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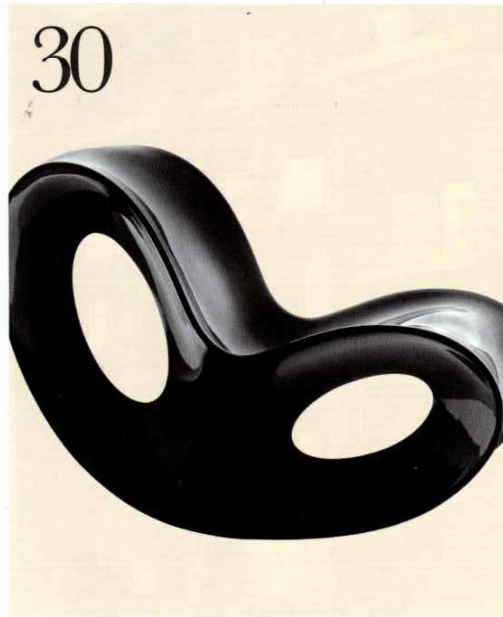
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## get woody!

The natural textures, earthy scents and richness of wood have fascinated people throughout the ages, and across continents and cultures. Today, with advancements in technology and manufacturing, the design possibilities with wood seem virtually endless. The appeal is undeniable. Modern-day design maestros have played tribute to this humble but alluring material with their iconic creations, such as Frank Gehry and his witty Cross Check chair, made of interwoven maple strips.

Not only does wood age well, but its timeless appeal offers interesting designs and decorating possibilities for

the home, too. In this issue, we offer a host of ideas, such as how to play with textures, how to combine wood with other materials, ways to incorporate accent colours, and more (Page 84). We also gather insights from the experts on topics related to wood trends, styles and maintenance.

What's more, the founder of Magis – Eugenio Perazza – takes the time to share with us on how the company is giving new meaning to everyday domestic objects that others often miss (Page 30), and we show you how to take your gardening off the ground and into the water with aquascaping (Page 116).

So read on and enjoy!

*Janice.*

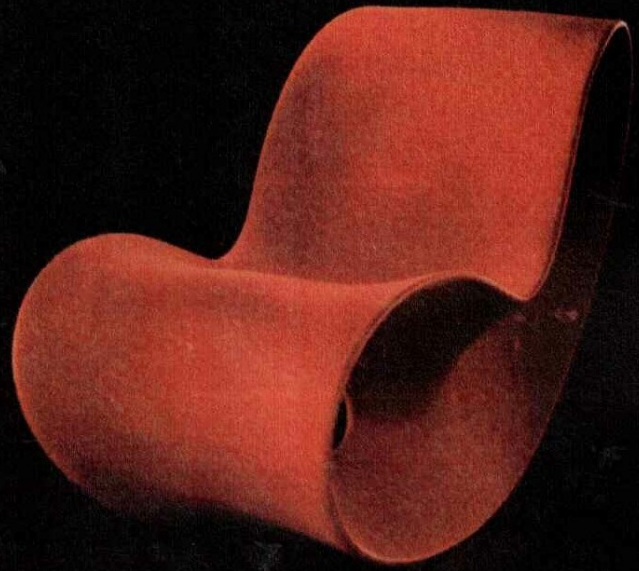


living proof

# elevating the mundane

Inventor of 'missing links', Eugenio Perazza, has been changing the world we live in since he first set up Magis in 1976; redesigning and giving a novel twist to daily domestic objects using innovative materials and technology

TEXT GRACE CHAN PHOTOS COURTESY OF MAGIS



Voido  
BELOW Bamboo Stool



EUGENIO PERAZZA

### What is design to you?

Design is what transforms a good idea into an iconic product. It must be the core of business and priced over sales and profitability. Everyday items should be prominent design elements in the house. They should be seen, and elevated in design so that you can look at them and not need to hide them away in storage. They need to have their own pleasant shapes and forms, and be functional.

### Where do you draw your design inspirations?

Everywhere! I'm a seeker who 'looks with the eyes of the mind' at what is not already available. Design is a way of thinking, not so much of looking or approaching reality; it's a mindset. It's not a logical way of thinking, so you'll need to turn yourself into a lateral thinker and think differently. You'll need to see things

differently and look at how your design can be realised. To get good ideas, you need a culture of ideas and continuously source for them.

### How do you ensure that your designs are more than just pretty to look at?

Magis believes that design must match functionality. A good design is an object that 'speaks' and adds value. The strength of Magis lies in the ideas; that's how we created our own niche. Designs don't just follow trends.

### What's the secret behind Magis' success?

I always believe that in order to be successful, we need to understand the consumers and produce what they need; sniff out what is 'missing' in the design market. This can only be achieved through research. When I first started Magis, no one in the market was producing these 'humble' everyday objects. Hence, these items need to be refreshed and reproduced into something that their owners will feel proud to display and not hide away.



*Design is a way of thinking, not so much of looking or approaching reality*