



Magis @ MAISON&OBJET 2019

Magis will be participating in the September edition of MAISON&OBJET, the event dedicated to lifestyle professionals, which investigates the revolution taking place as the workplace is hailed a new living space.

The Magis stand will be located in Hall 6, where a dedicated area will be showcasing the best furniture for contemporary working environments, accompanied by a special pathway called WORK!, which will identify specific design solutions for offices.

The brand is set to introduce some of its latest new products, such as the Plato chair designed by Jasper Morrison; Linnut, the new collection of lighting sculptures, a collaborative effort between Magis, Iittala and Oiva Toikka; and the new armchairs in the Troy collection designed by Marcel Wanders.

Plato design Jasper Morrison



The new chair Plato designed by Jasper Morrison is a rigorous, minimalist chair that is also versatile and sturdy, and well-suited for both indoor and outdoor settings. Understated and with a neoclassical inspiration, hence the name that references one of the pillars of ancient philosophy, the Plato chair is the manifestation of a perfect balance between form and function, able to harmonise the various living areas.

PR and Press Office

Micol Fagotto — micol.fagotto@magisdesign.com — T +39 0421 319654
magisdesign.com



Linnut: Magis- Iittala- Oiva Toikka



Linnut (the Finnish word for birds) is a collection of birds developed in collaboration by Magis, Iittala and Oiva Toikka, starting from the collection Birds, the blown glass birds designed by Oiva Toikka for Iittala since the '70s. This time the birds are made of rotational-moulded polycarbonate, a material allowing to create an effect very similar to the rich finish so typical of blown glass. A fun and poetic, yet very innovative collection. Sulo, Siiri, Kirassi and Palturi (the names of the birds) are movable cable-free light sculptures. They can be carried out to the terrace to light up a late summer dinner or placed in a child's room to give off a friendly glow during the night. Or, a Linnut might stand in the entryway, just inside the front door – a friendly night owl, to welcome you home.

Troy design Marcel Wanders



"These new chairs are more than an extension of the Troy collection. They are an extension of possibility. They expand the functionality of space, bringing more comfort to more places. They create more opportunities for people to relax while their spirit is uplifted."

Marcel Wanders

"Lowering the height of this version of the chair and making it padded and upholstered, allows it to physically and aesthetically fit into more spaces. It allows for more versatility and combination. With and without special armrests it creates more usable space within a residence or hotel setting."

Gabriele Chiave

PR and Press Office

Micol Fagotto – micol.fagotto@magisdesign.com – T +39 0421 319654
magisdesign.com