

MAGIS

History

1976 – Today. Pushing the boundaries of design.

Motta di Livenza, a small community in the region of Veneto in Northeast Italy is the birthplace of Magis. For centuries this region has been known for its remarkable craftsmanship, creativity and flourishing trade.

In the heart of this vigorous area Eugenio Perazza brought his vision of a modern design company into reality: a place of genuine freedom to explore. A place where real design and technological innovation go hand in hand to enrich people's life with beautiful, useful and authentic products.

The company's name embodies this idea. Magis is a Latin word that means "more than".

This philosophy is reflected in every Magis product. By constantly experimenting with new design languages, new technologies and new materials, Magis is always more than ordinary or expected. Guided by this mission Magis achieved critical and commercial success, and became one of the most influential international design brands.

In 1996, family members Barbara Minetto and Alberto Perazza joined the company. In the best sense of the word, Magis continued to be a family business: independent and run on family values. Appreciation, loyalty, respect and a great sense of community are the building blocks of all relations with employees, designers and partners of Magis.

Magis moved to new headquarters in Torre di Mosto in 2010. On a site of around 98,000 m², it provided a new home for the logistics and assembly departments as well as all the offices. A spacious showroom means visitors can see an exhibition of iconic Magis products and get a sense of what Magis stands for. In 2016 Alberto Perazza was appointed CEO of Magis. This natural transition has led to a new chapter of Magis, while still staying true to its core value: being the creative and progressive voice of design.

Historical Landmarks

1994 – Bottle. Putting Magis on the international design map.

Bottle marked an important point in the history of Magis. The stackable bottle rack was the first Magis product designed by Jasper Morrison, and the beginning of a long lasting and fruitful relationship. This collaboration between Magis and an exceptional designer was the first of many.

Bottle was a huge commercial success. And it was highly regarded in the design world, winning many major awards. The MoMa in New York introduced Bottle into its permanent collection, and other prestigious museums around the world followed suit.

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1997 – Bombo. The most copied stool of all time

Bombo is the perfect example of how one single masterpiece can change the perception of a whole product category. Developed in collaboration with Stefano Giovannoni, Bombo has been a huge critical and commercial success since the day it was introduced.

Without a doubt it is a practical stool for everyday use. Its 360-degree swivelling seat allows the user to turn in any direction, and its gas pistons mean its height is easily adjustable. But what makes Bombo outstanding is its remarkable design. As if the perfect bar stool could only ever manifest in this iconic shape.

Today Bombo can be found in homes, bars and restaurants all over the world. What's more, it has become part of our cultural memory. Due to its huge success it is also one of the most copied design objects of all time. Yet only the real Bombo is the real Bombo.

2000 – Air-Chair. Technological innovation meets sophisticated design.

Air-Chair is the beautiful manifestation of a technological revolution. Driven by the idea of lightness and stability, Jasper Morrison and Magis developed the first one-piece chair using air moulding technology. This sophisticated production method consists in the injection of a gas into the mould together with fibreglass-reinforced polypropylene. The resulting chair is highly resistant yet super-lightweight.

The design of Air-Chair is simplicity at its best: formal and pure, linear and essential. A timeless classic that is also super practical. Air-Chair is easy to move, stackable and suitable for indoor or outdoor use.

2003 – Chair_One. It takes courage to create an icon.

Unlike any other design object, Chair_One reflects some of the attributes that we embrace the most: courage, boldness, persistence and a belief in doing the right thing. When we introduced Chair_One, the design world was unsettled. People thought it was an experiment, an art piece at best. Today Chair_One is a widely-acclaimed design classic, showcased in the most prestigious museums, and used in homes, offices and restaurants all over the world.

Konstantin Grcic created this unique design masterpiece by exploiting the potential of die-casting: a precise technology with the capacity to produce complex three-dimensional shapes. Finding the right form was a long and often uphill journey, resulting in an exceptional chair that provides the greatest possible comfort using the least possible material.

Chair_One really is one of a kind. Once you've seen it, you won't forget it.

2004 – Magis Kids. Putting the young ones at the centre of the design process.

The origin of Magis Kids is a real family story. Eugenio Perazza wanted to give his granddaughter Anna a table to draw on. But he very soon realised that there was no furniture suitable for children that was simple to use, but also offered educational value and advanced design characteristics. Hence, Eugenio decided to design and produce a dedicated Magis line for kids that would fulfil his criteria.

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The ambition behind Magis Kids was to develop each product through the eyes of a child, and not by simply scaling down existing design objects. In collaboration with designers such as Enzo Mari, Javier Mariscal and Eero Aarnio, a colourful, amazing and happy world came to life.

From lightweight chairs to storage for hidden treasures, from modular beds to animals to play with and houses to live in. Magis Kids enables children to express their creativity in a very natural, childlike way.

2005 – Puppy. A four-legged canvas for creativity.

Puppy is a little dog designed by Eero Aarnio, whose aim was to see through the eyes of children when they draw puppies. A head, a body, legs and a tail – that's it. Colourful, durable and playful.

Children love this little friend. Designers and artists of all kinds love Puppy too. It is a wonderful canvas on which to express their creativity. Today you can find countless designs and variations of Puppy. Each one a work of art in its own right.

2008 – Steelwood. Bringing two exceptional materials together.

Steelwood is the result of great design, innovative material processing and true craftsmanship.

By thoughtfully combining two very traditional materials, Ronan and Erwan Bouroullec created a simple yet elegant chair. The seat and legs of Steelwood are made of wood. The back is a steel plate. It sounds simple, but moulding Steelwood takes sophisticated engineering and remarkable technical excellence. Skilled metalworkers use a series of nine different mechanical procedures to gradually shape the back. This elaborate process gives Steelwood its timeless, elegant look.

Since its introduction, Steelwood has evolved into a beautiful family of products, including chairs, stools, tables, a coat stand and a shelving system.

2010 – Spun. A chair as an art piece.

In everything we do we want to push the boundaries of design, creating useful everyday objects that could also be pieces of art. A key example of how this ambition manifests is Spun.

Spun is an exceptional piece of furniture that uses a rotational moulding technique to shape plastic. When upright, Spun, designed by Thomas Heatherwick, seems to be a beautiful, static sculpture. But when it is leant on its side, it allows the sitter to swivel, rotating in a complete circle. A unique chair that looks like art and is fun to sit on.

2014 – Officina. Reinventing an ancient technique

For thousands of years an infinite number of everyday objects and decorative artefacts have been created by forging iron. For the Officina collection, Ronan and Erwan Bouroullec gave this ancient production process a modern twist, creating an exceptional design language.

A system of wrought iron supports for tops of different dimensions and materials is the basis of Officina. What makes the series unique is the combination of this ancient metal with modern forms

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and materials. All Officina products, from chairs to tables, sofas and benches combine an industrial feel with an elegant spirit. They adapt perfectly to almost any setting.

2018– Bureaurama. Redefining workspaces.

Offices are dynamic and constantly changing places. Bureaurama, designed by Jerszy Seymour, provides a beautiful and useful collection of lightweight stools and tables that can adapt to numerous work and social situations.

This philosophy is perfectly reflected in the round table: used singly, the table is a place for individual, focused work. By arranging several tables together, one big table can be formed, suitable for collaborative work and sharing ideas.

Bureaurama is made of fully-recyclable welded aluminium, and is spray-painted by hand. No two pieces looks alike. Just as today's workplace is always different and ever-changing.

2020 – Costume. The sofa 2.0

On many levels, Costume, designed by Stefan Diez, is the story of rethinking what a sofa should be like. A piece of furniture that is practical and family friendly, and also has the lowest possible impact on the environment.

Costume embraces change. It starts as a single unit, which can be interlocked in various constellations or extended with armrests. Costume is a modular system that changes and grows to suit its users' needs and preferences.

The body of Costume is made of long lasting, 100% recycled and recyclable polypropylene. The embedded pocket springs minimize the use of synthetic foam, which is an ecologically problematic material. Additionally, the covers of Costume can be changed and washed easily, and all parts of Costume can be replaced. Everything is well thought through to maximize the lifespan of Costume.

A sofa as it should be.

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