

# MAGIS

Voido by Ron Arad



# Ron Arad



## Profile:

Born in Tel Aviv in 1951, Ron Arad graduated from the Architectural Association in London in 1979. His studio, Ron Arad Studio, has garnered international acclaim in industrial design, architecture, and art. The studio has collaborated with world-leading companies such as Vitra, Moroso, Kartell, Alessi, Driade, Guzzi, Cappellini, Cassina, WMF, Grundig, Venini, Swarovski, and others. It has also completed award-winning architectural projects including the Design Museum Holon, Médiacité in Liege, a cancer hospital in Afula, ToHA Towers in Tel Aviv, public spaces of the Watergate Hotel in Washington, the Freeport Interior Structure in Singapore, a Tokyo home in Shibuya, the Y's flagship store in Tokyo, as well as interiors of the Hotel Puerta America in Madrid and Duomo Hotel in Rimini. The studio also won the UK National Holocaust Memorial competition. Ron Arad Studio has created large-scale public art installations such as T.O.T.O.T at St Pancras in London, Spyre at the Royal Academy in London, Curtain Call at the Roundhouse in London, as well as in Singapore, Jerusalem, and Valencia, Safe Hands in Toronto, Vortex in Seoul, Evergreen! in Tokyo, and many others.

The studio's work has been featured in major retrospective exhibitions worldwide, including at the Victoria & Albert Museum in London, the Vitra Design Museum in Weil am Rhein, the Barbican Centre Museum in London, the Centre Pompidou in Paris, the MoMA in New York, the Triennale Milano, the Venice Biennale, Ivory Press in Madrid, the Holon Design Museum, the Pinacoteca Agnelli in Turin and wide-ranging global gallery exhibitions. His designs are part of numerous public and private collections, including those at the V&A in London, MoMA in New York, MoMA San Francisco, the Metropolitan Museum of Art in New York, the Centre Pompidou and the Musée des Arts Décoratifs in Paris, and 21\_21 Design Sight in Tokyo, among others. Ron Arad is a Royal Academician and a Professor Emeritus of The Royal College of Art, where he served as Professor of Design Products. He has been honoured with the London Design Medal, Compasso d'Oro, and his studio's ToHA Building won The Best High-Rise and a platinum LEED environmental sustainability award.



# Design and

Created by Ron Arad, one of the biggest designers in the international arena, with his masterfully unconventional style, Vido is a rocking chair that looks like a piece of contemporary sculpture, but is made using industrial technology capable of producing large yet light shapes: rotational-moulded polyethylene. Vido's sleek, ergonomic volumes welcome the body in a flowing embrace, but its seeming simplicity hides considerable complex research and engineering.



# Engineering



“ Vido's sleek,  
ergonomic  
volumes



welcome the  
body in a flow-  
ing embrace ”



# Information



# Product

Rocking chair for domestic use and contracts.  
Material: Polyethylene. Suitable for outdoor use.





Red 1004 C



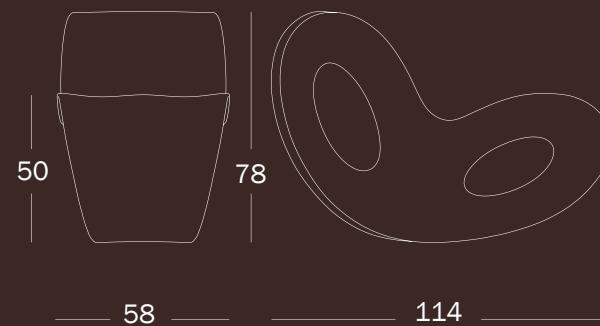
White 1735 C



Light Grey 1395 C



Rust Brown 1071 C



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