



SALONE DEL MOBILE 2018

Magis' exhibition design at the 2018 Salone del Mobile is really original and harmonious. Conceived as a small ideal city, featuring muted archetypal tones alongside more sophisticated hues, it is inspired by the work of the celebrated Renaissance architect Andrea Palladio and his iconic masterpieces and is the fruit of a new partnership between the company and Note Design Studio in Stockholm. Together with a selection of iconic products, some brand-new arrivals will be making their debut: a collection of cabinets and drawer units developed by Konstantin Grcic in collaboration with Fami, and a collection of sculpture lamps created by Oiva Toikka in collaboration with Iittala, a brand new chair designed by Jasper Morrison and a collection of mirrors by Inga Sempé, at her first project for Magis. The Me Too collection is also expanding with new, original products designed by Blaise Drummond, Spalvieri & Del Ciotto and Big-Game.

At Magis showroom in Corso Garibaldi the dreamy atmosphere of the Linnut installation catches the attention with five sculpture lamps, representing Magis' first foray into the world of lighting.

Designed by Oiva Toikka and based on Birds, the famous blown-glass collection created by his sensational imagination, and produced for Iittala from the 1970s, the five birds (two of them coming in two different sizes), are made of rotational-moulded polycarbonate,

Moreover, at the space in Via Rosales 5 Magis presents Chess, the original collection of sheet-metal furniture designed by Konstantin Grcic and developed in close collaboration with Fami.

The starting point for this project was a category of furniture normally associated with robust cabinets and drawer units, whose potential applications were thought for domestic use, softening the pieces with carefully-conceived alterations. With the tactile touch of solid oak handles, in contrast with the sheet metal, and the deep-set base plinth - again in solid oak - which elegantly lifts the pieces off the floor and gives them a lighter look.

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