

# MAGIS

Costume by Stefan Diez



# Stefan Diez



## Profile and Interview:

Growing up in a household of 4th-generation carpenters, Stefan Diez's early bond with craftsmanship profoundly shaped his development as an industrial designer. Following family tradition, he trained as a cabinetmaker before studying industrial design under Richard Sapper at the State Academy of Fine Arts Stuttgart. Working with Konstantin Grcic for several years, Stefan graduated in 2002 and founded DIEZ OFFICE in Munich. From 2007 onwards Stefan was Professor of Industrial Design at the University of Arts and Design Karlsruhe, joining the School of Industrial Design Lund, Sweden, in 2015. Since 2018 Stefan Diez is Head of Industrial Design at Die Angewandte in Vienna. In 2008,

Diez Office moved into the renovated premises of a former joinery, the ideal platform for Diez's distinct combination of hands-on experimentation and technical know-how. Led by curiosity and supported by a network of local craftsmen and specialists, DIEZ OFFICE is dedicated to transforming ideas into actual products with great diligence and proficiency. Together with his team, Stefan Diez has been exploring a broad spectrum of design, creating award-winning furniture, luminaires and accessories, in collaboration with internationally renowned manufacturers like Rosenthal, Thonet, HAY, e15, Magis, Vibia, Viccarbe, Wagner and many more.

What was the starting point for developing COSTUME?

SD: Magis came to me with the question: "What if we completely rethought the sofa?"

What was your answer?

SD: We set out together with Magis to develop a sofa system that could be completely dismantled. With as little polyurethane foam as possible and a textile cover that is washable and can be replaced. The system was to consist of only a few parts. At the beginning, it all seemed quite complicated, almost impossible. In the end, we worked on it for four years and invested a lot of time in studying it.

Was it worth the effort?

SD: I think we got the concept down to a really good point in the end. Dominik Hammer from my studio put a lot of energy into it just as the team from Magis around Enrico Perin did. COSTUME has become a typical Magis project, very much in the tradition of northern Italian manufacturers. In the start and development phase, all those involved have to show a lot of imagination and confidence; later, the risk of failure has to be borne. Eugenio Perazza has become a legend with his idea of design. We in the studio are therefore really happy about the collaboration and the result.

How important is the system approach to you?

SD: Systems are something like an alphabet. For me, it's not so much about providing ready-made answers, but about building bricks with which you can formulate words, sentences and stories. Systems are not static, but can always be reinterpreted. The individual building units can be further developed and improved separately. I see an interesting logic behind this, which fully exploits the potential of industrial production and industrial design.

And what does that mean in practical terms for COSTUME?

SD: The modular structure of

COSTUME means that individual components can be easily replaced. For example, when they get dirty or worn out. Even the thin PUR foam insert can be cleaned. The cover, too, of course. A sofa has to withstand a lot, especially in families. The fact that the core of our sofa can be easily separated from its cover is not only an advantage for the user, by the way. A sofa only becomes recyclable through its modular construction.

What else is important to you in the project?

SD: The fact that we make the sofa bodies from recycled plastic - that is entirely in the spirit of the circular economy. At the moment, industrial waste is recycled for the production of the sofa bodies. In the near future, Magis will also have old packaging shredded and processed to make new COSTUME elements.

How would you describe your co-operation with Magis?

SD: A project is always a journey together. Magis understands like few others in the industry how to make the journey itself the goal and to skilfully steer the view between details and perspective.

What does Magis contribute to the partnership with a designer?

SD: Magis is one of the very few companies that puts real innovation before marketing concepts. "What if we did things in a completely different way?" Eugenio Perazza and his team is curious, constantly searching. Together with Enrico Perin, they manage to keep opening up new perspectives through discoveries along the way, so to speak. Enthusiasm and passion are the driving force at Magis. That's why we value the collaboration so much.

And how would you yourself describe your studio's work?

SD: We prefer to get involved in projects where the result is unpredictable. We want to be surprised at work and get to know new things. We believe that the way to innovative solutions is through technical know-how, the right instinct and a lot of experimentation. The results may be complex, but never complicated.





# Design and

## “What if we completely rethought the sofa?”

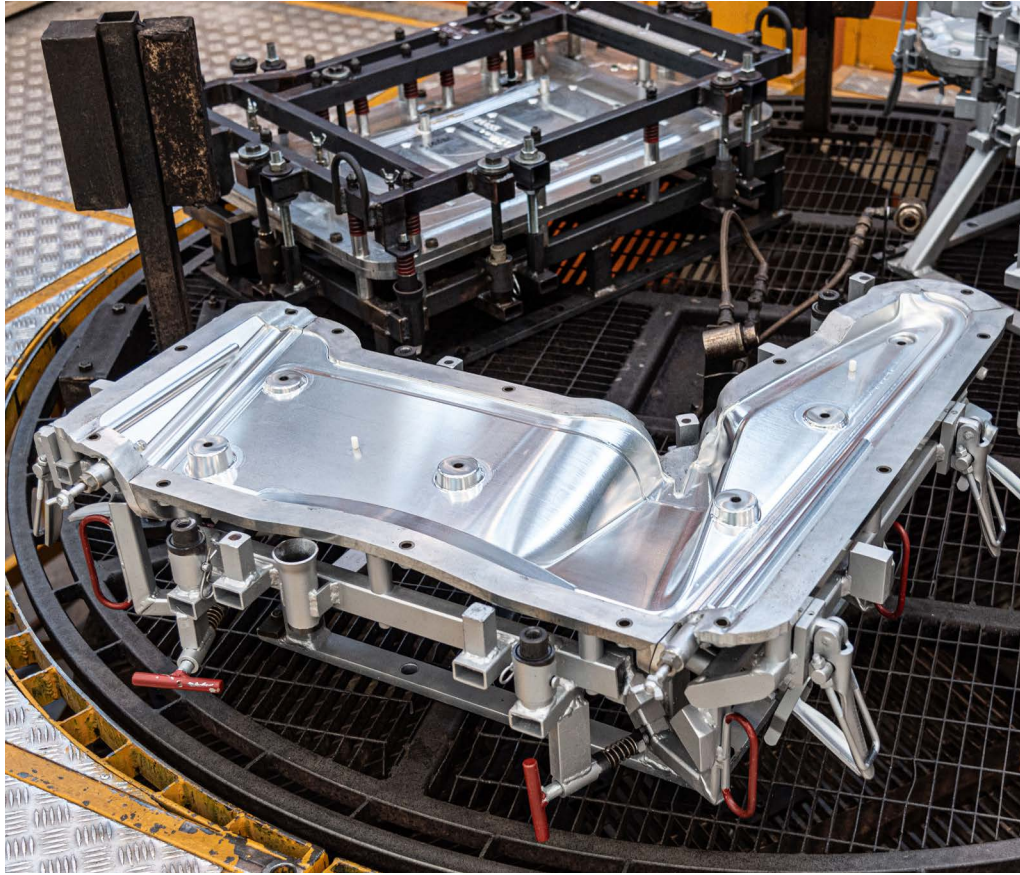
This is what we asked the designer, Stefan Diez, before starting to develop the Costume sofa. This modular sofa system is the expression of our continuous research into new materials and construction technologies, and of our ongoing commitment to the environment. It should not be considered a closed project but in continuous evolution.

At the heart of Costume is a body made from recycled and recyclable polyethylene produced using rotational moulding technology from furniture and car industry waste. An insert made of pocket spring cores provides the cushioning for the seat and backrest. On top of this is a thin layer of polyurethane foam. The whole is held together by a cover made of fabric that can be fastened on using tension belts and easily removed at any time.

Not only does this system use much less foam in manufacturing than conventional sofas but most of the materials used can also easily be recycled. All its components can be easily disassembled as no glues are used. Its infinite modularity and flexibility in changing the coverings guarantee its longevity, offering a timeless and future-oriented product.



# Engineering



Made from recycled and recyclable polyethylene



obtained from furniture and car industry waste.







# Information



# Product

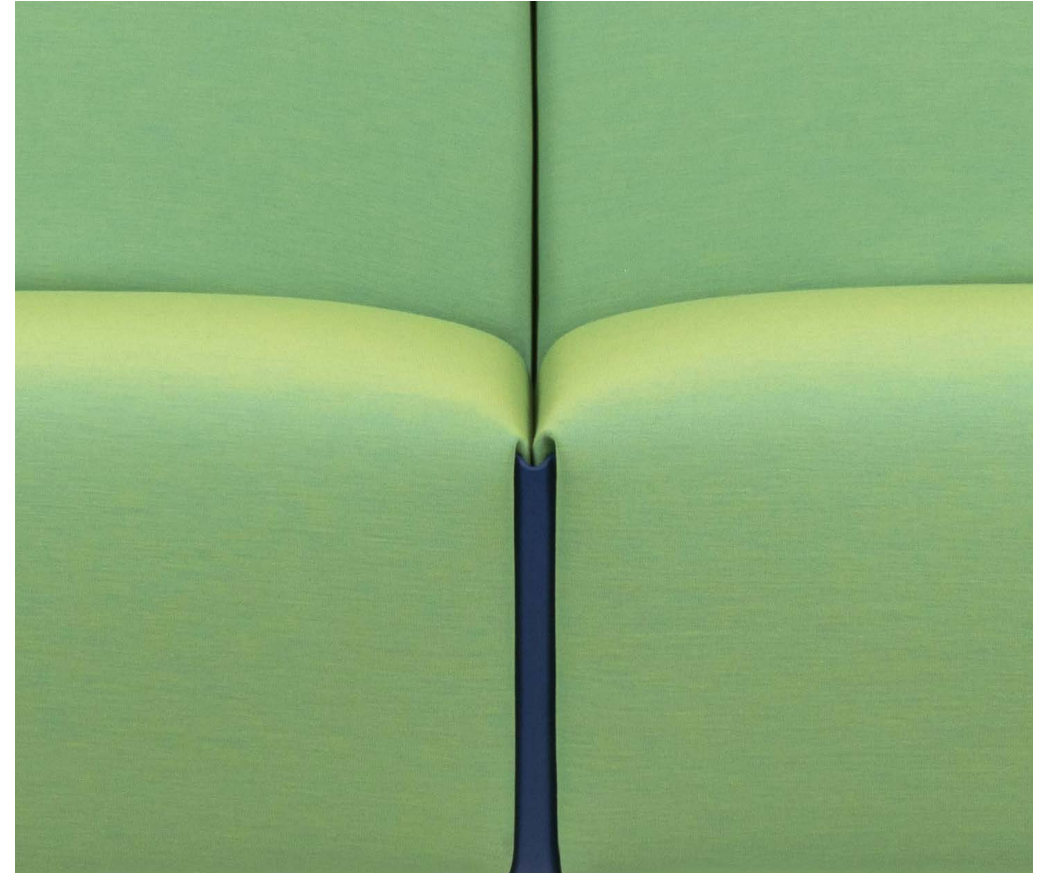


Modular sofa with structure in recycled and recyclable polyethylene. Thanks to the elastic loops hooked into the base, the sofa can be undressed when needed for washing or replacing the cover. Costume comes with a total of four different elements: the actual seating module, which can be completed with a left or right armrest and an ottoman. A connector of plastic, which is pushed into the slots on all four corners of the seat, serves to connect the pieces. Available in matching as well as in contrasting colours, it creates an aesthetic feature. The four elements can be assembled to form numerous combinations depending on requirements and space.

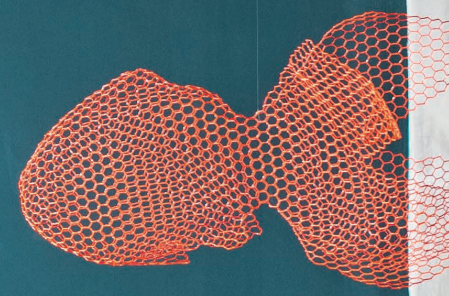
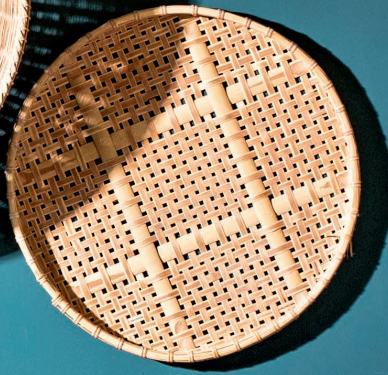
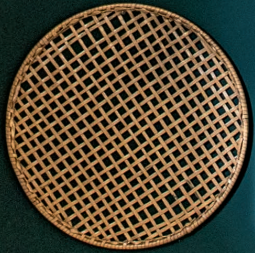




A connector of plastic serves to join the



pieces one to each other.



### Base module



Upholstery      Connectors

Fabric cat. 1      Colours  
 Fabric cat. 2      Colours  
 Fabric cat. 3      Colours

### Armrests



Upholstery      Connectors

Fabric cat. 1      Colours  
 Fabric cat. 2      Colours  
 Fabric cat. 3      Colours

### Ottoman



Upholstery      Connectors

Fabric cat. 1      Colours  
 Fabric cat. 2      Colours  
 Fabric cat. 3      Colours

### Side tables corner square



Powder coated aluminium sheet  
 Black 5130  
 White 5110

### Side tables intermediate



Powder coated aluminium sheet  
 Black 5130  
 White 5110

### Cushion



Upholstery

Fabric cat. 1  
 Fabric cat. 2  
 Fabric cat. 3

### Connectors



orange / black / blue

### Linear ground connectors



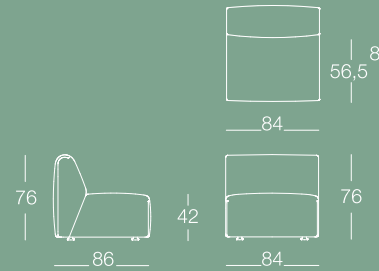
Dark brown

Fabric cat 1 / Fidivi One

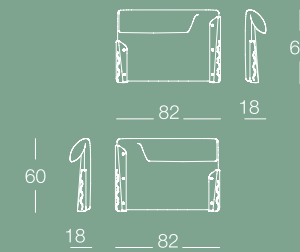
Fabric cat 2 / Torri Lana Dato

Fabric cat 3 / Kvadrat Uniform  
 Melange

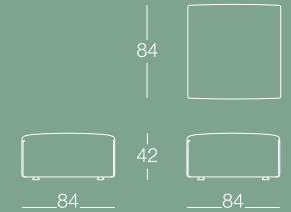
### Base module



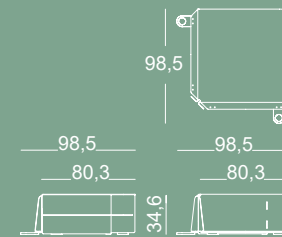
### Armrests



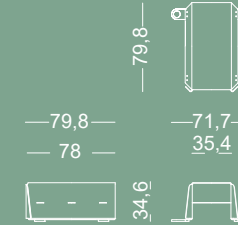
### Ottoman



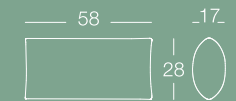
### Side table / corner square



### Side table / intermediate



### Loinrest cushion



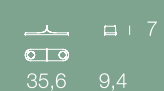
### Back connectors



### Front connectors



### Floor connector



### 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. Periodic and correct maintenance allows the product to keep it in good shape and lengthens the 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 that this product is disposed in an environment-friendly way.



Examples of compositions







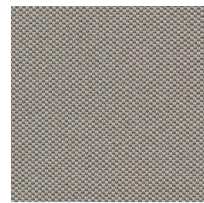
# Fidivi One



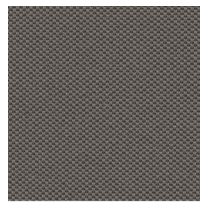
Covered in Fidivi One (8504)

For contract and domestic use

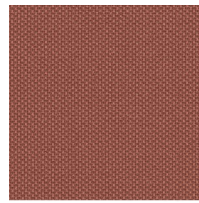
Composition: 100% recycled polyester  
 Weight: 525 g/ lin.m, 350g/m2  
 Cleaning: Vacuuming and dry cleaning  
 Abrasion: 100.000 Martindale rubs, EN ISO 12947-2  
 Pilling: 2000 rubs, Note 5, EN ISO 12945-2  
 Lightfastness: Note 6, ISO 105-B02  
 Fastness to rubbing: Note 4-5, ISO 105-X12  
 Flame resistance: UNI 9175 Class 1 IM, EN 1021-1 & 2, CRIB 5, BS 7176 Class Medium Hazard, California TB 117-2013



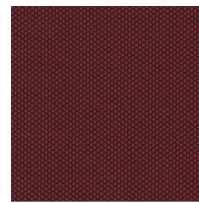
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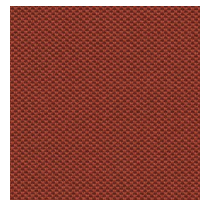
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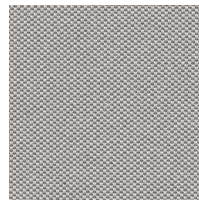
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4503



4566



8504

# Torri Lana Dato



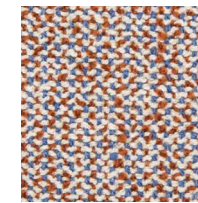
Covered in Torri Lana Dato (263)

For domestic use

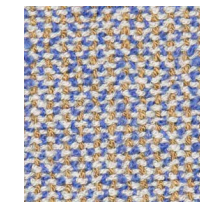
Composition: 54%CO, 22%VI, 6%WO, 12%LI, 5%PC, 1% PA  
 Width: 140 cm+/- 3%  
 Weight: 860 gr/ml - 614 gr/sqm +/- 5%  
 Repeat: warp cm - weft cm  
 Abrasion: 35000 cycles +/- 10%  
 UNI EN ISO 12947-2:2000  
 Dry clean fastness: Colour change 4-5  
 UNI EN ISO D01:1995  
 Rub fastness: Dry 4-5 | Wet 2-3 (Black WET 2)  
 UNI EN ISO 105-X12:1995  
 Flame resistance: BS 5852:2006 CIGARETTE  
 BS 5852-1 (1979) MATCH  
 BS 5852:2006 MATCH  
 CAL TB 117:2013 (barrier material required)  
 Pilling: grade 4 (change at 5000 turns)  
 UNI EN ISO 12945-2:2002  
 Lightfastness: Light colour 4-5 / Medium-Dark colour 5 -  
 UNI EN ISO 105-B02  
 Fastness to rubbing: Dry 4-5 / Wet 2-3 (Black WET 2) UNI  
 EN ISO 105-X12:1995



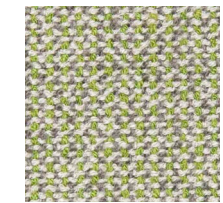
087



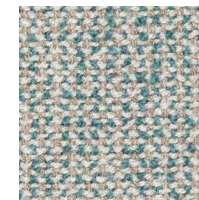
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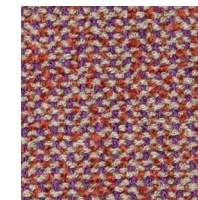
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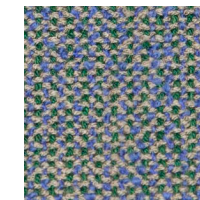
283



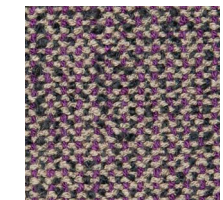
284



302



304



306

# Kvadrat Uniform Melange



Covered in Kvadrat-Uniform Melange (963)

For domestic use and if treated for contract use

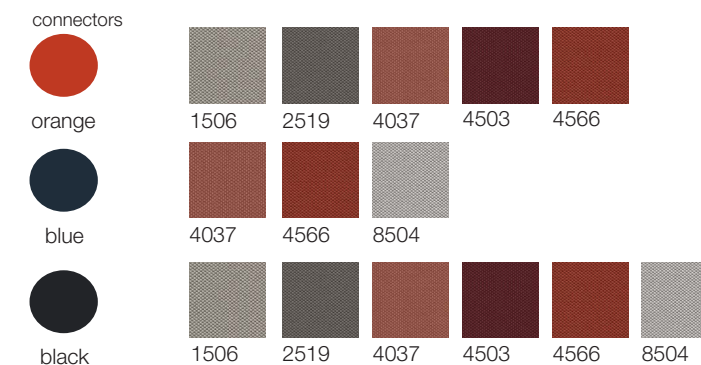
Composition: 68% New wool, 22% Nylon, 10% Polyester  
 Yarn type: Worsted  
 Binding: Knit  
 Weight: Approximately 870g/ lin.m  
 Cleaning: Vacuuming and dry cleaning  
 Abrasion: Approximately 100.000 Martindale rubs, EN ISO 12947  
 Pilling: Note 4, EN ISO 12945  
 Lightfastness: Note 6, ISO 105-B02  
 Fastness to rubbing: Note 4-5, ISO 105-X12  
 Flame resistance: EN 1021-1/2, BS 5852 part 1, DIN 4102-B2, US Cal. Tech. Bull. 117  
 IMO FTP Code part 8, BS 5852 Crib 5 with treatment



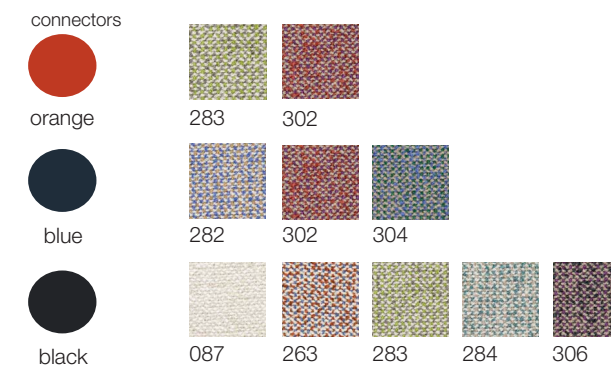
# Combination of fabric and connectors

Stefan Diez and Magis propose different combinations of fabric and connectors; nevertheless, clients have the freedom to create their own combinations.

## Fidivi - One



## Torri Lana Dato



## Kvadrat Uniform Melange



