

# MAGIS

Covers by Guglielmo Poletti



# Guglielmo Poletti



## Profile:

Guglielmo Poletti is a Milan-based Italian designer. His work encompasses a variety of fields, ranging from spatial design to furniture and lighting design.

Poletti investigates the inherent constructive potential of materials through a deconstructive approach to form, aiming to identify the logical foundations of each project. This results into the creation of archetypal reconfigurations, which revolve around a tension-balance relationship. The notions of limit and perception are reinterpreted both physically and visually through these precise gestures. Poletti's rigorous compositions are deceptively simple. They are metaphors of solved complexities, and their architectural qualities emphasise the concept of subtractive poetics.

His research is devoid of superfluous conceptual narratives and stylistic redundancies. It pursues a sublimation of the process, to achieve aesthetic results that are always subordinate to structural

considerations. Grounded in a thinking-by-doing philosophy, his method involves an experimental approach where intuition is triggered by the making, while analytical thinking plays a complementary role in restricting arbitrary choices throughout the implementation phases of an idea. Based on solid criteria, Poletti's work is characterised by a consistent style that transcends typological differences.

Guglielmo Poletti founded his studio in 2016 after graduating from the Design Academy Eindhoven with an MA in Contextual Design. In addition to developing his own projects as well as privately commissioned projects, he has worked with a number of internationally renowned clients such as Flos, Magis, Desalto and Galleria Rossana Orlandi, Wallpaper\* Magazine, among others. His work is included in the permanent collection of the Design Museum Gent, and over the past few years he has received several awards and commendations from leading industry players and cultural associations.



# Design and

Coves, the new collection of ceramic mirrors, is the first project of Guglielmo Poletti for Magis, bringing together craftsmanship and contemporary design in a timeless combination.

Inspired by the frames of the past, the product reworks the typical shape of the cove profile, translating it into an expression of elegant functionality.

“A homage to and reinterpretation of the cove, an archetypal architectural feature widely used since the 17th century to create an elegant junction between ceilings and walls”, explains designer Poletti, “reinterpreted through the production technique of ceramic extrusion, chosen to both optimise the manufacturing process and reduce the mirrors’ overall weight.”

The distinctive feature of the project is, in fact, the concave profile of the frame, whose configuration allows to achieve a small shelf integrated into the mirror. This detail enhances not only its aesthetic qualities but also its versatility, allowing to hang each mirror both vertically and horizontally, depending on context or preference.

Produced entirely in Nove, a city famous for the production of decorative ceramics, the collection consists of three mirrors, two rectangular (60x80 cm) and one square (60x60 cm), in three colours with a glossy finish. Each mirror is finished and painted entirely by hand, in total harmony with the spirit of Magis: once again, cutting-edge industrial techniques meet the brand’s exceptional craftsmanship.

Lastly, in the interest of sustainability, its method of assembly is designed to be completely glue-free: the mirrors can be easily disassembled to replace any part if necessary, promoting the product’s longevity and facilitating the recycling process at the end of its lifespan.

Coves is the expression of an intelligent and visionary design that draws on the past in order to leap into the future.



# Engineering



“The distinctive feature is outlined by the concave section of the frames, whose composition is obtained by sequentially reversing



the profile orientation in order to generate two distinct configurations and the additional functionality of an integrated shelf.”



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# Information



# Product

Mirrors available in 3 different dimensions (60x60 cm, 60x80 cm, 80x60 cm) and colours (sage, aubergine, terracotta). Frame in extruded ceramic cold painted. Mirror with protective back aluminium panel.

Square wall mirror with shelf  
60x60 cm



colours /

sage  
aubergine  
terracotta

Rectangular wall mirror with shelf  
80x60 cm



colours /

sage  
aubergine  
terracotta

Rectangular wall mirror with shelf  
60x80 cm



colours /

sage  
aubergine  
terracotta

Colours /

Frame (glossy) /

Edge (matt) /



sage / light sage

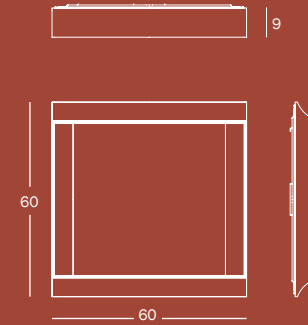


aubergine / light aubergine

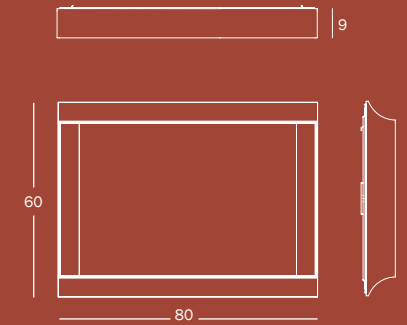


terracotta / light terracotta

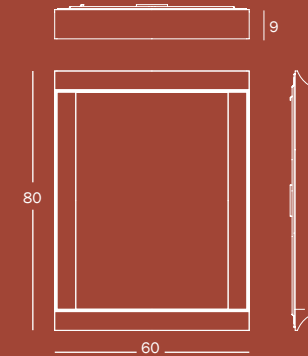
square 60x60 cm



Rectangular 80x60 cm



Rectangular 60x80 cm



#### PRODUCT CARE

We recommend using a cloth dampened in water or a window-cleaner. Wipe dry with a clean cloth. For the frame, 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 allow the product to keep its original look and lengthen 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 any objects on the glass. Once disused, please make sure this product is disposed in an environment-friendly way.





