

Magis Proust — design Alessandro Mendini, 2011



"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,

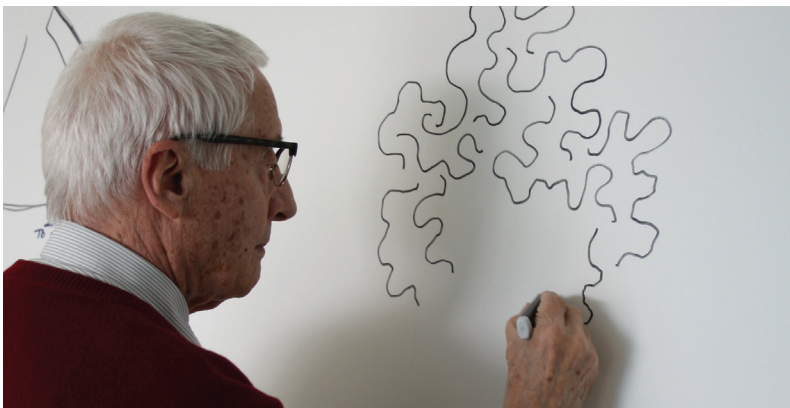
and was even made of ceramics and bronze. It travelled all around the world and was hosted in many museums.

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



Designer in Magis



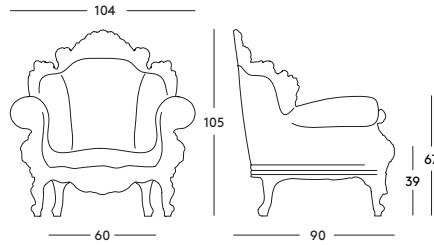
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Technical Sheet

Armchair

Material: rotational-moulded polyethylene.
Suitable for outdoor use.

Magis logo is stamped on each product of our collection vouching for their originality.



Matt color
Orange 1087 C



Matt color
Red 1114 C



Matt color
Blue 1192 C



Matt color
White 1735 C



Matt color
Black 1754 C



Matt color
Multicolor

FATIGUE, LOAD AND IMPACT TESTS

- Arm sideways static load test EN 15373:2007, L3 - severe
- Seat and back static load test EN 15373:2007, L3 - severe
- Leg forward static load test EN 15373:2007, L3 - severe
- Leg sideways static load test EN 15373:2007, L3 - severe
- Arm downwards static load test EN 15373:2007, L3 - severe
- Arm fatigue test EN 15373:2007, L3 - severe
- Seat front edge fatigue test EN 15373:2007, L3 - severe
- Seat and back fatigue test EN 15373:2007, L3 - severe
- Non-domestic seating. Vertical load on back rest EN 15373:2007, L3 - severe
- Non-domestic seating. Information for use EN 15373:2007
- Non-domestic seating. Safety requirements EN 15373:2007
- Stability EN 1022:2005
- Arm impact test EN 15373:2007, L3 - severe
- Seat impact test EN 15373:2007, L3 - severe
- Back impact test EN 15373:2007, L3 - severe



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Alessandro Mendini

Alessandro Mendini is an architect, designer and artist, born in Milan in 1931. 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 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 many design schools and universities and his works are to be found in numerous museums across the globe.

