

MAGIS

First by Stefano Giovannoni



Stefano Giovannoni



Profile:

Stefano Giovannoni was born in La Spezia in 1954, and graduated from the Faculty of Architecture at Florence University in 1978. He lives and works in Milan.

From 1979 to 1991 he worked at the Faculty of Architecture in Florence, lecturing and carrying out research. He taught Master's courses at the Domus Academy, Università del Progetto in Reggio Emilia, as well as lecturing in Industrial Design at the Faculty of Architecture in Genoa.

He works as an industrial and interior designer and architect, specializing in plastic products, and has worked with companies including Magis, Alessi, Amore Pacific, Artsana, Bisazza, Cederroth, Deborah, Elica, Fabbrica Pelletterie Milano, Fiat, Hannspree, Hanssem, Helit, Henkel, Honeywell, Inda, KDDI, Kokuyo, Laufen, Lavazza, LG Hausys, L'Oreal, Maletti, Meglio,

Mikakuto, Moooi, Nestlé, Nissan, NTT Docomo, Oras, Oregon Scientific, Parnet, Promelit, Pulsar, Replay, Samsung, Seiko, Shaf, Siemens, Skitsch, Sodastream, SPC, Star, Telecom, Toto, 3M, Toto, Tubes, Veneta Cucine, Vondom and ZTE.

His designs have achieved great commercial success, with products of the calibre of the "Bombo" series, created for Magis.

His design objects have been awarded: the "Design Plus" prize at the Ambiente fair at Messe Frankfurt, in 1994, 1996, 2003, 2005 and 2009; the "100% Design" prize in London in 1997; the "International Forum Design Hannover" award in 1999; the "ISH" prize in 2003; the Chicago Athenaeum "Good Design Award" in 2010; and the "New York Interior Design 2012 Award".



Design and

After Air-Chair, the first seat to use air-moulding technology, the chair First breaks new ground in this technology once again (hence its name). The empty frame is used not only for volumes with a small, tubular cross-section, but also for the wider and more complex volumes of the entire seat and back. This makes it possible to create a more organic, three-dimensional form, without the visible tubular structures seen in other chairs. The sleek and delicate design of the Chair First makes it well suited also for outdoors. Chair First is available in a variety of colours and there is also First Dressed, with a removable cover in fabric.

The First collection also includes tables that are sturdy and sophisticated. The Table First is a versatile surface for dining or working in spaces both indoors and outdoors. The legs are created using air-moulding technology and the tops are available in MDF or HPL for outdoor use. You can choose from a round, square or rectangular top shape.



Engineering



First is a chair
with high techno-
logical qualities



reached after four
years of studies
and researches.



Information



Product

First

Polypropylene with glass fibre added. Air-moulded. Stackable up to 10 pieces, available in four different colours and suitable for outdoor use.

First Dressed

Material: polyurethane foam with removable cover in fabric (Kvadrat "Divina 3" and "Divina Melange").

Table First

Material: legs in polypropylene with glass fibre added. Air-moulded. Tops in painted MDF or in HPL. Versions for outdoor use available.



First



Beige 1450 C



White 1735 C



Olive green 1664 C



Black 1763 C

First Dressed



Moodboard A
Moodboard B
Moodboard C
Moodboard D
Moodboard E

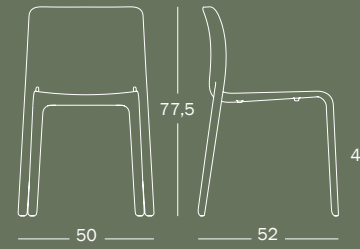
Moodboard A



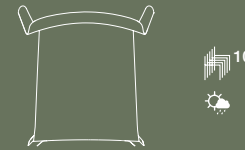
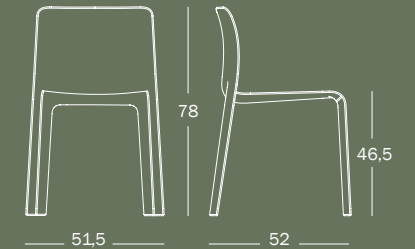
- 1-Kvadrat-Mélange Nap 351
- 2-Limonta- Volpe 114
- 3-Limonta- Somme 98
- 4-Kvadrat- Recheck 455
- 5-Limonta-Sienna 107
- 6-Kvadrat- Recheck 165
- 7-Limonta- Domanico 24

- 8-Kvadrat- Hero 2 0512
- 9-Home Decor- Millerighe 404
- 10-Kvadrat-Mélange Nap 271
- 11-Kvadrat-Encircle 0662
- 12-Home Decor- Drill 404
- 13-Limonta- Persiano 204

First



First Dressed



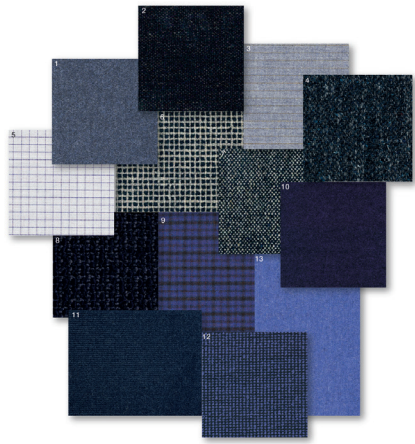
PRODUCT CARE

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. Immediately dry after washing with a soft rag or a chamois leather. Avoid use of alcohol, solvents and products containing even a small quantity of ammonia. Periodic and correct maintenance allows the product to keep its original aspect and lengthens the duration of its 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, sit on the back, stand on it or use the product as a ladder. Once disused, please make sure this product is disposed in an environment-friendly way.

Moodboard B



- 1-Kvadrat-Mélange Nap 791
- 2-Home Decor- Enea 017
- 3-Kvadrat- Recheck 145
- 4-Limonta-Agamotto 02
- 5-Kvadrat- Recheck 145
- 6-Home Decor- Enea Check 021
- 7-Home Decor- Enea 021

- 8-Limonta-Somme 124
- 9-Kvadrat- Recheck 785
- 10-Kvadrat-Hero Heather 683
- 11-Limonta-Volpe 104
- 12-Kvadrat-Encircle 0762
- 13-Kvadrat-Mélange Nap 771

Moodboard D



- 1-Kvadrat-Mélange Nap 441
- 2-Kvadrat-Hero Heather 0463
- 3-Torri Lana-Ombra 032
- 4-Torri Lana-Rico 270
- 5-Kvadrat- Recheck 115
- 6-Limonta-Alpina 404
- 7-Limonta- Somme 101

- 8-Limonta- Persiano 209
- 9-Kvadrat-Mélange Nap 171
- 10-Torri Lana-Ombra 038
- 11-Kvadrat-Mélange Nap 411
- 12-Kvadrat-Encircle 0452
- 13-Limonta-Agamotto 21

Moodboard C



- 1-Home Decor- Enea Check 015
- 2-Kvadrat-Mélange Nap 711
- 3-Kvadrat-Encircle 0722
- 4-Limonta-Alpina 402
- 5-Limonta-Somme 104
- 6-Home Decor- Enea 015
- 7-Limonta- Indianskop 46

- 8-Limonta- Agamotto 11
- 9-Limonta- Volpe 113
- 10-Kvadrat-Recheck 845
- 11-Kvadrat-Recheck 985
- 12-Kvadrat-Hero Heather 0683
- 13-Limonta- Volpe 111

Moodboard E



- 1-Home Decor- Zenith Unito 004
- 2-Kvadrat- Recheck 645
- 3-Torri Lana- Rico 240
- 4-Limonta-Java 20
- 5-Limonta-Volpe 115
- 6-Torri Lana-Contichi 008
- 7-Kvadrat-Mélange Nap 651

- 8-Kvadrat-Encircle 0652
- 9-Kvadrat-Hero Heather 0673
- 10-Home Decor- Enea Check 010
- 11-Kvadrat-Mélange Nap 691
- 12-Home Decor- Enea 010
- 13-Torri Lana-Contichi 002

HPL top



Legs in polypropylene / White 1735 C
Top / HPL White 8500
139x79,2 / 79,2x79,2
Ø120 / Ø79,2

Legs in polypropylene/ Black 1763 C
Top / HPL Black 8510
139x72,9 / 79,2x79,2
Ø120 / Ø79,2

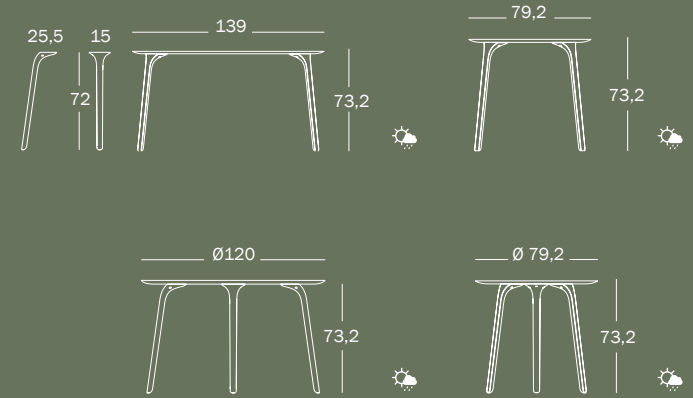
MDF top



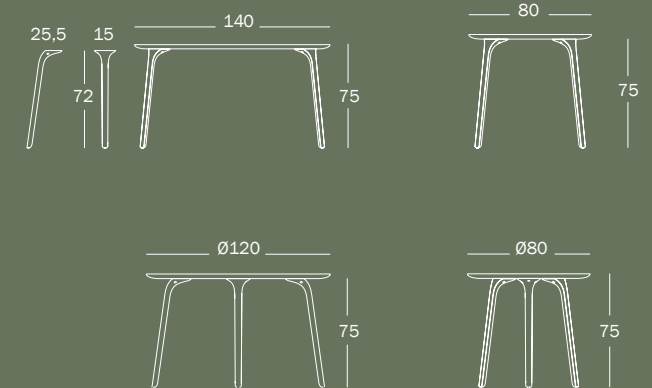
Legs / White 1735 C
Top / MDF White 8500
140x80 / 80x80
Ø120 / Ø80

Legs / Black 1763 C
Top / MDF Black 8510
140x80 / 80x80
Ø120 / Ø80

HPL top



MDF top



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