

MAGIS

Piña by Jaime Hayón



Jaime Hayón



Profile:

Spanish artist-designer Jaime Hayón was born in Madrid in 1974. After studying industrial design in Madrid and Paris he joined Fabrica – the Italian design and communications research centre founded by Benetton – in 1997, directing the design department until 2003. Hayón set up his own studio practice in 2000, and dedicated himself fully to his personal projects from 2003 onwards. Today he is one of the most acclaimed creators across the globe. Hayón's esteem and knowledge of artisan skills and his inherent creativity have allowed him to push the boundaries of many media and functions, resulting in collections for a diverse range of clients. His interest in the conservation of craft skills has led his path to converge with those of high-end traditional companies who care about the evolution of their work. He has created furniture ranges for Fritz Hansen, Magis, Established and Sons, Bisazza, B.D. Barcelona, Se London, Bernhardt Design, Ceccotti and Moooi. Hayón has also designed various lighting collections for Metalarte and in collaboration with Swarovski and Baccarat. He has created accessories for Piper Heidsieck, Gaia and Gino and The Rug

Company. In 2013 he designed his first wristwatch collection for the new Swiss watch brand OROLOG. These collections have put Jaime at the forefront of a new wave of creators who blur the lines between art, decoration and design, and of a renaissance in finely-crafted, intricate objects in the context of contemporary design culture.

In addition to his acclaimed intramurals for Madrid's La Terraza del Casino restaurant and Camper footwear stores, Jaime is currently working on interiors for leading hotels, restaurants and retail establishments around the world that have become platforms for the creation of special objects and both functional and non functional elements.

His work has appeared in the most prestigious art and design publications worldwide, and he has won numerous awards. Time magazine declared Hayón to be one of the 100 most relevant creators of our time, and Wallpaper magazine has also listed him as one of the most influential creators.

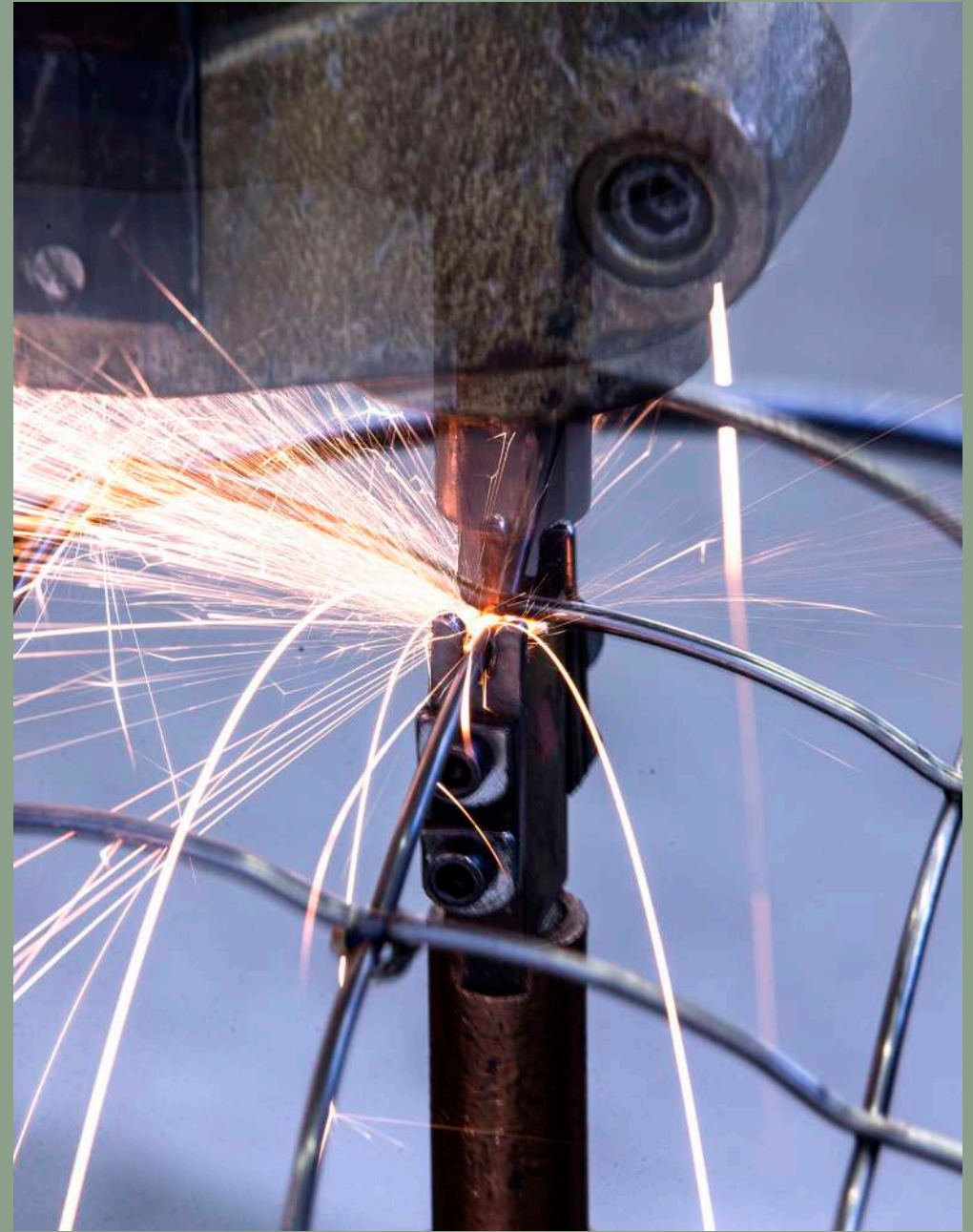
With offices in Italy, Spain and Japan, Hayón's main interest is to keep finding new perspectives and challenges.



Design and

Piña was born of the desire to create a new seating concept, combining comfortable woven steel rods with solid wooden legs. Presented for the first time in 2011, this chair designed by Jaime Hayon perfectly represents the bold but at the same time iconic language of its author. In 2014 Piña becomes a rich collection consisting of several products: an armchair, a comfortable low chair, a rocking chair, a footstool and a low table.

The unique structure in steel rod of Piña recalls the shape of a pineapple, while the cushions clinging elegantly to the network in curved steel rod create an image that catches the eye and makes the heart of every design-addict beat faster. The legs in solid ash are available natural or painted, while the fabric can be chosen from among six different colours. The elegant design combined with the soft padded seat provides maximum comfort and invites everybody to sit down. The emotional language of the collection - either in the version of elegant chair around the dining table, or as rocking chair by the fireplace or as luxurious low chair in the living room - enriches every environment in which it is placed. Thanks to a special seat in steel rod cataphoretically-treated and to the legs in steel tube, Piña armchair, low chair and ottoman are also suitable for outdoor use.



Engineering



“ Each piña shell
needs 24 metres
of steel rod and a



robot processes
217 welding points
onto the frame ”



Information



Product

ARMCHAIR

Legs in solid ash natural or painted. Shell in steel rod painted in polyester powder. Seat/back cushion in expanded polyurethane, fireproof (class 1IM) with removable cover in fabric (Kvadrat, "Steelcut 2") or in leather.

ARMCHAIR SUITABLE FOR OUTDOOR USE

Frame in steel tube, cataphoretically-treated and painted in polyester powder. Shell in steel rod cataphoretically-treated and painted in polyester powder. Seat/back cushion in expanded polyurethane, fireproof (Class 1IM) with removable cover in fabric ("Polyhedra").

ROCKING CHAIR

Frame in steel tube painted in polyester powder. Shell in steel rod painted in polyester powder. Rockers in solid ash natural or painted. Seat/back cushion in expanded polyurethane, fireproof (class 1IM) with removable cover in fabric (Kvadrat, "Steelcut 2") or in leather. Complete with felt pads.

LOW CHAIR + OTTOMAN

Legs in solid ash natural or painted. Shell in steel rod painted in polyester powder. Seat/back cushion in expanded polyurethane (class 1IM) with removable cover in fabric (Kvadrat, "Steelcut 2").

LOW CHAIR + OTTOMAN SUITABLE FOR OUTDOOR USE

Frame in steel tube, cataphoretically-treated and painted in polyester powder. Shell in steel rod cataphoretically-treated and painted in polyester powder. Seat/back cushion in expanded polyurethane (class 1IM) with removable cover in fabric ("Polyhedra").

LOW TABLE WITH TOP IN SOLID ASH

Frame in steel rod painted in polyester powder. Top in solid painted ash.

LOW TABLE WITH TOP IN HPL

Frame in steel rod, cataphoretically-treated and painted in polyester powder. Top in HPL.

ARMCHAIR



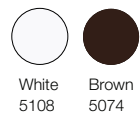
Legs / Colours	Shell / Colours	Cushion / Kvadrat
Natural	Colours	Kvadrat
White or black	White or black	Leather
Natural	White or black	Leather
White, black, natural	White or black	Cosima

ARMCHAIR SUITABLE FOR OUTDOOR USE



Frame / Colours	Shell / Colours	Cushion / Polyhedra
White 5108	White 5108	grey melange
Brown 5070	Brown 5070	brown-blue
White 5108	White 5108	white, orange, green
Brown 5070	Brown 5070	white, orange, green

Frame and shell in steel /



White 5108
Brown 5074

Fabric /



Kvadrat Steelcut 2 110 / white
Kvadrat Steelcut 2 775 / blue
Kvadrat Steelcut 2 140 / grey
Kvadrat Steelcut 2 190 / black
Kvadrat Steelcut 2 550 / coral red
Kvadrat Steelcut 2 935 / green
Polyhedra 1111 / grey Melange
Polyhedra 1119 / brown-blue
Polyhedra 1101 / white
Polyhedra 1106 / orange
Polyhedra 1104 / green



Torri Lana Cosima 000
Torri Lana Cosima 001
Torri Lana Cosima 003
Torri Lana Cosima 004
Torri Lana Cosima 005
Torri Lana Cosima 007
Torri Lana Cosima 008

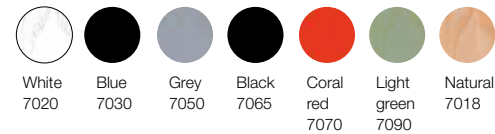
ARMCHAIR W/ FULL CUSHION



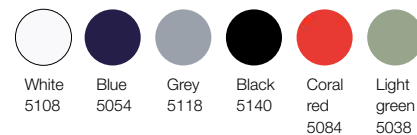
Legs / Colours	Shell / Colours	Cushion / Kvadrat
Natural	Colours	Kvadrat
White or black	White or black	Leather
Natural	White or black	Leather
White, black, natural	White or black	Cosima

Materials /

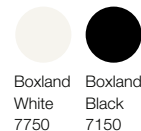
Legs in solid ash /



Shell in steel rod /

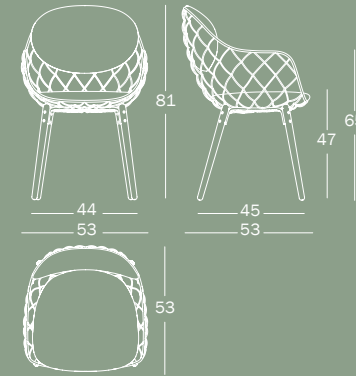


Leather /

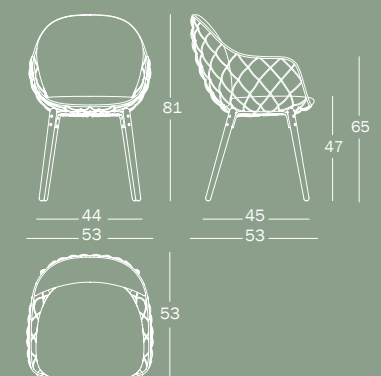


Boxland White 7750
Boxland Black 7150

Armchair



Armchair w/ full cushion



Armchair suitable for outdoor use



PRODUCT CARE

Armchair / Regular cleaning is important in order to keep the upholstery textile looking its best and to prolong its life. Vacuum frequently, ideally every week, at half power where appropriate. Wipe upholstery fabrics with a dry or moist cloth. May also be vacuum cleaned with a soft brush. Stain removal: if you act quickly, it is not difficult to remove spills and prevent stains from forming. First, scrape off any liquids or hardened residues before you proceed. Any loose particles must be vacuum cleaned before further cleaning. Liquids must be soaked up with an absorbent napkin or cloth. Remove non-greasy stains by carefully dabbing with a lintfree cloth or sponge wrung out in warm water. Remove greasy stains by using appropriate detergents or solvents. In all cases, we recommend to test stain-removal agents on an inconspicuous area first, to see if there is any effect on the cover. In order to ensure satisfactory results, particularly for large stains, we recommend to contact a professional dry cleaner. Covers made from wool (Kvadrat® Steelcut 2™) cannot be washed but should be dry cleaned. For leather version: regularly clean using a dry and soft rag. When needed, use products especially formulated for leather. Immediately dry after the treatment. Do not use abrasive sponges as they may leave scratches. Where there was a stain of ink or similar, use only the specific stick that is commonly available on the market. Avoid contact with all acidic substances. Avoid direct exposure to sunlight or heat sources.

Armchair suitable for outdoor use / Dust gently and in case of light stains we suggest using a damp cloth and eventually also a neutral detergent. Rinse with water and avoid wringing it out. Let the fabric dry inside out avoiding direct exposure to the sunlight. Iron inside out at low temperature. For small but difficult stains (oil, fat, cosmetics, ink, coffee, spirits, chewing-gum etc.) we recommend dissolving immediately the stain with 20% ethylic alcohol (colourless) diluted in water dabbing, then cleaning with a diluted neutral detergent and rinsing well. Avoid contact with all acidic substances, solvents or products containing ammonia. Periodic and correct maintenance allows the product to keep its original aspect and lengthens the duration of its performance.

WARNING

Do not rub the material hard because this could result in loss of colour or potentially damage the nap. Be careful when using solvents; these could dissolve the upholstery materials beneath. Never use un-concentrated detergents or bleach, ammonia or soap intended for hard surfaces. 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.



ROCKING CHAIR



Rockers /	Shell /	Cushion /
Black	Black	Black fabric
Coral red	Red	Coral red fabric
Natural	White	White fabric
Black	Black	Black leather
Natural	White	White leather
Natural	Black	Black leather
Black	Black	Cosima
Natural	White	Cosima

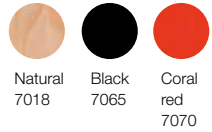
ROCKING CHAIR W/ FULL CUSHION



Rockers /	Shell /	Cushion /
Black	Black	Black fabric
Coral red	Red	Coral red fabric
Natural	White	White fabric
Black	Black	Black leather
Natural	White	White leather
Natural	Black	Black leather
Black	Black	Cosima
Natural	White	Cosima

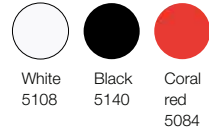
Materials /

Rockers in solid ash /



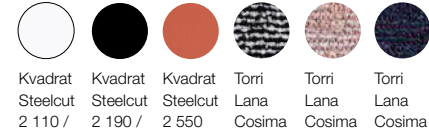
Natural 7018
Black 7065
Coral red 7070

Shell in steel rod /



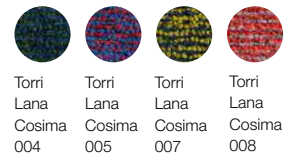
White 5108
Black 5140
Coral red 5084

Fabric /

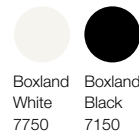


Kvadrat Steelcut 2 110 / white
Kvadrat Steelcut 2 190 / black
Kvadrat Steelcut 2 550 / coral red
Torri Lana Cosima 000
Torri Lana Cosima 001
Torri Lana Cosima 003

Leather /

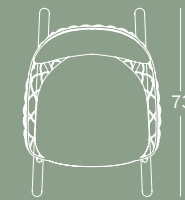
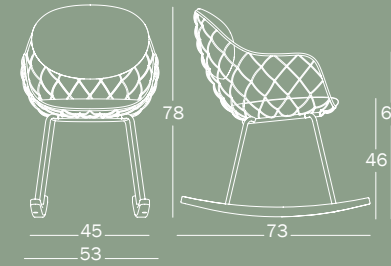


Torri Lana Cosima 004
Torri Lana Cosima 005
Torri Lana Cosima 007
Torri Lana Cosima 008

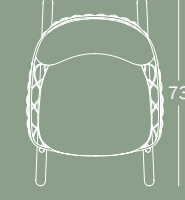
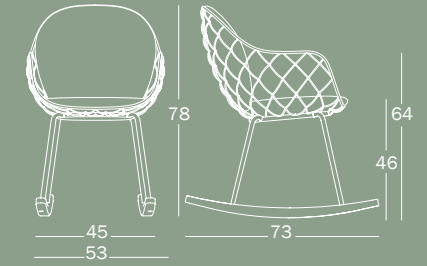


Boxland White 7750
Boxland Black 7150

Rocking chair



Rocking chair w/ full cushion



PRODUCT CARE

Daily care and immediate stain removal will ensure that your wool upholstery will keep looking good. It is normally sufficient to regularly vacuum and air upholstered furniture. We suggest cleaning the wool fabric occasionally. Use a specific wool cleaning soap and follow the instructions carefully. Take care never to saturate the wool fabric: covers made from wool cannot be washed but should be dry cleaned. Never use undiluted cleaning agents, bleaching agents, ammonia or soap intended for hard surfaces. As a general rule, many types of stain can be removed using lukewarm water. For greasy stains, use a dry stain remover. For more insoluble stains (chewing gum, candle wax, etc.), use a plastic bag filled with ice to rub the stain until the substance has become friable. Use a clean flat blunt blade to delicately remove the substance. We recommend contacting a professional laundry, particularly for large stains and for thorough cleaning. Be careful when using solvents, because these could dissolve the upholstery material beneath. For leather version: regularly clean using a dry and soft rag. When needed, use products especially formulated for leather. Immediately dry after the treatment. Do not use abrasive sponges as they may leave scratches. Where there was a stain of ink or similar, use only the specific stick that is commonly available on the market. Avoid contact with all acidic substances. Avoid direct exposure to sunlight or heat sources.

WARNING

Treat stains immediately, the longer they remain in the fabric, the harder it is to remove them. Before choosing a cleaning method, always try it out on a concealed part of the chair. 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.



LOW CHAIR



Legs / Colours	Shell / Colours	Cushion / Kvadrat
Natural	Colours	Kvadrat
White,black, natural	White, black	Cosima

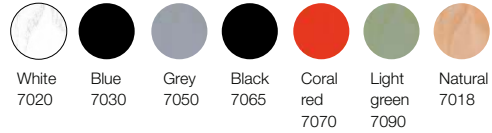
OTTOMAN



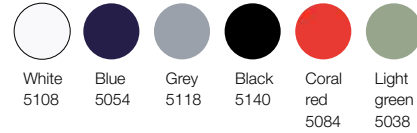
Legs / Colours	Shell / Colours	Cushion / Kvadrat
Natural	Colours	Kvadrat
White,black, natural	White, black	Cosima

Materials /

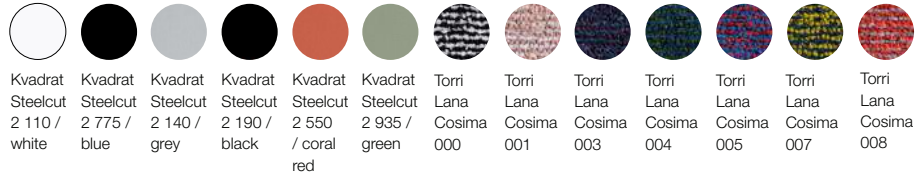
Legs in solid ash /



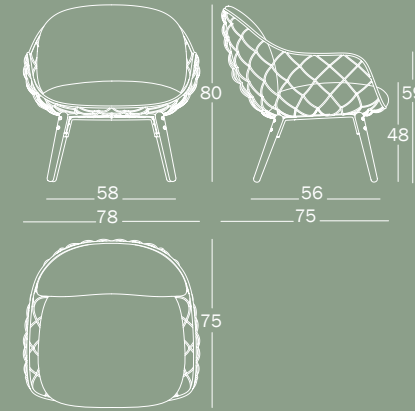
Shell in steel rod /



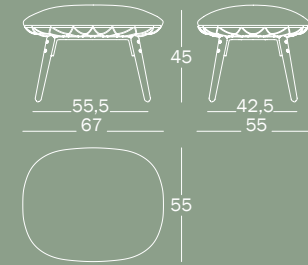
Fabric /



Low chair



Ottoman



PRODUCT CARE

Low chair and ottoman / Daily care and immediate stain removal will ensure that your wool upholstery will keep looking good. It is normally sufficient to regularly vacuum and air upholstered furniture. We suggest cleaning the wool fabric occasionally. Use a specific wool cleaning soap and follow the instructions carefully. Take care never to saturate the wool fabric: covers made from wool cannot be washed but should be dry cleaned. Never use undiluted cleaning agents, bleaching agents, ammonia or soap intended for hard surfaces. As a general rule, many types of stain can be removed using lukewarm water. For greasy stains, use a dry stain remover. For more insoluble stains (chewing gum, candle wax, etc.), use a plastic bag filled with ice to rub the stain until the substance has become friable. Use a clean flat blunt blade to delicately remove the substance. We recommend contacting a professional laundry, particularly for large stains and for thorough cleaning. Be careful when using solvents, because these could dissolve the upholstery material beneath.

Low chair and ottoman suitable for outdoor use / Dust gently and in case of light stains we suggest using a damp cloth and eventually also a neutral detergent. Rinse with water and avoid wringing it out. Let the fabric dry inside out avoiding direct exposure to the sunlight. Iron inside out at low temperature. For small but difficult stains (oil, fat, cosmetics, ink, coffee, spirits, chewing-gum etc.) we recommend dissolving immediately the stain with 20% ethylic alcohol (colourless) diluted in water dabbing, then cleaning with a diluted neutral detergent and rinsing well. Avoid contact with all acidic substances, solvents or products containing ammonia. Periodic and correct maintenance allows the product to keep its original aspect and lengthens the duration of its performance.

WARNING

Treat stains immediately, the longer they remain in the fabric, the harder it is to remove them. Before choosing a cleaning method, always try it out on a concealed part of the chair. 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

LOW CHAIR SUITABLE FOR OUTDOOR USE

OTTOMAN SUITABLE FOR OUTDOOR USE



Frame /	Shell /	Cushion /
White 5108	White 5108	Polyhedra grey melange
Brown 5070	Brown 5070	Polyhedra brown-blue
White 5108	White 5108	Polyhedra white, orange, green
Brown 5070	Brown 5070	Polyhedra white, orange, green

Frame /	Shell /	Cushion /
White 5108	White 5108	Polyhedra grey melange
Brown 5070	Brown 5070	Polyhedra brown-blue
White 5108	White 5108	Polyhedra white, orange, green
Brown 5070	Brown 5070	Polyhedra white, orange, green

Materials /

Frame and shell in steel /

Fabric /



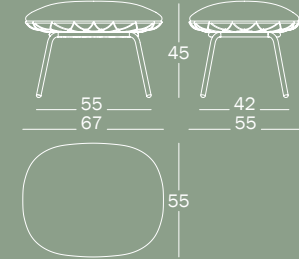
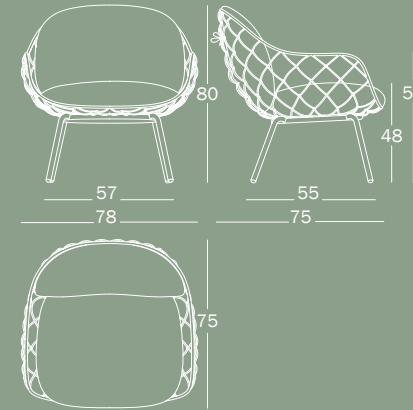
White 5108 Brown 5074



Polyhedra 1111 / grey Melange Polyhedra 1119 / brown-blue Polyhedra 1101 / white Polyhedra 1106 / orange Polyhedra 1104 / green

Low chair suitable for outdoor use

Ottoman suitable for outdoor use



PRODUCT CARE

Low chair and ottoman / Daily care and immediate stain removal will ensure that your wool upholstery will keep looking good. It is normally sufficient to regularly vacuum and air upholstered furniture. We suggest cleaning the wool fabric occasionally. Use a specific wool cleaning soap and follow the instructions carefully. Take care never to saturate the wool fabric: covers made from wool cannot be washed but should be dry cleaned. Never use undiluted cleaning agents, bleaching agents, ammonia or soap intended for hard surfaces. As a general rule, many types of stain can be removed using lukewarm water. For greasy stains, use a dry stain remover. For more insoluble stains (chewing gum, candle wax, etc.), use a plastic bag filled with ice to rub the stain until the substance has become friable. Use a clean flat blunt blade to delicately remove the substance. We recommend contacting a professional laundry, particularly for large stains and for thorough cleaning. Be careful when using solvents, because these could dissolve the upholstery material beneath.

Low chair and ottoman suitable for outdoor use / Dust gently and in case of light stains we suggest using a damp cloth and eventually also a neutral detergent. Rinse with water and avoid wringing it out. Let the fabric dry inside out avoiding direct exposure to the sunlight. Iron inside out at low temperature. For small but difficult stains (oil, fat, cosmetics, ink, coffee, spirits, chewing-gum etc.) we recommend dissolving immediately the stain with 20% ethylic alcohol (colourless) diluted in water dabbing, then cleaning with a diluted neutral detergent and rinsing well. Avoid contact with all acidic substances, solvents or products containing ammonia. Periodic and correct maintenance allows the product to keep its original aspect and lengthens the duration of its performance.

WARNING

Treat stains immediately, the longer they remain in the fabric, the harder it is to remove them. Before choosing a cleaning method, always try it out on a concealed part of the chair. 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



LOW TABLE



Frame /	Top in ash /
Coral red	Coral red
White	White 7020
Black	Black 7065

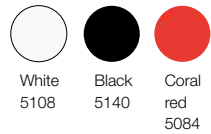
LOW TABLE SUITABLE FOR OUTDOOR USE



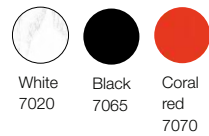
Frame /	Top in HPL /
White	White 8500
Black	Black 8510

Materials /

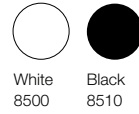
Frame /



Top in solid ash /



Top in HPL /

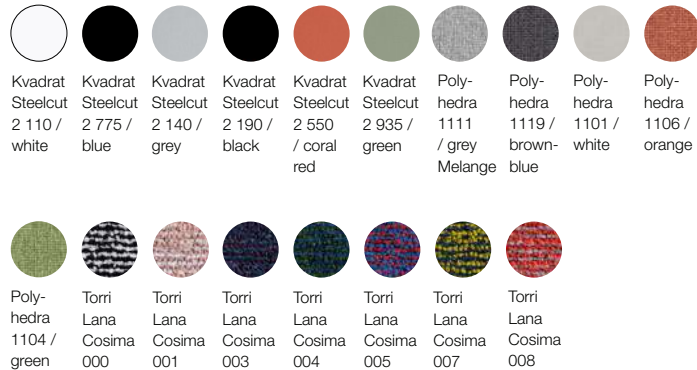


LUMBAR CUSHION

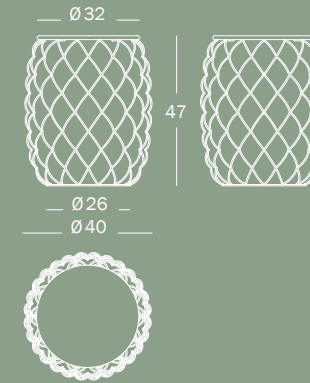


Fabric

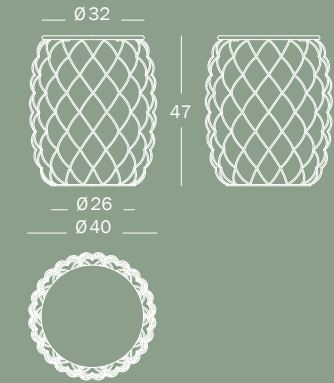
Fabric /



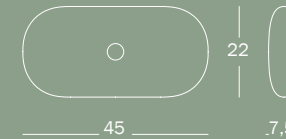
Low table



Low table suitable for outdoor use



Lumbar cushion



shows that the product is suitable for outdoor use with regular care and maintenance

shows that the product is suitable for covered outdoor area

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. For the wooden top cleaning, we recommend using ph-balanced liquid soap especially formulated for wood, diluted in water. Avoid using acidic products, solvents and products containing ammonia. Periodic maintenance and cleaning allows the product to keep its original look 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, 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.



