



Magis at the Stockholm Furniture Fair: first cooperation for Magis and Note

The Stockholm Furniture Fair, from 06 to 10 February 2018, is once again an occasion for Magis to amaze fair visitors with a series of novelties. The Italian design company proposes a selection of its many products: various versions of upholsteries, chairs and accessories, developed in partnership with internationally renowned designers, highlighting the company's ability to spot new trends. Furthermore for the first time Magis will present this unique project for the booth developed by the Swedish design studio Note to meet the needs of the Scandinavian market.

"Since the beginning of our career, we have always found Magis to be so inspiring. The Magis world is filled with colours and expression, eclectic and energetic at the same time.

When they asked us to create something for this year's Stockholm Furniture Fair and explore their brand in a spatial way, we realised quite soon what a challenge that was.

We started the work with a huge respect for what Magis represents to us, but at the same time with a kind of "rebel approach" mindset. We wanted to give them something different, maybe a bit unexpected.

We set out to create a space filled with archetype undertones and sophisticated top tones. Inspired by Italian architect Palladio, we created a beautiful and welcoming place for both visitors and Magis products."

— NOTE

"We met Note Design Studio for the first time at Magis some years ago, they were traveling down as part of a group visit. At that time we did not know them. We met them, we liked them.

Since that very first encounter, we have always been following their work and always appreciated very much their approach to product and space design.

Last year we thought: who better than Note can reinterpret our stand design for the Stockholm Furniture Fair 2018?

We are all very excited by this partnership with Note."

Barbara and Alberto Perazza

Ronan and Erwan Bouroullec have used wrought iron to develop a new creative language for their Officina collection. The collection first started in the form of tables, chairs and stools but soon a new series of accessories was created that including sophisticated coat racks and hooks, candelabras and mirrors. The comfortable line of upholstered furniture will also be presented at the furniture fair as the latest edition to the Officina family. Various fabric or leather covers lend a comfortable flair to the pieces of furniture.

Starting from the primitiveness of the material, Officina has become a collection that is not only strong and durable but also adds beauty to any space with its cool elegance.

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With cast iron, the Brut collection adds a heavy, uncompromising raw material to furniture manufacturing. This raw element posed challenges for Magis and the designer Konstantin Grcic. New processing methods were developed and old casting processes were used again in order to obtain perfect results: tables, benches and sofas with a cast-iron frame and fabric upholstery that embody both top quality as well as exclusive elegance.

The project name of 'Sequoia' bar stool was 'Forest', as the division of the stem into two tubes reminded us of a solid branch growing out of tree trunk. Sequoia, designed by Anderssen & Voll, has a clear recognizable, unified graphical outline - it reminds of a calligraphical character. The footrest has the shape of a foot plate. This gives a certain freedom of movement: it's like we've lifted a segment of the floor. The similarity in shape between the seat and footrest is an important feature as it makes more meaning of the branch like division of the stem. After looking into various material technologies before the Norwegian duo landed on a construction that is inspired by how bicycle frames are put together.

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