreams we are constantly searching for new inventions. Looking for unknown species from the large family of little imaginative ideas.

We cannot make something truly 'new' - something that has never been seen- but we can make new combinations. Everyday.... (even more than once every day) we can find new combinations, new connections between all the things we take for granted... things that were once 'normal'... things that we haven't 'seen' for a long time... We can twist the world and its entangled constructions to surprise each other with untried and unexpected changes... with funny poetic insights... with technical twists that breathe new life into the world. To try to be only truthful is a cliché, a creative failing. We have to remind ourselves of the story tales we were told as children, these well-intended lies that taught us how to dream. As designers we have to lie like poets, to pair the unexpected to convey our imaginative vision.

We can enhance the world with a dream, a pairing. I love these little moments... they are always welcome in my world!

# Cyborg





# mārcel wānders

She is silly like a child,  
She is soft like jelly pie,  
She is mysterious undercover and  
candid unexpected,  
She is the hidden open love,  
The silent shame of men,  
The friendly little devil,  
She is an ancient gem.





# Troy Family



# mārcel wānders

## Troy Family

Hardly hidden, under the surface of time's fashion... inside... she holds a lacey paradise... her secret lingerie, waiting to reveal itself to us... before she shares with us her body... she is a courtesan, a mistress, a playgirl, a lady of the night... celebrating her young fresh skin, daily ... and perhaps especially... today... because also today... her most private secrets... are her most generous public gift.





# Konstantin Grcic Tom&Jerry



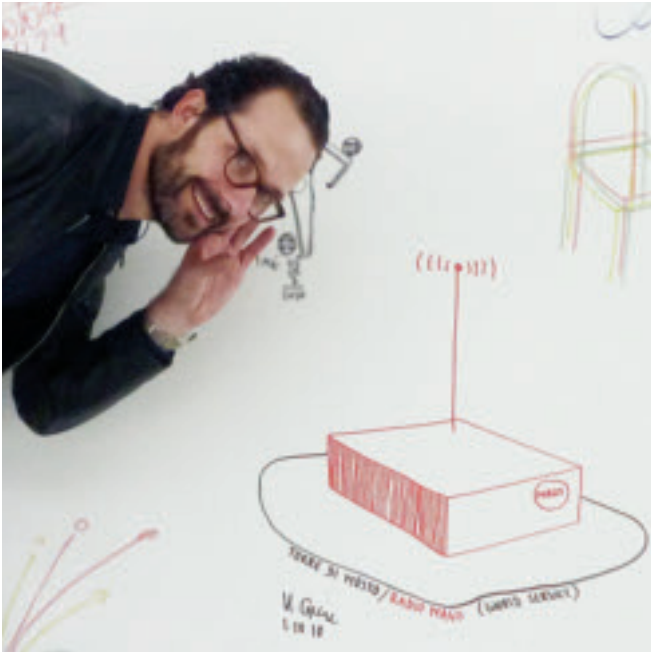
The project Tom&Jerry is the redesign of a classic furniture typology: the workshop stool. The three-legged stool (in two different heights) is made of solid beech wood with mechanical parts in self lubricant plastic. Due to its smooth-running mechanism it is easy to adjust and convenient to climb. The sturdy couple make a versatile addition to working, recreational and private environments alike. An office canteen, the trendy Health Food Restaurant as well as the kitchen counter at home. It's the working stool of an architect in his studio or a scientist in a research laboratory; the resting place of a museum attendant, telephone stool, valet in a changing room, seating for the children in a kindergarten...





# Konstantin Grcic

## Venice



9 years after launching Chair\_One it seemed a huge challenge to embark on designing another die cast aluminium chair for MAGIS. Even though the technology applied is fundamentally the same, it was clear that the new chair would have to take a totally different approach from its predecessor.

VENICE is designed with softer, more fluid lines. The meticulously shaped seat-cum-armrest casting creates a notion of distinguished elegance and comfort.

A textile backrest punctuates the chair's typology by offering the product additional play with colour and materials. VENICE is stackable and can be used indoors and outdoors.







# Martino Gamper Vigna Family



La sedia in tondino Vigna di Martino Gamper per Magis rappresenta il primo progetto industriale del designer.

Come una pianta rampicante, il tondino a ricciolo rappresenta non solo un elemento decorativo, ma una caratteristica strutturale che serve a dare maggiore resistenza alla gamba della sedia.

Il sedile in plastica viene stampato utilizzando la tecnologia della bi-iniezione che permette di realizzare la seduta in numerose combinazioni di doppi colori.

Oltre alla sedia quest'anno sono stati sviluppati anche dei tavoli e precisamente: un tavolo rotondo con una treccia in tondino che funge da colonna centrale e due tavoli quadrati e rettangolari con quattro gambe che riprendono la caratteristica del tondino rampicante.

# *Il filo di Magis*



Jerszy Seymour

# Flux



The flux chair is a gentle change in direction. Manipulated like a drawing in air, the wire pieces are treated each as an axis with unlimited directions representing unlimited life possibility. Liberating itself from the modernist grid, the Flux chair declares itself 'modern modern' by the use of simple materials, a flexible manufacturing technique and language of a human flow of energy.



*Il filo di Magis*



Jaime Hayón  
**Piña**





To create a chair in wire for exterior use was the starting point of the Piña chair Jaime Hayón has designed for Magis. In the look of a more sophisticated material and shape, the result is a chair that is fantastic for both exterior and interior use. It combines wood, a natural element, with a wire capitoné structure. The pattern created by the wire weave results in a magical optical effect where the chair seems to be inflated. When seated, the pressure the body inflicts on the cushion, marks a solid capitoné from behind. The chair, an extremely elaborated industrial project, is a process experiment guided by Hayón and Magis in the search for fresh and new concepts. The result is a very refined wire chair, adequate for both interior and exterior use, with a twist of magic.

*Il filo di Magis*

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A large, solid red circle is centered on the page. Inside the circle, the text "me too" is written in a bold, white, lowercase sans-serif font. Below "me too", the word "COLLECTION" is written in a smaller, white, uppercase sans-serif font.

**me too**  
COLLECTION

# Eero Aarnio

## Pingy

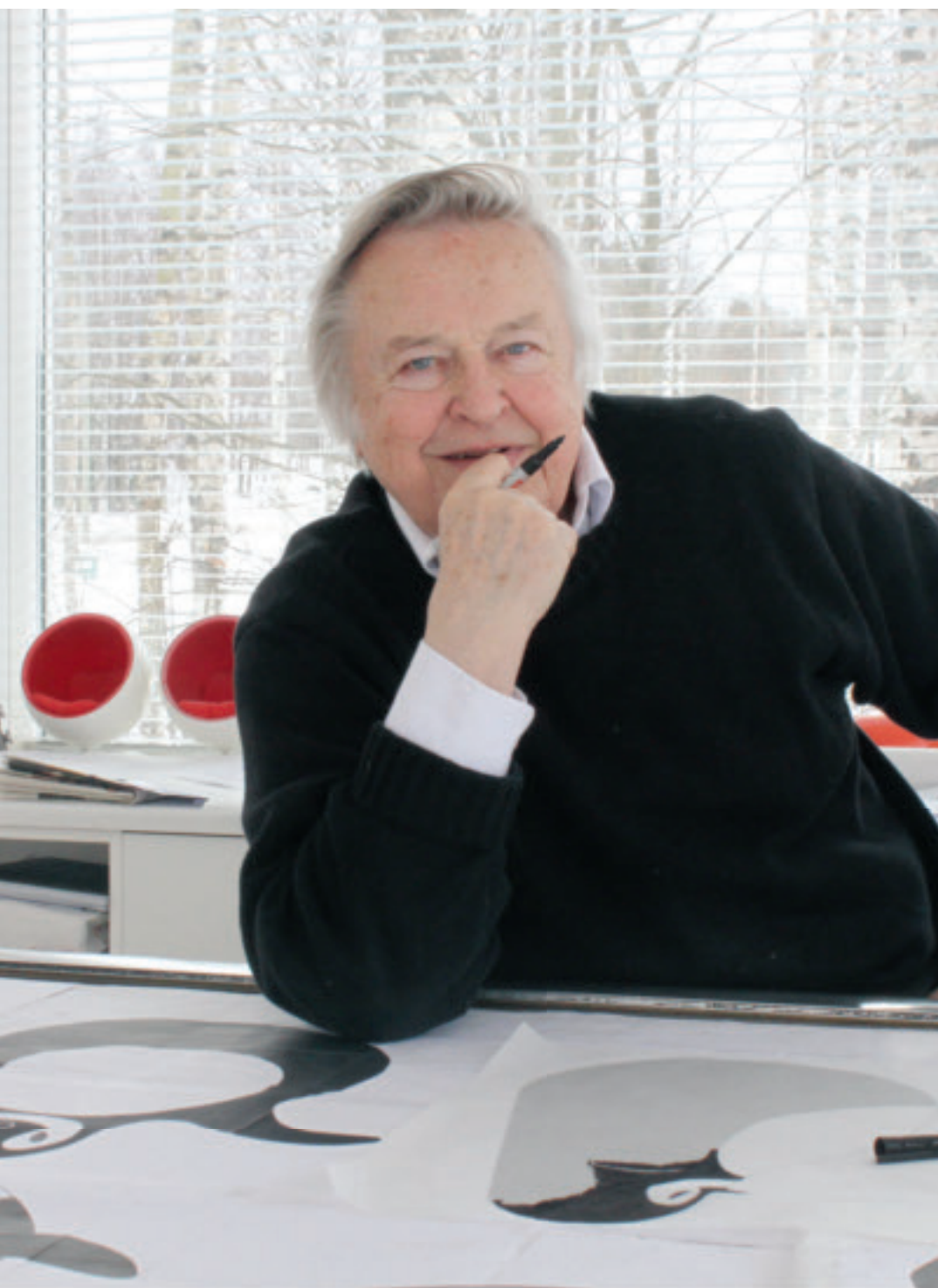


I have always been amused when I see on TV or in the movies a group of penguins dressed in “tuxedos” waddling along in the Antarctic.

As a young boy I made my first penguin out of paper pulp (papier-mâché). My mother dried it above the woodstove in our apartment and when it was dry I painted it black and white. For years this 20 cm high penguin lived on top of the cupboard in my childhood home. Unfortunately my apartment was destroyed in the 40’s during the bombing of Helsinki and the penguin was lost in the mayhem of war.

Penguin chicks are covered in grey soft feathers and will turn black and white when adults, but I have used the liberties of an artist and allowed this particular penguin chick to have black and white feathers. The shape of the head and the profile with the cute beak have the right proportions and the eyes have the realistic almond shape characteristic to penguin chicks.

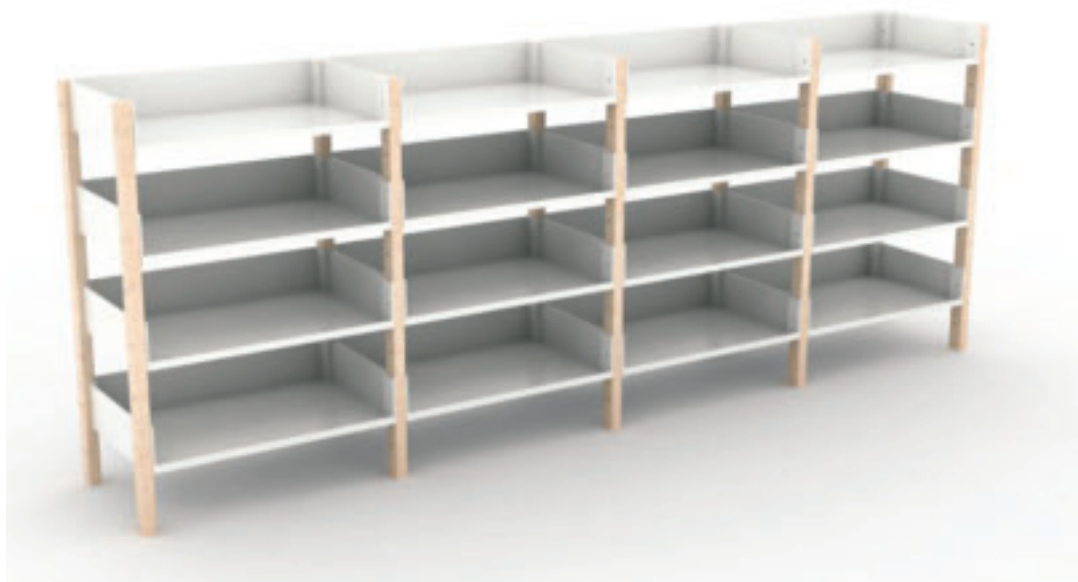
This little penguin has perhaps had a little too much to eat and therefore has the round belly, but this particular rotund shape allows it to mimic the realistic waddling movement, which makes it so lovable and cute.





## Ineke Hans **My Storage**

I wanted to make a clever simple and playful industrial produced system, that could be used in many different ways with a minimum of components. I think MY STORAGE would fit both in domestic and contract environments and could be good for children and adults. You can create chest of drawers with it, or open storage and even small desks. Through the height of the poles you can choose two heights and apply the different components to your own taste and request.





# MA RISCAL

## Reiet







## Para los reyes de la casa

Reiet es una familia de asientos y mesas que expresan sin complejos la ironía que se ha utilizado para desarrollar su diseño. A dos cosas muy serias, como lo son la técnica de tornear la madera y el asiento que utilizan los poderosos, se les ha dado un tratamiento irónico a través de la “perversión” de su forma y de la escala. Cuando Eugenio Perazza encargó a Mariscal alguna pieza que utilizara como argumento la madera torneada, se empezó haciendo unos bocetos barrocos, como parecía que correspondía a esa forma de modelar la madera, pero a través del proceso de diseño sus formas se fueron limpiando, depurando y adelgazando hasta lograr una síntesis muy expresiva. La madera dibuja una silueta bidimensional, en la que se combina las líneas curvas con los cantos rectos, lo que actualiza el “tipismo” del torneado.

Trono es una pieza que añade al asiento connotaciones de poder gracias a su alto respaldo, a sus brazos, que conceden un porte de dignidad, y a su decoración gráfica en el respaldo. Un trono para que los niños se sientan, más si cabe, como los reyes de la casa.



# MARISCAL Reiet





Oiva Toikka

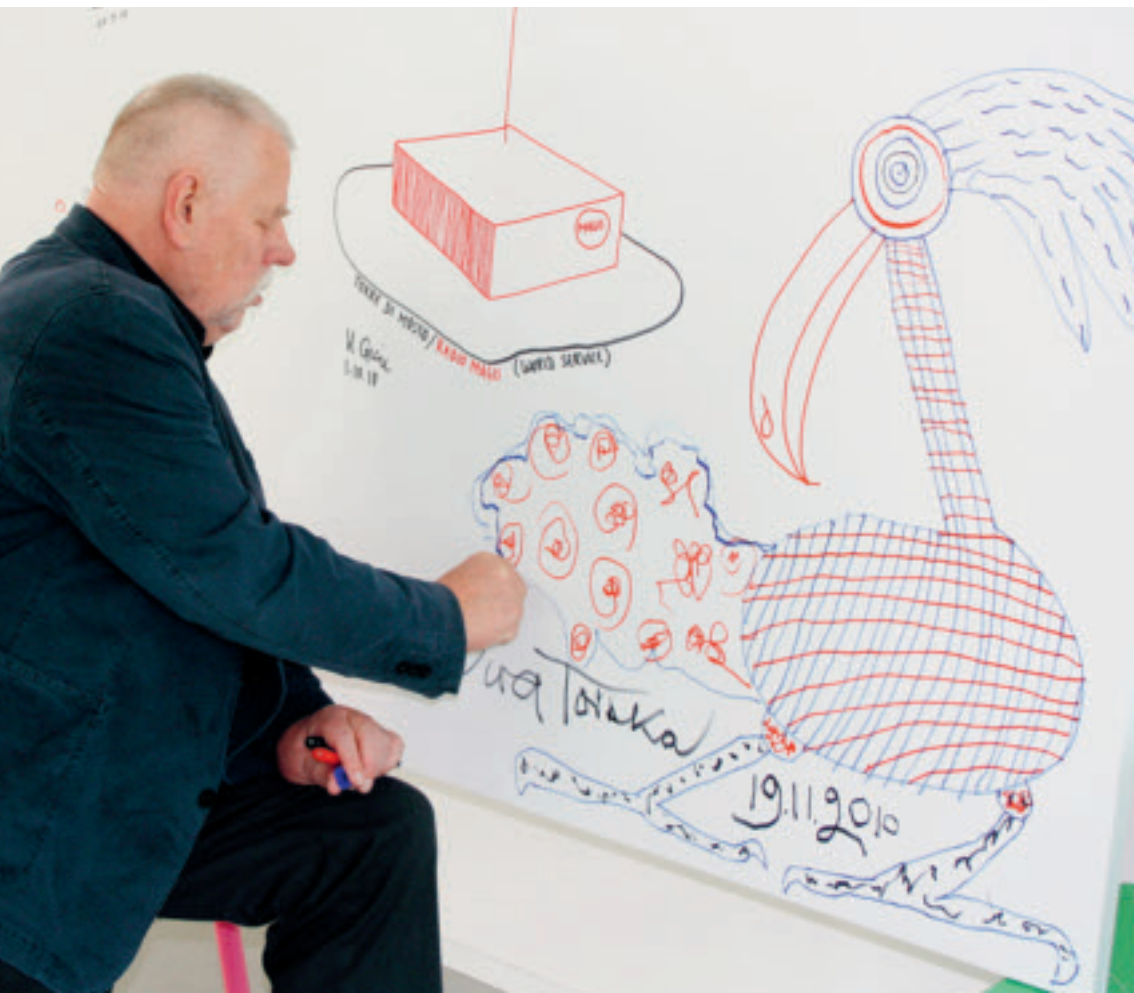
# Moments of Ingenuity

Couple of serigraphies:  
the camel and the ostrich

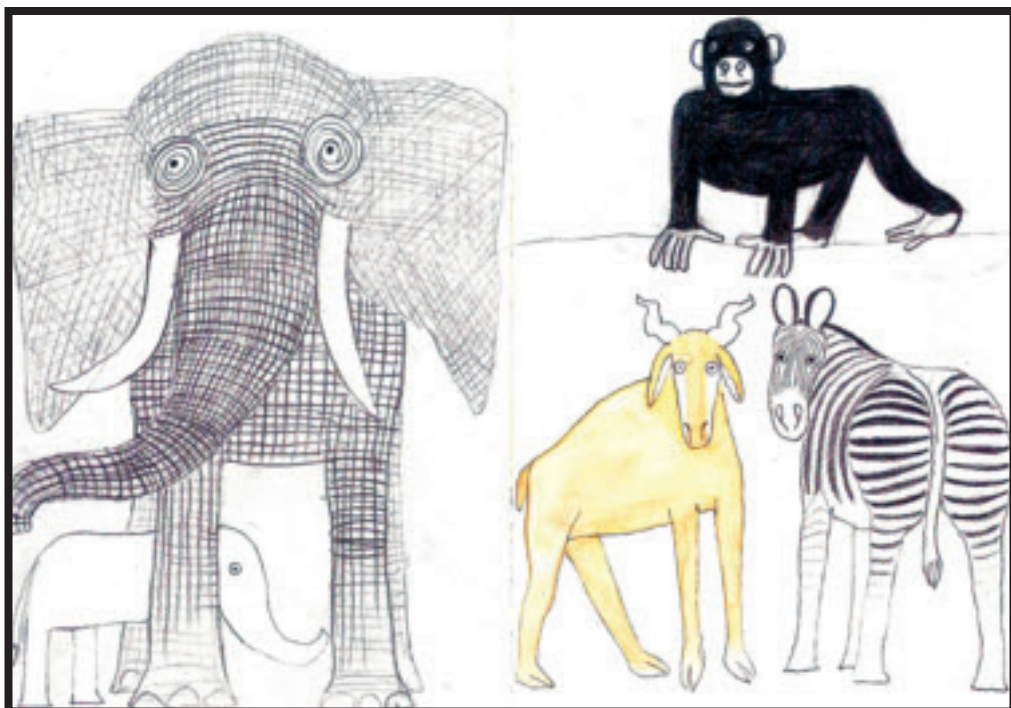
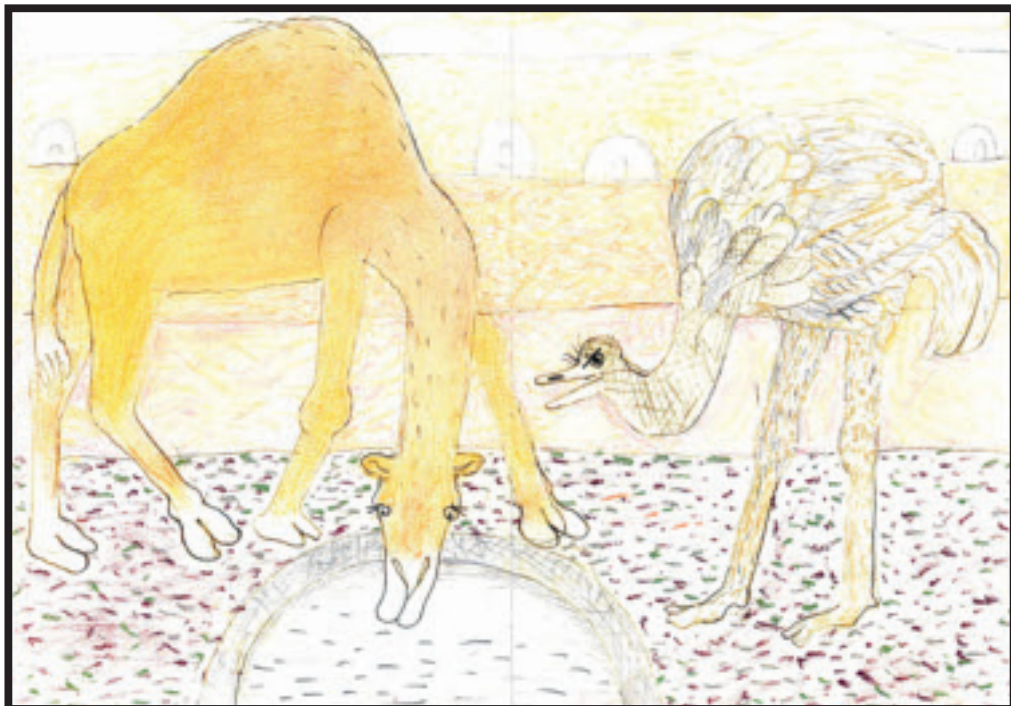
the camel peered into the well  
made the ostrich's rage swell  
still the bird was mad as hell  
and innocent fun is not always fun

the elephants

use black and white  
add some grey on the side  
and beige, it's delightful  
that's the full spectrum







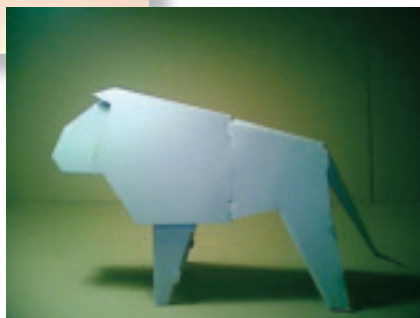
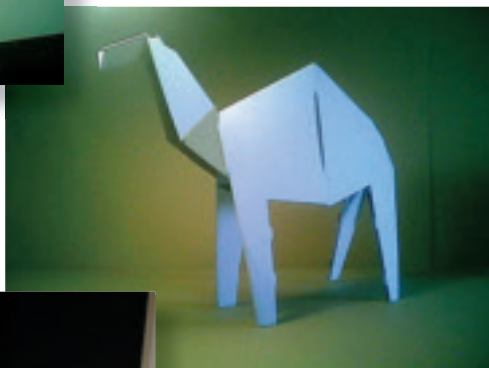
Martí Guixé

# MY ZOO



MyZoo és una col·lecció d'animals fets de Cartronet blanc, venen desmuntats i s'han de doblar i assemblejar. Un cop s'han construït aquestes figures, llavors es poden pintar, amb llapis de colors, cera, aquarella, o pintura si convé. No cal dir que tenen una dimensió força gran, l'elefant, la girafa, el lleó, el dromedari... i a més es pot també entrar per la boca de la balena dins el seu ventre, per així viatjar molt lluny, als confins de la realitat. Tots els animals però són inofensius, no mosseguen, i no pesen, i es poden reciclar per que estan fets de cartró.



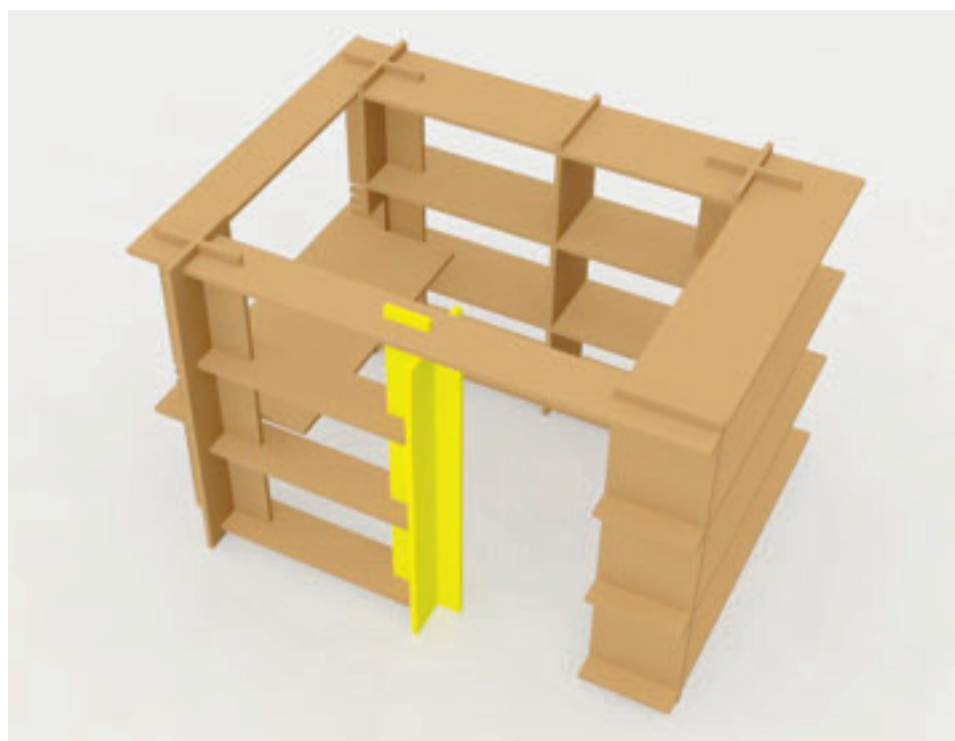


Martí Guixé

# My First Office



An evolving space plenty of shelves and a table, an entrance and lots of possibilities, becoming depending on you, a personal university, a library, an office, a CEO unit, a lager, a space ship, a special station, i+D research center, or whatever. Please fill it with books, objects, knowledge and of course culture, and then lets grow.





“Kids like to have fun; they like their privacy and they like to feel safe – preferably all at the same time. Bunky provides this environment for them. It is cosy and exciting – it is their very own space in which they can climb, hide and sleep.”

Bunky is a completely modular concept - easily assembled from just four pieces. It is made from rotational-moulded polyethylene and creates a sturdy, secure sleep and play environment for kids. All surfaces are smooth with no sharp edges, and the material is highly durable and easy to clean. Perforations under the mattress allow for ventilation. Bunky is also available as a child's single bed.



*Mark Newson.*

**Bunky**

**Magis spa**

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