



## Magis Paris Design Week

On the occasion of Paris Design Week Magis is invited to one of the first design showrooms in Paris: Edifice, based in the heart of the seventh arrondissement. This place animated by a familiar culture of Design will host a special exhibition with the novelties developed by Magis in 2017 and it will continue until December. The latest creations by Erwan & Ronan Bouroullec, Konstantin Grcic, Anderssen & Voll, Blaise Drummond and many others will be shown of this Parisian event. Meet Magis at 27 boulevard Raspail to celebrate the unmistakable and unique design of the Italian brand!

### **Officina design Ronan & Erwan Bouroullec**

Italian design and traditional craftsmanship are harmoniously combined in the Magis Officina collection, which explores a new creative language through the ancient fabrication process that is iron forging.

This year we see a new chapter in this captivating story, with the presentation of a collection of upholstered pieces all featuring the distinctive wrought iron structure, once again bringing the allure of a raw material handed down through the centuries: alive, with those slight imperfections that make each item in this collection unique, with a profoundly refined and elegant spirit.

### **Brut design Konstantin Grcic**

In addition to the tables and benches presented last year, the collection now expands to include a sofa with a cast iron frame and a fabric seat and back, a product that expresses refinement and elegance, qualities inherent to this project as a whole. The starting point for this project was a specific manufacturing method: the production of cast iron, a material that combines great strength with a heavy weight. Cast iron performs well under compression, which is why it is used as a structural material for building bridges and, on a scale closer to furniture production. It is this use of cast iron that has inspired the Brut collection. Its designs are reminiscent of the material's typical industrial uses, and apply the communicative codes of that world to the realm of contemporary furniture: those of a solid, uncompromising material.

### PR and Press Office

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#### **Sequoia design Anderssen & Voll**

The project name of our 'Sequoia' bar stool was 'Forest', as the division of the stem into two tubes reminded of a solid branch growing out of tree trunk. Sequoia has a clear recognizable, unified graphical outline - it reminds us of a calligraphical character. The foot rest has the shape of a foot plate, this gives a certain freedom of movement, «To us, the similarity in shape between the seat and foot rest is an important feature as it makes more meaning of the branch like division of the stem. »



#### **Stanley design Philippe Starck**

With its distinctive single scissor-cross support in fibreglass-reinforced polypropylene, and its seat and back in an extremely technical, high-performance fabric, Stanley is the first folding chair to have passed the most rigorous strength and stability tests and is suitable for a practically infinite range of uses, both indoor and outdoor, domestic and contract.

"The elegance of the high technology enables us to rediscover the timelessness of the director's chair." Ph. S.



#### **Leaves design Blaise Drummond**

Inspired by autumn leaves, Blaise Drummond explains his creative work for Me Too in a rather poetic way.

« I made the first of my leaf drawings about 20 years ago. Walking one Christmas with my wife Síabhra in Les Jardin des Plantes in Paris I began picking up some of the leaves blowing about our feet. Later back in the studio I made a drawing of them as a sort of record. »

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