

MAGIS

Aviva by Marc Berthier



Marc Berthier



Profile:

Designer and architect Marc Berthier was one of the first designers to collaborate with Magis, designing numerous objects and collections for the company: in fact he has been collaborating with us for over thirty years. His work mainly revolves around industrial product design, and is spiced with international flavours.

He works in France with Lexon, in Italy with MAGIS, in Germany with Black Design, in Hong Kong with Hedworth, and in Japan with Dé Signe. He has received the following awards: Grand Prix National de la Création Industrielle, René Gabriel Award, Compasso d'Oro ADI 1991 and 1994, Forum Design Awards 1995, 1997,

1998, Design Plus 1999, American Design Award 1999.

His creations have been selected for the permanent collections of the Musée National d'Art Moderne, the Arts-Décoratifs Museum and the Fond National d'Art Contemporain in France, and the MoMA in New York.

Marc Berthier is "Chevalier des Arts et des Lettres" and has also received the "Médaille de l'Art et de l'Industrie". He was the French representative at the EC for the "Maison Européenne" commission.

In 2002 he founded Elumstudio in Paris, together with his daughter Élise, Pierre Garner and Frédéric Lintz, joined later by Anne Klepper.



Design and

Aviva is a folding chair designed by Marc Berthier at the end of the 70s in response to the mobility of the urban lifestyle. It has been manufactured by Magis for 20 years and restyled in 2010.

Aviva chairs fold completely flat and are designed for high-standard industrial manufacturing, with frames made of just two elements of beech wood joined together by small metal parts. The specific kinematics of the folding seat demand absolute precision, of a kind rarely required in woodworking.

It's a robust and compact, when folded, Aviva needs hardly any space and is easily storable in the smallest corners and gaps. This simple chair is shaped to achieve ergonomics for both seat and backrest and accommodate the human body. Available in 5 colours, Aviva's minimalist silhouette can fit in every living.



Engineering



“ Lightness is for me a form of elegance and it is one of my most import-



ant design choices that goes far beyond searching for weightlessness ”

Marc Berthier



Information



Product

Folding chair in solid beech, natural or stained. Complete with felt pads.
Available in 4 colours, natural, stained black, stained coral red, stained light green.





Natural



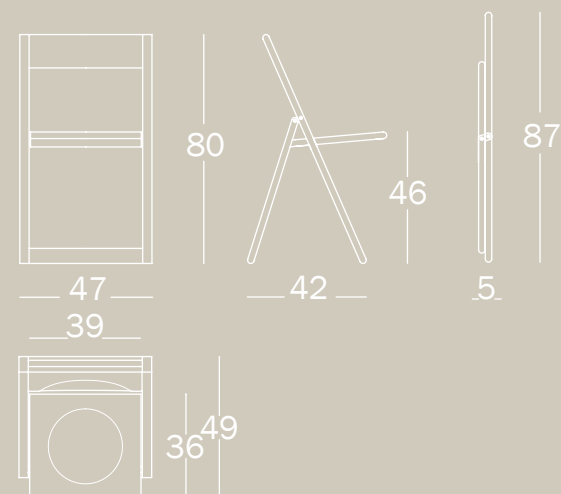
Stained black



Stained coral red



Stained light green



PRODUCT CARE

We recommend using a soft rag, either dry or wet. When needed, use ph-balanced liquid soap especially formulated for wood, diluted in water. Do not use abrasive sponges, as they may leave scratches. Avoid using acidic products, solvents and products containing ammonia. Avoid exposure to sunlight as this may permanently discolour the surface. Periodic maintenance and cleaning allow the product to keep its original look and lengthen the duration of its performance.

WARNING

Do not use different cleaning products from the ones mentioned above. Do not use the product in an improper way. Do not place hot objects on it, sit down on the back and/or on the arms, stand on the seat or use the product as a ladder. Once disused, please make sure this product is disposed in an environment-friendly way.



