

Press release
January / February 2015

MAGIS-HOME 2015



The new Magis-Home catalogue offers a preview of the graphic transition underway as our corporate identity is revamped. This is an important element in our new coordinated image, in line with all our communication tools (news, price lists, website, newsletters, press campaigns...): a necessary path in order to build a strong and distinctive brand identity.

The catalogue comprises an emotional section and a rational section, separated by an insert in a different size and format, dedicated to the history of the company.

In the emotional section, the products are not photographed individually, but are illustrated in different locations, combined in various ways.

The homes chosen represent a range of different styles, architectural types and personalities, highlighting the way that Magis products fit in beautifully in so many different situations.

The insert found between the two sections focuses on the company, and gives a timeline summing up the milestones reached by Magis over the years, described by Giampiero Bosoni, an illustrious figure in the design world.

We also find a number of pages dedicated to different designers who work with Magis, and a sequence of photographs featuring a selection of the firm's most prestigious contract pieces.

In the emotional section, the products are not arranged in any particular logical order, while in the rational section products are subdivided by type.

Each product is accompanied by a written description in five languages, dimensioned technical drawings and still life photos of all versions and finishes.