



## Magis – In search of MORE

Magis is more than a well thought-out corporate concept that concentrates on the beauty and distinctiveness of unique design. More than an idea. More than a designer or a special material. Magis is the product of many ideas, voices, minds and hands – driven by the power of the Italian zest for life and the desire to be more. This is already made clear in the name of the company, which is commonly translated from Latin as “more than”. Creativity, vision and design without boundaries – that is the “more” of Magis.

The diversity of the company guarantees that it will “be more”. Magis repeatedly succeeds in creating surprising and unusual products in collaboration with renowned designers from all over the world.

Magis will be presenting two of these excellent collections in the Design Post showroom as part of the imm cologne furniture fair from 15 to 21 January 2018. Ronan and Erwan Bouroullec have used wrought iron to develop a new creative language for their Officina collection. The collection first started in the form of tables, chairs and stools but soon a new series of accessories was created that includes sophisticated coat racks and hooks, candelabras and mirrors. The comfortable line of upholstered furniture will also be presented at the furniture fair as the latest edition to the Officina family. Various fabric or leather covers lend a comfortable flair to the pieces of furniture.

Starting from the primitiveness of the material, Officina has become a collection that is not only strong and durable but also adds beauty to any space with its cool elegance.

With cast iron, the Brut collection adds a heavy, uncompromising raw material to furniture manufacturing. This raw element posed challenges for Magis and the designer Konstantin Grcic. New processing methods were developed and old casting processes were used again in order to obtain perfect results: tables, benches and sofas with a cast-iron frame and fabric upholstery that embody both top quality as well as exclusive elegance.

As a designer furniture manufacturer, Magis combines new ideas with old manufacturing methods, creativity with tried-and-true traditions and many years of experience with continuously new visions and drive. The corporate headquarters in North-East Italy is an administrative seat, design workshop and exhibition platform – but most of all a dream factory where nothing seems impossible. All of the product highlights from Magis will be able to be experienced by the public at the imm cologne furniture fair in the Design Post showroom at Deutz-Mülheimer Straße 22a.

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