

Puppy XS

design **Eero Aarnio** / 2023

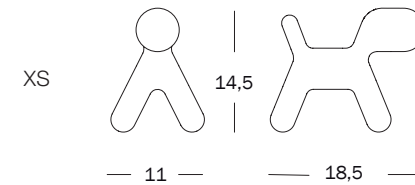
Created in 2004 by Eero Aarnio in its S, M, L and XL versions, Puppy is a dog-shaped sculpture that the designer approached from the perspective of a child drawing a puppy. Head, body, legs: minimal, rounded shapes result in a friendly, playful, durable and colourful object. In 2019, the collection has been enriched with the Puppy XS version, a small collector's item perfect for making any corner special, whether on a bookcase or on a piece of furniture. The 5 previous versions in white, black, turquoise, mustard and coral are now joined by three proposals in shaded velvet, thanks to Magis experimentation, and three in iridescent velvet, an effect made possible thanks to the use of fibres in two different colours.

material /

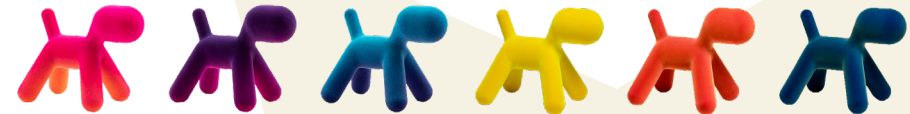
In polypropylene covered with a polyamide layer.



“Puppy isn't just any dog. He's as a child imagines a dog when drawing one for the first time: head, body, paws.”



colours /



fuchsia /
orange

violet /
fuchsia

turquoise /
violet

yellow
iridescent

orange
iridescent

blue
iridescent

**Eero
Aarnio**

The Finnish designer Eero Aarnio (born in 1932 in Helsinki) is one of the greatest innovators of modern furniture design. His work as a designer began in the early 60s, when he opened his own design studio in Helsinki. Eero Aarnio began experimenting with plastics, vivid colors and organic forms, breaking away from traditional design conventions. Many of Aarnio's now iconic works are included in the world's most prestigious museums.