



## Italian-Made Design – Magis at the Internationale Möbelmesse 2017

For the IMM trade fair in Cologne from **16 to 22 January**, Magis presents a series of new designs in its dedicated space at Design Post. The selection of seating and accessories offers an overview of the company's varied range of products, with surprising and extraordinary new ideas emerging every year, largely thanks to the collaboration with internationally-renowned designers. The Internationale Möbelmesse 2017 will also celebrate Magis' 40th anniversary.

With the design of **Stanley**, Magis and Philippe Starck have reinvented one of the world's most iconic seats: the director's chair, a chair introduced in the late eighteenth century, and universally associated with Hollywood movies. Unlike the traditional director's chair, Stanley features a structure with a single scissor-cross support. The frame is in fibreglass-reinforced polypropylene, while the seat and back are in an extremely technical, high-performance fabric. It is also the first chair of this type to have passed the most rigorous strength and stability tests on both sides of the Atlantic.

Suitable for domestic or contract use, both indoors and out, Stanley is a new and versatile star on the international seating scene.

Curved lines come together in a design that is simple despite all its movement: **Milà**, the latest creation from designer Jaime Hayon together with Magis, draws inspiration from the shapes of Catalan architecture. With this chair, Spaniard Hayon made his first foray into plastic. As the designer tells us: "Imagine you're able to do in plastic what is impossible to do in wood. With the expertise of Magis as pioneers in gas injection-moulding, we were able to make an expressive chair very rich in movement, based on the forms of Catalan modernism: an elastic and dynamic chair, enriched by a silky touch finish. It was a challenge for me, as someone who normally uses materials with thousands of years of heritage such as wood, metal, and ceramic, to create my first product in plastic. And I am happy with it."

Available in six different colours, with optional cushions, this chair fits perfectly into any setting, and with its rugged material, it is also suitable for outdoor use.

Naoto Fukasawa's **Substance** collection features a strikingly clean and simple design. Its arched shapes and rounded details give the seat a friendly look and a lively character.

"I believe we have successfully produced a sustainable chair", so affirms Fukasawa. The Substance collection is again available in a choice of colours and materials, from aluminium tubing to beech, etc.

### PR and Press Office

Micol Fagotto — [micol.fagotto@magisdesign.com](mailto:micol.fagotto@magisdesign.com) — T +39 0421 319654  
Cristiana Bernardini — [cristiana.bernardini@magisdesign.com](mailto:cristiana.bernardini@magisdesign.com) — T +39 0421 319658  
[magisdesign.com](http://magisdesign.com)



With the **Officina** collection, the brothers Ronan and Erwan Bouroullec developed a new creative language for forged iron. Following on from the tables, chair and stools, the collection now expands to include a series of accessories. Elegant coat stands, candelabras, a clothes valet and a mirror enhance the collection, and add a touch of classic elegance to any space.

To mark Magis' 40th anniversary, designer Konstantin Grcic has transformed the symbol of the company into a cool design: the mule **ETTORE**. "

While we were working on the Brut collection of cast-iron furniture, Eugenio Perazza – Magis founder- asked me if I could draw a mule to be made cast in iron for the company's 40th anniversary. At first I was surprised, thinking that I have probably not drawn an animal since my childhood. I did it, and it was fun. Ettore turned out a real mule, its legs firmly on the ground, determined and strong. But it is also a beautiful thing, loveable and playful. Just like Magis."

Made in cast iron, this accessory will cut a fine figure anywhere, be it as a doorstop in your lounge or as a bookend for your shelves.

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Micol Fagotto – [micol.fagotto@magisdesign.com](mailto:micol.fagotto@magisdesign.com) – T +39 0421 319654  
Cristiana Bernardini – [cristiana.bernardini@magisdesign.com](mailto:cristiana.bernardini@magisdesign.com) – T +39 0421 319658  
[magisdesign.com](http://magisdesign.com)