

# MAGIS

Venice by Konstantin Grcic



# Konstantin Grcic



## Profile:

Konstantin Grcic (\*1965) was trained as a cabinet maker at The John Makepeace School for Craftsmen in Wood before studying Design at the Royal College of Art in London. Today Konstantin Grcic Design is based in Berlin and active in several fields ranging from industrial design projects, exhibition design and collaborations in architecture and fashion.

Among his producers, besides Magis, are Artek, Authentics, Cassina, ClassiCon, Flos, Flötotto, Kettal, Laufen, Mattiazzi, Muji, Mutina, Nespresso, Plank, Serafino Zani and Vitra. From the fashion and lifestyle sector, Audi, Hugo Boss, Issey Miyake, Louis Vuitton, Prada,

Rado and smart/Daimler are some of his clients. Many of his products have been awarded international design prizes. He received the Compasso d'Oro in 2001 for the Mayday lamp (Flos), 2011 for the Myto chair (Plank) and 2016 for the OK lamp (Flos). For Tom and Jerry from Magis' series The Wild Bunch he received the German Design Award in Gold in 2011.

Grcic defines function in human terms, combining formal strictness with considerable mental acuity and humour. His work is characterised by a careful research into the history of art, design and architecture and his passion for technology and materials.

# Design and

After launching Chair\_One it seemed a huge challenge to embark on designing another die-cast aluminium chair for Magis. Even though the technology applied is fundamentally the same, it was clear that the new chair would have to take a totally different approach from its predecessor.

Venice is designed with softer, more fluid lines. The seat and armrest, meticulously cast as a single form, create a sense of distinguished elegance and comfort. The special feature of the armrest is one of the chair's distinguishing elements, is now highlighted by the new leather self-bearing backrest and seat cover.

Elegant and sophisticated, Venice is perfect for many environments, both home and contract.



# Engineering



“ The meticu-  
lously shaped  
seat-cum-arm-  
rest casting



creates a notion  
of distinguished  
elegance and  
comfort. ”





# Information



# Product

Seat in die-cast aluminium, polished or painted in polyester powder.  
Legs in extruded aluminium polished or painted in polyester powder.  
Leather self-bearing backrest and seat cover.





Polished / natural



Polished / sage



Polished / black



Dark bronze / natural



Dark bronze / sage



Dark bronze / black

#### Materials /

##### Die-cast aluminium /



Polished



Dark bronze

##### Leather /



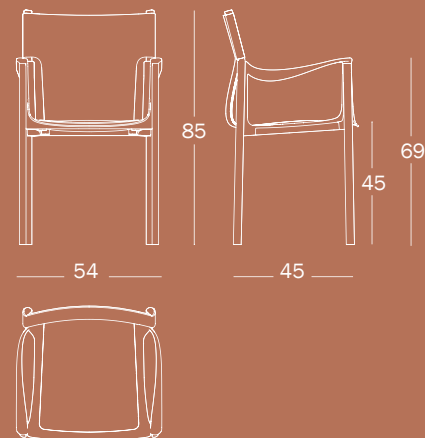
Natural



Sage



Black



#### PRODUCT CARE

##### ALUMINIUM /

We recommend using a soft rag, either dry or wet. When needed, use ph-balanced soap diluted in water. Do not use abrasive sponges as they may leave scratches. Immediately dry after washing with a soft rag or chamois leather. Never leave water or other liquids to stagnate on metal parts. Avoid contact with all acidic substances. Small marks or irregularities, which might be visible on the surface, should not be considered as faults, but on the contrary as technical results of the nature of natural aluminium and its brushing and polishing by hand. Aluminium is very likely to dull while using. Regular care is therefore necessary to maintain its original appearance. We recommend using specific cleaning products for aluminium.

##### LEATHER /

Regularly clean using a dry and soft rag. When needed, use products especially formulated for leather. Immediately dry after the treatment. Do not use abrasive sponges as they may leave scratches. Where there was a stain of ink or similar, use only the specific stick that is commonly available on the market. Avoid direct exposure to sunlight or heat sources.

#### 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 on the back, stand on it or use the product as a ladder. Once disused, please make sure that this product is disposed in an environment-friendly way.





