

maxdesign



maxfiles #01
OVERVIEW 2024

Sleeping Beauty

A gentle design, without clamour, has always characterized our approach to projects.

Today more than ever, we draw inspiration from a concept of *awakening* a Sleeping Beauty, made of purity and simplicity.

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Each visionary architectural construction is based on an important design research: in our case, it begins by building solid foundations to support the poetry of design. This is what we are aiming to do, a real re-foundation to give new light and lifeblood to a brand that has a product history of great value.

We are excited about this path that we have traced starting from the

new products you'll see here, from a new enlarged staff and from our new headquarter that since January '24 hosts all our resources and will hopefully shape our vision.

We are aiming to build an inclusive and exchange hub in which creativity and humanity are mixed to create products, relationships and projects that will be the future poetry of maxdesign.

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CUSCINI



With a big focus on comfort,
the *Cuscini* range is designed to provide
an enveloping feeling.





Cuscini

Drawing on the expertise of Italian furniture manufacturer maxdesign, Swiss design studio Big-game has designed a new range of soft seating called Cuscini, presented for the first time at Salone del Mobile 2024. The choice of available fabrics

makes it a versatile choice to match any interior. Its formal language plays with three cushions that are assembled together to convey a cozy and soft perception for a chair which is not only comfortable to use but also visually comforting.

Efficient with several leg options: wood, metal and sledge, Cuscini works both for residential and commercial contexts.



Picture: Cedric Widmer

BIG-GAME

Swiss design studio founded by Augustin Scott de Martinville, Grégoire Jeanmonod and Elric Petit in 2004. BIG-GAME designs everyday objects for companies around the world such as Alessi, Hay, Karimoku, Muuto, IKEA, Rado, Nespresso and Moustache. Their work has received numerous awards including the iF design award, the Wallpaper Design Award, the Good Design Award and is part of museum collections around the world including the MoMA in New York and Centre Pompidou in Paris.

JELLY



Inspired by colorful jelly candies,
Jelly presents itself as an archipelago
of playful and rounded shapes.



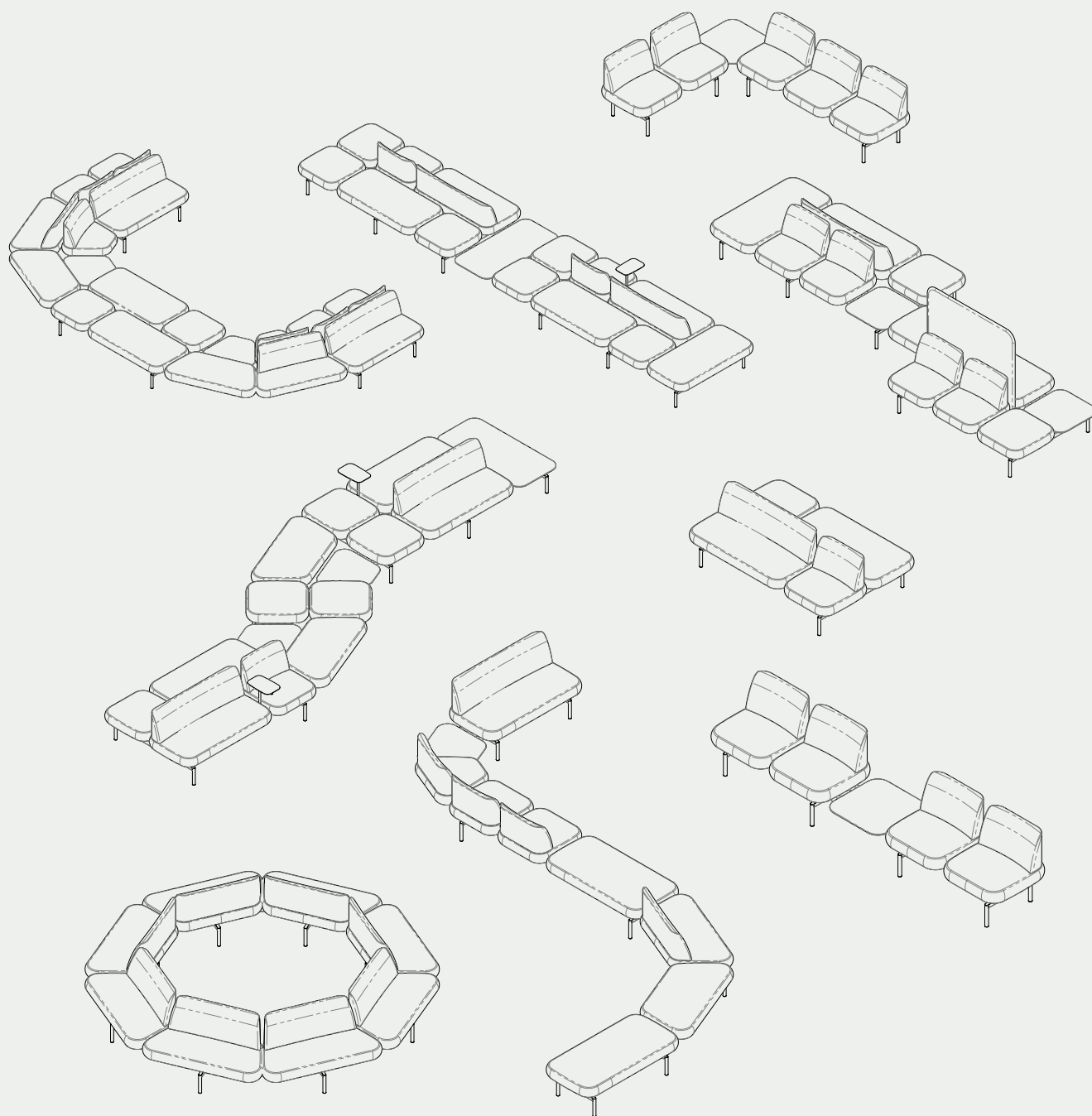
Jelly can be customized in many sizes, colors and finishings, offering configuration freedom to suit any project.





Jelly

A system of modular seating with an organic character, elegantly and eclectically meeting the new needs of the contemporary office and social spaces.



Neverending layout



Both playful and hyper-functional, Jelly can meet the most diverse project needs and create fluid and strongly characterized spaces.

Jelly is not just a name, but a true invitation to explore creativity through endless and customizable configurations, ideal for contemporary work environments or convivial moments.

RICARDO BELLO DIAS

Italo-Brazilian architect, Ricardo Bello Dias attended the UFPE Faculty of Architecture and Urbanistic in Brazil, graduating in 1990. Studio Bello Dias is today an architecture and design consultancy agency, based in Milan and São

Paulo with over 25 years of experience, offering 360° design services, from concept and strategy to the execution phase, in the areas of architecture, interior design, exhibitions, product design, corporate identity and art direction.



RUNOUT



Crafted with precision and attention to detail, the aluminum stool *Runout* embodies modern elegance and practical functionality in form of a well known barstool silhouette.



The colors shown are not obligatory.
The design may vary depending on the
material.

1, 21 | 236 | 123, 184, 124 - Verde
28, 28, 63 - Verde Verde
83, 85, 94



Parques Etnos
↳ Activar da Aprendizagem

↳ Aprendizagem FK GOMES

FERRAS 2003 0003

FERRAS

Alabit / Lançamento

Leaf

Amal: 17/18/20/

0002@ferras.com.br

↳ Zip Chancel / Alabit

Runout



Its main design feature resembles a sturdy tool, yet the delicately hollowed-out frame elements, impart a light and elegant appearance.

Its main design feature resembles a sturdy tool, yet the delicately hollowed-out frame elements, impart a light and elegant appearance as only aluminum can ensure. The round seat adds to its contemporary appeal, while the option for an upholstered seat caters to diverse preferences. Crafted from durable aluminum, its lightweight frame ensures stability and

access from every side, with the option of a rotating seat for added movement. Besides the powder coated colour options, the sleek aluminum finish enhances its visual appeal, creating a polished and refined look. Designed in three common heights of 45, 65, and 75 cm, it ensures versatility for various settings, from kitchen islands to cafes and commercial spaces.



GECKELER MICHELS

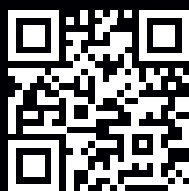
Geckeler Michels is a design studio founded in 2013 by David Geckeler and Frank Michels. Headquartered in Berlin, with a branch in Luxembourg, this German-Luxembourgish design duo collaborates with renowned brands such as deSede, ewo, Fredericia, Karimoku, Muuto, Nespresso, Nike, Sancal, Tecta and van Esch among others. Areas of work include creative direction, furniture, lighting, products and spaces.



Designed in heights of 45, 65, and 75 cm

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Sleeping
Beauty



Scan here for our new Catalogue



Collections

MAXDESIGN PRODUCTS HERITAGE

Chairs



Max Chair



Appia Chair



Stratos Chair



Ricciolina Chair

Armchairs



Max Armchair



Appia Armchair



Stratos Armchair



So Happy



Tototo



Betinha

Swivel Chairs



Max Work



Appia Work



Stratos Work
M/MH



Dininho

Lounges



Stratos Lounge



So Happy Lounge



Betty

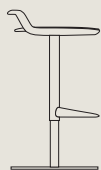


Dino

Stools



Max Stool



Appia Stool



Stratos Stool



Ricciolina
Stool

Side-Tables



Baba
Side-Table



Plato
Side-Table



Pic

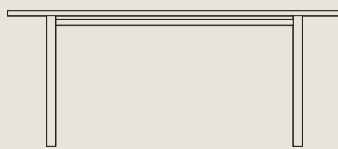
Tables



Baba Table

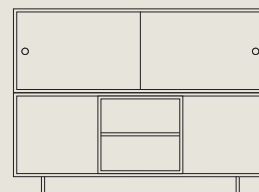


Plato Table



Offset Table

Bookshelves



Offset Shelf

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PAPER
Materica - Terrarossa 250g
Materica - Clay 120g
Explorer Premium Offset 120g

ART DIRECTION
AND GRAPHIC DESIGN

The Tailors

PHOTO CREDITS

Studio B 2 - Bonaldo Orlando

Record Studio srl

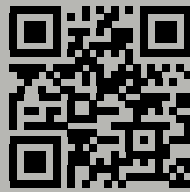
PRINT

Kappadue Arti Grafiche

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OVERVIEW 2024

Inspire. Create. Deliver.