

MAGIS

In-Side by Thomas Heatherwick



Thomas Heatherwick



Profile:

Thomas Heatherwick is one of the UK's most prolific designers, whose varied work over two decades is characterised by its originality, inventiveness and humanity.

Defying conventional classifications, Thomas founded his studio in 1994 to bring together architecture, urban planning, product design and interiors into a single creative workspace. Working across multiple scales, locations and typologies, Heatherwick Studio has developed into a team of over 200 makers and inventors with no signature style.

Led by human experience rather than any fixed dogma, the studio creates emotionally compelling places and objects with the smallest possible climate shadow.

From their studios in London and Shanghai, the team is currently working on over 30 projects in ten countries, including Azabudai Hills, a six-hectare mixed-use development in the centre of Tokyo, the new headquarters for Google in London (in collaboration with Bjarke Ingels Group) and Airo, an electric car that cleans the air as it drives.

The studio has also recently completed Bay View, Google's first ground-up campus and Little Island, a park and performance space on the Hudson River in New York as well as the Zeitz Museum of Contemporary Art Africa in Cape Town; and Coal Drops Yard, a major new retail district in King's Cross, London. Thomas' book, *Humanise*, was published by Penguin in October 2023.



Design and

Beyond a simple outdoor collection, this is a manifesto of innovation, technology, experimentation and creativity.

In-Side, the new outdoor collection by Thomas Heatherwick, uses rotational moulding production technology to highlight the material in an extraordinary way.

In-Side is an invitation to explore its two dimensions: the exterior, and the interior which is revealed on the side. The material is a blend of part post-consumer recycled polyethylene and part post-industrial recycled polyethylene in multi-coloured flakes, created through careful research and experimentation. This material, coupled with the production technology, creates an unexpected interior surface, that by revealing its multi-coloured texture becomes the collection's distinctive feature. Each piece should therefore be considered unique, as the configuration and colour of the flakes vary from piece to piece.

An expression of the Magis approach, of the desire to always push beyond the limits through new constructive languages, the In-Side collection aims to bring the beauty of the material's interior to the outside.

The collection includes an armchair, a sofa and a low table, all designed to withstand the outdoors. The generous dimensions and ergonomic forms of these pieces make them perfect for enjoying the summer, while the focus on details and sustainability enhances their uniqueness.

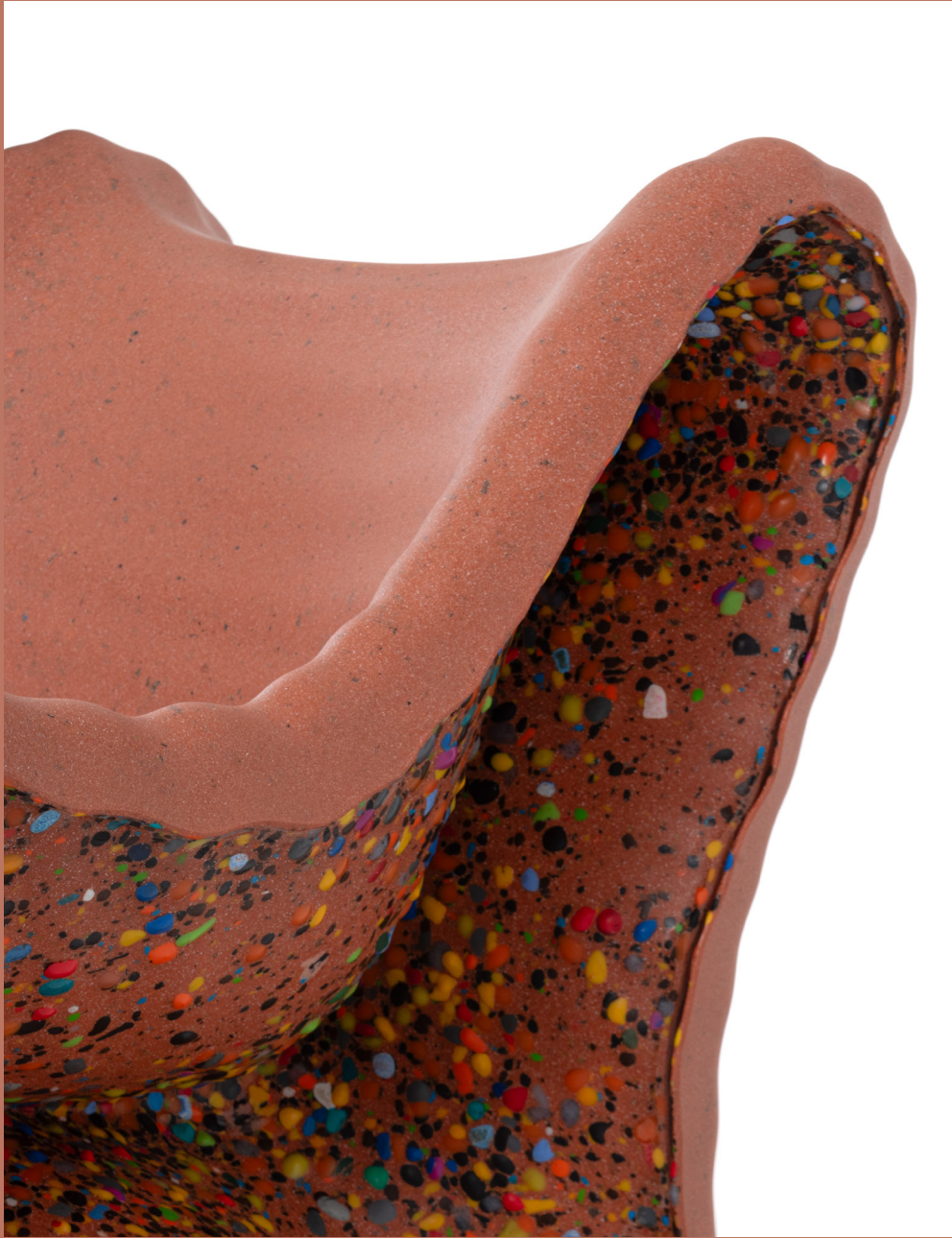
The clever word-play of its name encapsulates its attractive and innovative spirit, taking the genius loci of Magis to new heights: experimentation, creativity and pure innovation, with a focus on sustainability.



Engineering



Information



Product

ARMCHAIR / THREE-SEATER SOFA / LOW TABLE

In rotational moulded polyethylene with recycled material coming from post-industrial and post-consumer waste. Available seat cushion.



“The shape of
this collection is
all derived from
trying to show off



the insides of
the process that
made it.”

Thomas Heatherwick



Making of



How do we achieve the colour-explosion effect of the In-Side collection?

1/ First, we throw in the mould a mixture of two types of polyethylene (virgin + post-consumer for the structure and post-industrial for the chips), which is then processed with the rotational moulding technology.

2/ Once this is done, we take the piece out of the mould and cut the two sides, revealing the colourful interior surface.

3/ Finally, we invert the left and right sides and secure them to the body of the piece to ensure stability and showcase the colourful chips.



SIDEBOARD

armchair



Frame /
white
terracotta
sage

Side chips /
multicolour
multicolour
multicolour

three-seater sofa



Frame /
white
terracotta
sage

Side chips /
multicolour
multicolour
multicolour

low table

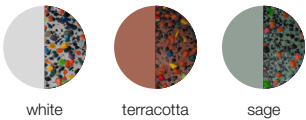


Frame /
white
terracotta
sage

Side chips /
multicolour
multicolour
multicolour

Materials /

Frame in polyethylene containing post-consumer and post-industrial plastic /

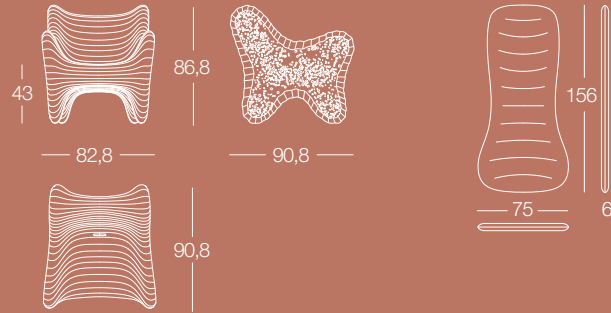


Seat Cushion /

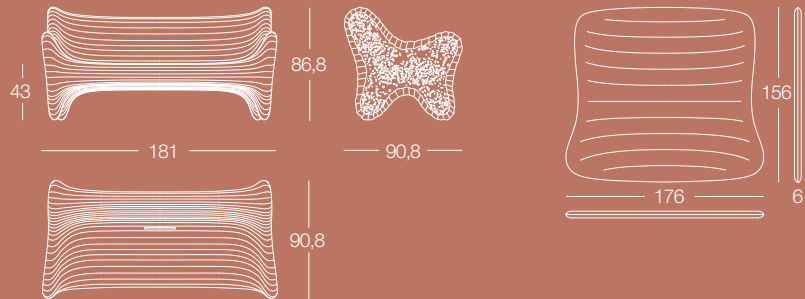
In expanded polyurethane (class 1IM), covered in fabric.

Fabric /
Abitex Vortice Nattè 301
Abitex Vortice Nattè 801

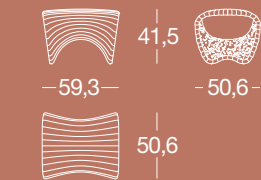
armchair



three-seater sofa



low table



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. Avoid using acidic products, solvents and products containing ammonia. Periodic maintenance and cleaning allows the products to keep their original look and lengthens the duration of their 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 it as a ladder. Once disused, please make sure this product is disposed in an environment-friendly way.



