

MAGIS

Big Will by Philippe Starck



Philippe Starck



ph. / Jean Baptiste Mondino

Profile:

“Subversive, ethical, ecological, political, fun: this is how I see my duty as a creator.” Philippe Starck. Despite his thousands of projects – completed or in the making – his global fame and his tireless protean inventiveness, we must never forget the essential. Philippe Starck has a mission and a vision: creation, whatever shape it takes, must make life better for the largest number of people possible. Starck believes this highly poetic, political, rebellious, benevolent, pragmatic and subversive duty must be borne by all, and he resumes it with the humour that has accompanied his approach since the earliest days: “No one is obliged to be a genius, but everyone has to take part.”

His anticipatory concern for environmental implications, his profound comprehension of contemporary mutations, his enthusiasm for imagining new lifestyles, his determination to change the world, his devotion to a positive reduction, his love of ideas, his desire to defend the intelligence of usefulness – and the usefulness of intelligence – have accompanied one

iconic creation after another... From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, micro wind-turbines, electric cars, and hotels that aspire to be wondrous, stimulating and intensely vibrant places, Starck never ceases to push the boundaries and criteria of contemporary design.

His technological miracles are vectors of democratic ecology, focused on action and a respect for the future of both humans and nature. Predicting the phenomena of convergence and dematerialisation, Philippe Starck has always devised objects that demand the most from the least. The solutions provided by his dreams are so vital, so essential that he was the first Frenchman to be invited to the legendary TED (Technology, Entertainment & Design) talks, conferences that have brought together such illustrious speakers as Bill Clinton and Richard Branson. Inventor, creator, architect, designer, artistic director... Philippe Starck is all of the above, but above all he is a man of honesty, in the purest tradition of the Renaissance artists.



Design and

Big Will table marks another chapter in a gripping story, in which the Magis philosophy and technology, with its friendly shapes and rigorous production, meets the creative spirit of Philippe Starck.

The Big Will table is actually equipped with two fixed legs ending with rubber pads and two legs ending with wheels that move easily. It's interesting the contrast with the sober lines, the classic materials and the modernity of the ingenious wheel system.

Big Will's most striking and characterful features are its wheels – positioned at the extending end of the table - and the die-cast aluminium structure, which comes either in a glossy finish or painted white or black. The top could be in tempered glass, acid-etched or in American walnut. Leaves for extendable version are in MDF laminate painted.

Legs are in die-cast aluminium and can be polished or painted. Crosspieces are in aluminium, polished or painted.

The table is available in four dimensions and also as an extendable version.

The extendable version measures 200 x 100 cm closed, but with two 50-cm extension leaves, it can reach a maximum overall length of three metres.

The table can be extended effortlessly, without needing to lift it, simply by gliding the extending end on the floor thanks to the two wheels, and to a patented sliding and locking mechanism developed especially for Big Will.



Engineering



“ An extending table is a lovely sign of generosity. It means, as we say in French,



that if there's enough for four, there's enough for eight ”

Philippe Starck



Information

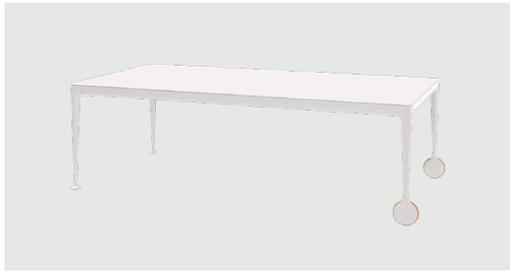


Product

Materials: legs in die-cast aluminium, polished or painted. Crosspieces in aluminium, polished or painted. Tops in etched tempered glass glossy or matt finish or in American walnut.
Leaves in MDF laminate, painted matt or glossy.
Wheels and feet in rubber.



280x120 / 240x110



Frame /	Top in tempered glass /	Wheels /
Painted black 5140	Matt black	Orange
Painted white 5108	Matt white	Orange
Polished	Glossy white	Orange

200x100

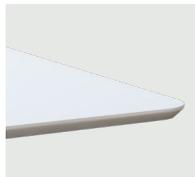


Frame /	Top /	Wheels /
Painted black 5140	Tempered glass matt black	Orange
Painted white 5108	Tempered glass matt white	Orange
Polished	Tempered glass glossy white	Orange
Painted black 5140	American walnut	Black

Leaf in MDF /



Black 8510

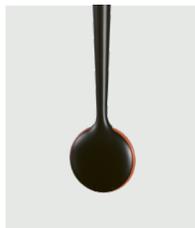


White 8500

Frame in aluminium and wheels in rubber /



Frame / black 5140
Wheel / black



Frame / black 5140
Wheel / orange



Frame / white 5108
Wheel / orange



Frame / polished
Wheel / orange

140x140



Frame /	Top in tempered glass /	Feet in rubber /
Polished	Glossy White	Black

Extending 200/250/300X100

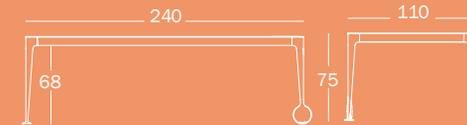


Frame /	Top /	Leaf in MDF /	Wheels /
Painted black 5140	Tempered glass matt black	Black 8510	Orange
Painted white 5108	Tempered glass matt white	White 8500	Orange
Polished	Tempered glass glossy white	White 8500	Orange
Painted black 5140	American walnut	Black 8510	Black

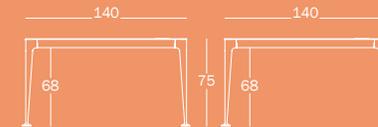
280X120



240X120



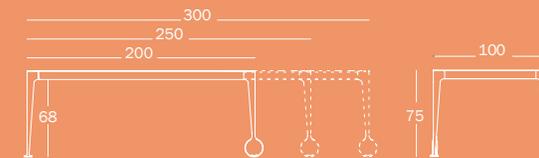
140X140



200X100



Extending 200/250/300x100



PRODUCT CARE

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 sit on metal parts. Avoid contact with all acidic substances.

We recommend cleaning the MDF tops as soon as possible, as giving dirt time to dry can noticeably increase the risk of rings, stains, and surface damages. We recommend paying particular attention to intensely coloured substances (such as coffee, cola, tomato juice, wine, vinegar...). Periodic maintenance and cleaning allows the product to keep its original look and lengthens 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, stand on it or use the product as a ladder. Once disused, please make sure that this item is disposed of in an environmentally-friendly way.



