

Magis @ Salone del Mobile 2025

Creating unique experiences with a design that never fails to impress. That never loses sight of its own identity.

This is the Magis philosophy, brought to life with the new stand at the Salone del Mobile 2025, as a reflection of its true essence. The space, designed as a linear architecture, is a kind of 'box within a box', guiding visitors through a carefully designed journey that gradually unveils the world of Magis. At its heart is a meeting room.

The journey is divided into three parts, and begins with a display of the products introduced in 2024: Twain in two new finishes, Tacito, All-Round and In-Side in the



brand-new shade of terracotta. The journey then continues by revealing the latest pieces for 2025 to the visitor. The most interior and intimate part at the centre of the stand is reserved for a meeting room, featuring the Coves mirrors and the new finishes both for the Substance chairs and the Piña low chairs.

This intentionally neutral space is designed to showcase the new products, and celebrate the fusion of Magis's unstoppable spirit of innovation with the trusted, long-standing creative synergies that have always defined it. This is demonstrated by designer Jasper Morrison who renews his longstanding collaboration (begun in 1993) with a new design whose simplicity is its hallmark: the Motta chair, created from a simple steel tubing frame, but with an innovative mounting system for easy attachment of the seat and backrest in different finishes. There are also three coordinating coffee tables, marking another step forward for Magis in expanding its range of tables and side tables.

At the heart of this evolution is the pursuit of new forms and functions, that redefine the standards of elegance and practicality in the name of total versatility. The new products for 2025 also include the Ancora collection of tables and side tables designed by Ronan Bouroullec: concrete architectures that blend strength and lightness, sculptural volumes and sensuality. Designers BrogliatoTraverso take the round table to a new level with Pied-à-terre, the extending design that expresses its character through a graphic element that doubles as ballast. Marking a new chapter in the spirit of experimentation are the new Bishop chair by Konstantin Grcic, in glossy painted steel sheet, and the debut of Paul Cocksedge, the internationally renowned London-based artist and designer. His Squash mirrors invite us to explore and transcend the boundary between the three-dimensional and the two-dimensional. Cocksedge has also curated the "Squash" installation, which can be visited at our Showroom on Corso Garibaldi, 77.

Once again, Magis pushes creativity beyond its limits, opening up bold new visions of contemporary living.

Magis Spa

via Triestina, Accesso E Z.I. Ponte Tezze
30020 Torre di Mosto Ve - Italy
T +39 0421 319600
info@magisdesign.com
magisdesign.com