

## PRESS RELEASE

# Archeo

design **Jaime Hayon**

On the occasion of the Milan Design Week 2026, Magis invites you to embark on an imaginative journey with Archeo, the new collection of coffee tables/stools that explores the boundary between industrial production and archaeological imagery.

Archeo presents itself as a collection of multifaceted sculptural objects, characterised by a deliberately irregular geometry. The surfaces, ever-changing and dynamic, reveal a different aspect with every glance, evoking forms eroded by time and silhouettes reminiscent of ancient artefacts, as if they had just emerged from the earth.



As result of in-depth research into materials, the collection features a texture that recalls the materiality of stone worn down by natural forces. This result is achieved through the use of rotational-moulded polyethylene, a technology that allows for great creative freedom, enabling the combination of formal complexity and aesthetic richness.

The colour palette draws inspiration from earth tones: clays, rocks and smooth surfaces that convey visual depth and a strong connection with nature.

At the same time, the versatility of the pieces — which can be used as side tables, stools or outright sculptural statements — ensures they blend seamlessly into contemporary spaces.

“With Archeo, I wanted to create an object that seemed to have a soul shaped by time,” says Jaime Hayon. “It’s about exploring the beauty of imperfection. Working with Magis has enabled us to transform our vision of materiality and erosion into a tangible part of everyday life: an object that can become part of people’s lives, like a story waiting to be written.”

Suspended between past and present, the Archeo collection defies a single definition. It blends memory and modernity, leaving room for personal interpretation, and every form tells a story.



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