

maxdesign



Max, re-Max

Max

design Christoph Jenni



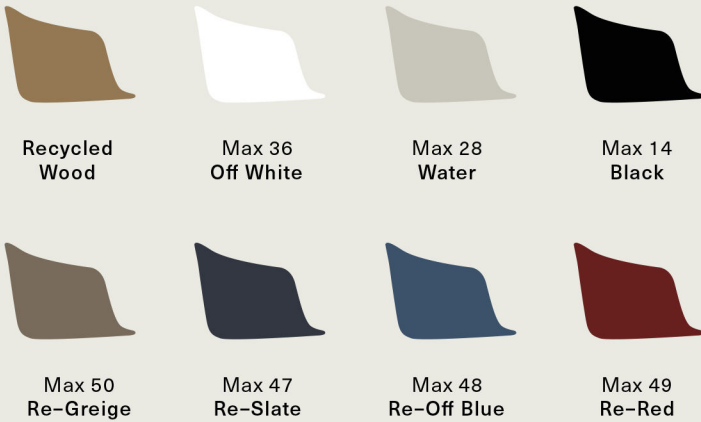
re-Max
Eco-friendly



Max program



re-Max color range



re-Max elements

seats

structures



Armchair shell

Chair shell

Recycled Polypropylene
Max 14 Black
4 legs

Recycled Wood
4 legs

Max approach

There is a whole new concept behind this product development. All the different frames have been thought and designed to fit both products, chair and armchair. A “one fit all” approach in line with the crucial values of functionality and flexibility.

Moreover, zeco-friendly recycled polypropylene and recycled wood have been added to our collection. These new additions are used for bases as well as for shells. The result is a monolith object made from the same reclaimed material, a well-proportioned chair where the structure is hidden in the form itself. As far as the upholstery, we opt for lightness and practicality. The products turn up in a wide array of leathers and fabrics treated for indoor and outdoor use.

We map the journey of our product: we do not want it to have an end, but to take a new form in its circular life.

A new motivating and ethic purpose conditions our range and our commitment.

We choose to adopt a sustainable attitude: the collection we are introducing comprises furniture pieces each made totally from reclaimed materials.



Max process

Max in numbers

5	steps production process
4	quality control phases
7	thickness of the product (mm)

time

275"	total chair injection molding cycle
325"	total armchair injection molding cycle

weight

	re-Max chair (gr)
3.900	Recycled wood
3.700	Recycled polypropylene
	re-Max armchair (gr)
4.550	Recycled wood
4.350	Recycled polypropylene



We want our products to stimulate emotions and feelings through their materials and shapes.

We consider all the potential directions for its immediate use and future repurpose. We are fascinated by this urgent concept of extending the existence of the old to improve the quality of life for generations to come. As far as the productive process, we want to ensure that every single step enhances the quality and the potential of these raw materials. It is crucial to show the object's personality and to evoke positive feelings. The physical appearance is a significant detail that completes the design process and influences consumers' preference.

A sort of mix and match attitude takes place in the association of components, materials and products themselves. It is an open and adaptive program driven by the search for comfort, versatility and sustainability. We look at our collection in relation to the multitude of contexts and possible combinations hidden behind needs and projects.

CJ: The extraordinary thing about this project for Maxdesign is the combination of an extensive collection of products and a formal archetypal language.



Appia, Appia Work, Appia Stool
design Christoph Jenni

2014, 2016, 2017

An homogeneous line, heterogeneous in its multipurpose solutions. Essential, long-lasting, comfortable and ergonomic, it is meant to serve as a indoor and outdoor furnitures. A constant research on materials and knowledge of technologies emphasize functionality and its aesthetic significance. A full recyclable die cast aluminium frame provides lightness and defines a robust as well as minimal design.



Betty, Betinha, Baba
design Christoph Jenni

2013, 2016, 2014/16

A trio of unique characters that stand alone or enhance their nature combined together. They sit comfortably into the world in which the user is operating. This family's multiple possibilities and fine combinations of finishes, materials and colors fits in different projects with different outfits, from residential to commercial settings. A sequence of curves and gentle lines covered in leather, eco-leather or fabric and hold by wood, steel and concrete.



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