

# MAGIS

Stanley by Philippe Starck



# Philippe Starck



ph / Jean Baptiste Mondino

## Profile:

“Subversive, ethical, ecological, political, fun: this is how I see my duty as a creator.” Philippe Starck.

Despite his thousands of projects – completed or in the making – his global fame and his tireless protean inventiveness, we must never forget the essential. Philippe Starck has a mission and a vision: creation, whatever shape it takes, must make life better for the largest number of people possible. Starck believes this highly poetic, political, rebellious, benevolent, pragmatic and subversive duty must be borne by all, and he resumes it with the humour that has accompanied his approach since the earliest days: “No one is obliged to be a genius, but everyone has to take part.”

His anticipatory concern for environmental implications, his profound comprehension of contemporary mutations, his enthusiasm for imagining new lifestyles, his determination to change the world, his devotion to a positive reduction, his love of ideas, his desire to defend the intelligence of usefulness – and the usefulness of intelligence – have accompanied one

iconic creation after another... From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, micro wind-turbines, electric cars, and hotels that aspire to be wondrous, stimulating and intensely vibrant places, Starck never ceases to push the boundaries and criteria of contemporary design.

His technological miracles are vectors of democratic ecology, focused on action and a respect for the future of both humans and nature. Predicting the phenomena of convergence and dematerialisation, Philippe Starck has always devised objects that demand the most from the least. The solutions provided by his dreams are so vital, so essential that he was the first Frenchman to be invited to the legendary TED (Technology, Entertainment & Design) talks, conferences that have brought together such illustrious speakers as Bill Clinton and Richard Branson. Inventor, creator, architect, designer, artistic director... Philippe Starck is all of the above, but above all he is a man of honesty, in the purest tradition of the Renaissance artists.







# Design and

Stanley is Magis' and Philippe Starck's revisitation of the legendary director's chair.

Its simple lines and the elegance of its high-tech design have breathed a new lease of life and modernity into the chair.

"The elegance of the high technology enables us to rediscover the timelessness of the director's chair." Philippe Starck

With its distinctive single scissor-cross support in fibreglass-reinforced polypropylene, and its seat and back in an extremely technical, high-performance fabric or in leather, Stanley is the first folding chair to have passed the most rigorous strength and stability tests on both sides of the Atlantic, and is suitable for a practically infinite range of uses, both indoor and outdoor, domestic and contract.

Introduced in the late nineteenth century, this folding chair is universally associated with Hollywood movies. It is practical and light, and is considered to be one of the finest examples of industrial design ever.



# Engineering



“The elegance of  
high technology  
to rediscover



the timeless di-  
rector's chair ”

Philippe Starck







# Information



# Product

Materials: Structure in polypropylene with glass fibre added.  
Seat and back in fabric ("Thinny New York", "Crevin Dolce") or leather ("Panama").







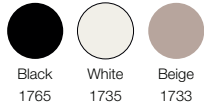


Frame in polypropylene /  
 Colours  
 Colours  
 Black

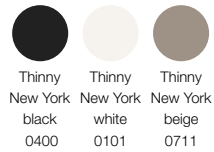
Seat and back /  
 Fabric cat. 01  
 Fabric cat. 02  
 leather



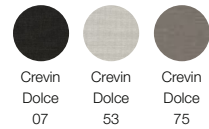
Frame in polypropylene /



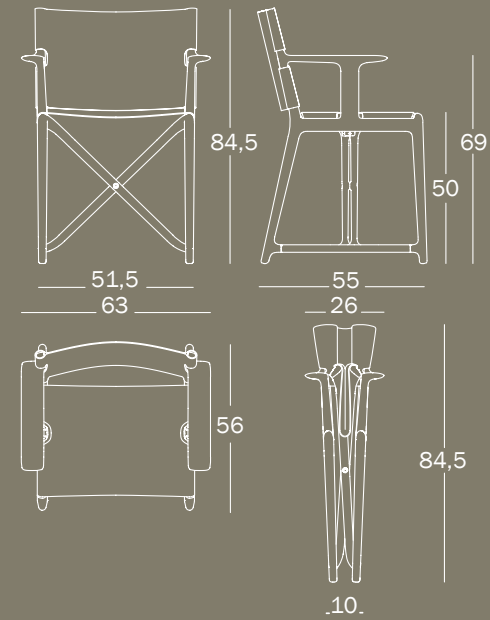
Fabric cat. 1 /



Fabric cat. 2 /



Leather /



#### 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. Avoid using acidic products, solvents and products containing ammonia. For the fabric care, we recommend to avoid the prolonged contact with fat and/or colouring substances, acid or basic solvents. For the normal cleaning, use water and liquid detergents, colourless, and not abrasive. We recommend to let the detergent act few minutes, and if necessary rub the surface with brushes exclusively with soft bristles, therefore abundantly rinse with luke-warm water. Periodic maintenance and cleaning allows the products to keep their original look and lengthens the duration of their performance.

#### WARNING

Make sure that the locking mechanism is in the correct position before use. 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, seat on the back, stand on it or use the chair as a ladder. Once disused, please make sure this product is disposed in an environment-friendly way.







