

# MAGIS

Magis Proust by Alessandro Mendini



# Alessandro Mendini



## Profile:

Alessandro Mendini is an architect, designer and artist, born in Milan in 1931 and died in 2019.

He graduated in Architecture in 1959, and his first place of employment was Studio Nizzoli Associati. In 1970 he abandoned architectural design to focus on journalism, specializing, naturally, in architecture and design. He was editor of *Casabella* from 1970 to 1976, and the following year he founded *Modo*, which he led until 1979. That same year, *Giò Ponti* made him editor of *Domus*, and he held this position until 1985. 25 years later, in March 2010, he resumed his editorship of the magazine for a short period.

In the seventies, Mendini participated in many of the radical design experiences arising at the time. In 1973 he was one of the founding members of *Global Tools*, a group that was part of the anti-design movement, strongly opposed to tradition. In 1979 he joined *Studio Alchimia*, which aimed to create objects with references to popular culture and kitsch, outside the bounds of industrial production, and of their own functionality.

Together with his brother *Francesco*, in 1989 he opened *Atelier Mendini* in Milan, creating objects, furniture, spaces, paintings, installations and architecture. He works with international companies

including *Magis*, *Alessi*, *Philips*, *Cartier*, *Bisazza*, *Swatch*, *Hermès* and *Venini*, and is a consultant for various industrial companies, as far away as eastern Asia, helping them solve their image and design difficulties.

He lectured in design at the *Hochschule für Angewandte Kunst* in Vienna, and was made honorary professor at the *Academic Council of Guangzhou Academy of Fine Arts* in China. He has organized many exhibitions and seminars in Italy and further afield, and his works are to be found in numerous museums across the globe.

With *Atelier Mendini*, he worked in various countries, designing such edifices as the *Alessi* factories in a *Omegna*, the new olympic swimming pool in *Trieste*, a tower in *Hiroshima*, Japan, the museum in *Groningen*, Netherlands, and many other buildings in Europe and the United States. In Korea, *Atelier Mendini* designed the premises of the *Milan Triennale* in *Incheon*, and also developed various architectural, interior and design works in *Seoul*.

In 2014 he was awarded his third *Compasso d'Oro* for his lifetime achievements, the *European Prize for Architecture 2014* in *Chicago*, and an honorary degree from the *Academy of Fine Arts* in *Wrocław*, Poland.

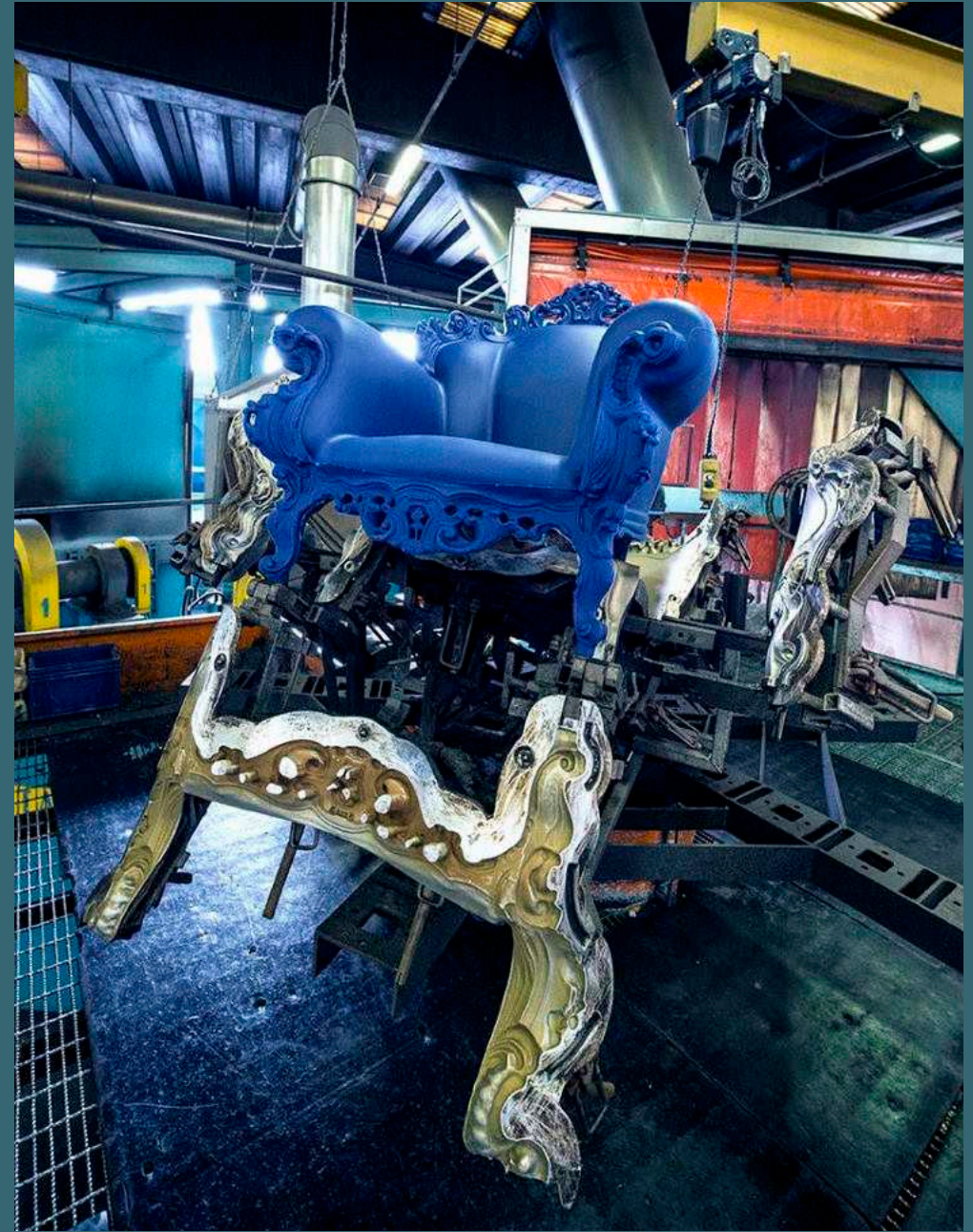






# Design and

The Magis Proust is made from rotational-moulded polyethylene. The armchair is available in orange, red, blue, white, black and two variations of the original dotted multicolour pattern, is weatherproof and, as such, is suitable for outdoor use.



# Engineering



“ This gem of technology and production brings new energy in



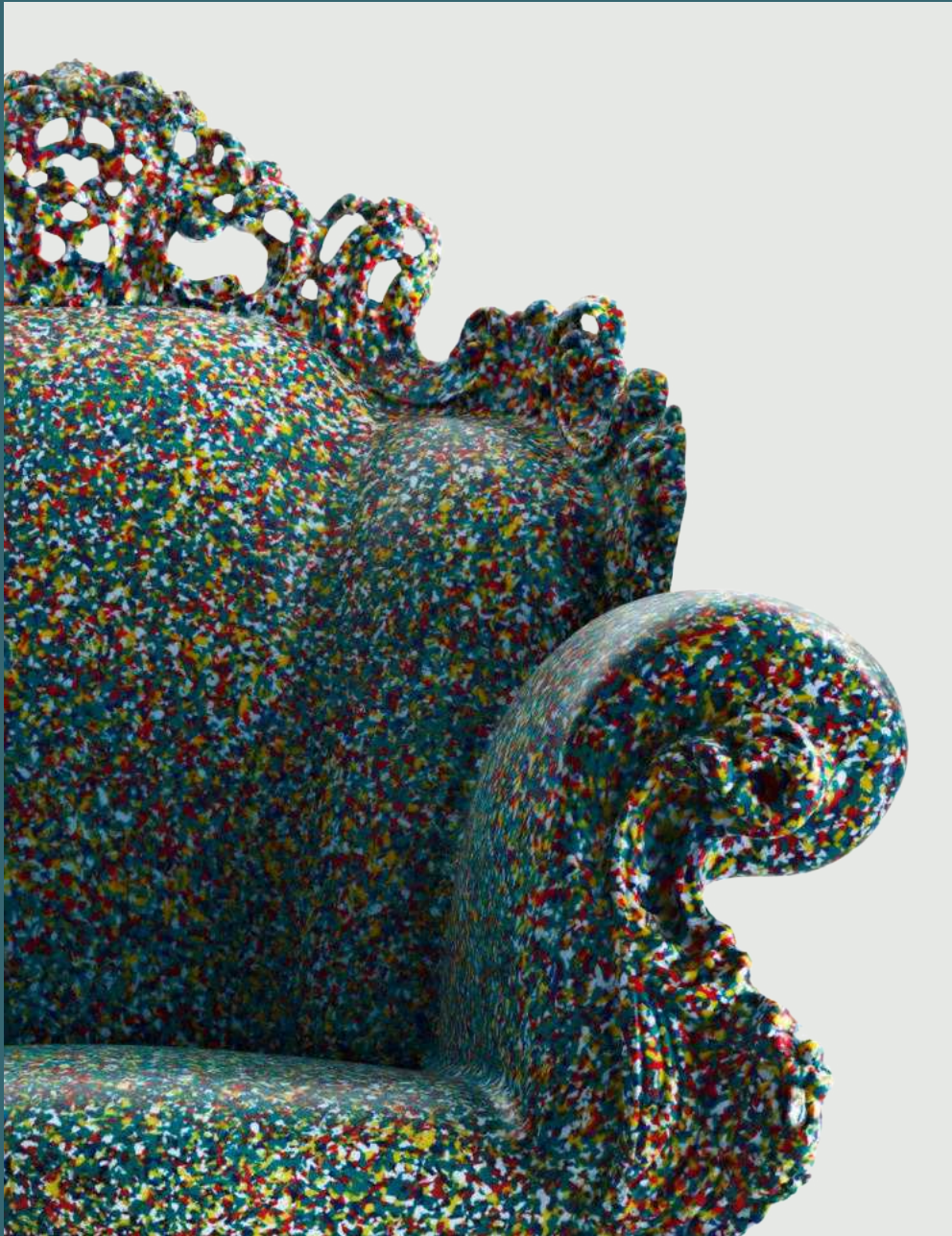
its colours and atmospheres, making it a truly timeless object ”







# Information



# Product

“I think many people will already know my “Proust armchair”. It is a romantic, baroque chair, on which an endless number of multi-coloured dots are hand-painted using the pointillism technique. These dots cover the whole armchair, both the fabric and the wooden decorations.

It's a re-design work. It is, in fact, a combination of a mock-antique armchair with a detail from a painting of a garden by French artist Signac. From 1978 onwards, the “Proust armchair” was produced in many versions, using different colours, materials and dimensions, and was even made of ceramics and bronze. It travelled all around the world and was hosted in many museums.

But now some truly revolutionary news, as a paradox comes true: the “Proust armchair” has now been transformed into an industrial rotational-moulded piece. Ladies and gentlemen, we bring you “Magis Proust”. This gem of technology and production brings new energy in its colours and atmospheres, making it a truly timeless object.”

*Alessandro Mendini*









Orange 1087 C



Red 1114 C



Blue 1192 C



White 1735 C



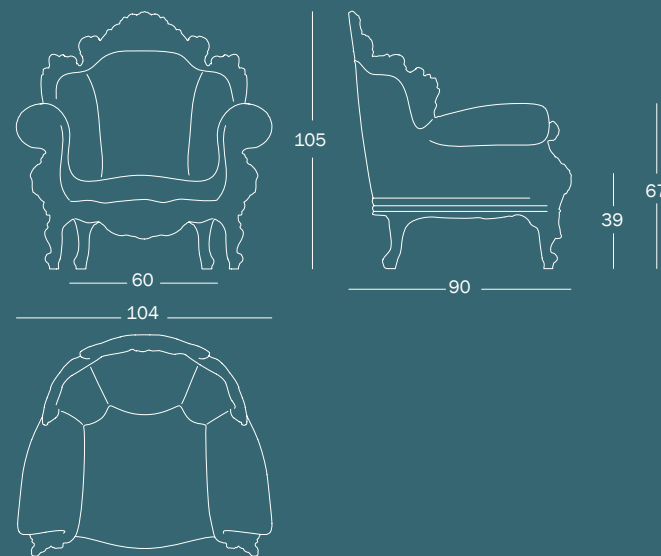
Black 1763 C



Multicolour



Multicolour w/ white background



#### 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 the product as a ladder. Once disused, please make sure that this product is disposed in an environment-friendly way.







