

# 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



Kvadrat Divina 3 584 / dark red



Kvadrat Divina 3 696 / purple



Kvadrat Divina Melange 120 / light grey

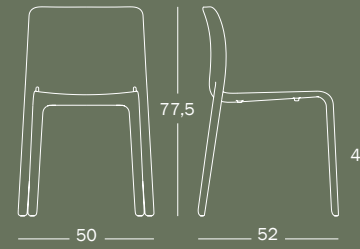


Kvadrat Divina Melange 170 / dark grey

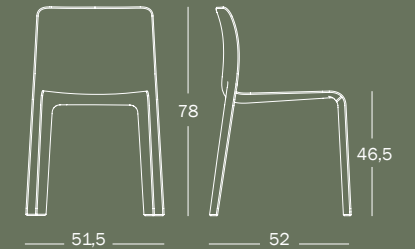


Kvadrat Divina Melange 260 / brown

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.

### 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

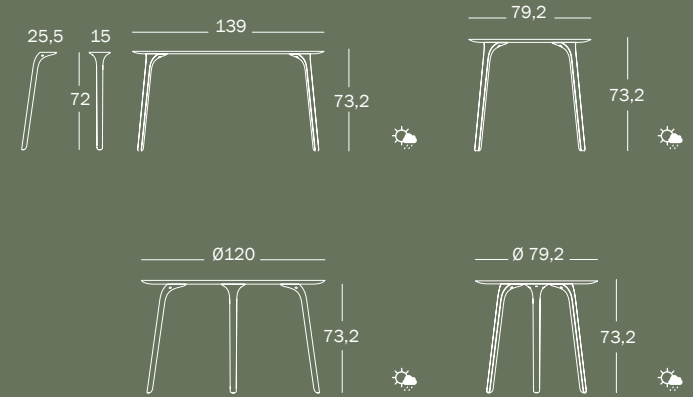
### MDF top



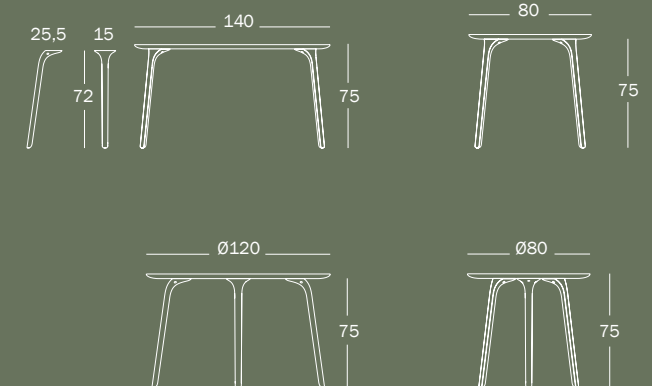
Legs / White 1735 C  
Top / MDF White 8500  
140x80 / 80x80  
Ø120 / Ø80

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

### HPL top



### MDF top



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