

# MAGIS

Voido by Ron Arad



# Ron Arad



# Profile:

Born in Tel Aviv in 1951, educated at the Jerusalem Academy of Art and later at the Architectural Association in London, Ron Arad co-founded the design and production studio One Off in 1981 with Caroline Thorman and later, in 1989, Ron Arad Associates architecture and design practice. In 2008 Ron Arad Architects was established alongside Ron Arad Associates. In 1994 he established the Ron Arad Studio, a design and production unit in Como, Italy, in operation until 1999. He was Professor of Product Design at the Royal College of Art in London until 2009. Ron Arad was awarded the 2011 London Design Week Medal for design excellence, and became a Royal Acade-

mician of the Royal Academy of Arts in 2013. Ron Arad's constant experimentation with the possibilities of materials such as steel, aluminium or polyamide and his radical re-conception of the form and structure of furniture has put him at the forefront of contemporary design and architecture.

Alongside his limited edition studio work, Arad designs for many leading international companies including Magis, Vitra, Moroso, Fiam, Triade, Alessi, Cappellini, Cassina, WMF and Kartell as well as many others.

Ron Arad has designed a number of Public Art pieces, most recently the Vortex in Seoul, Korea, and the Keshar Sculpture at Tel Aviv University.



# Design and

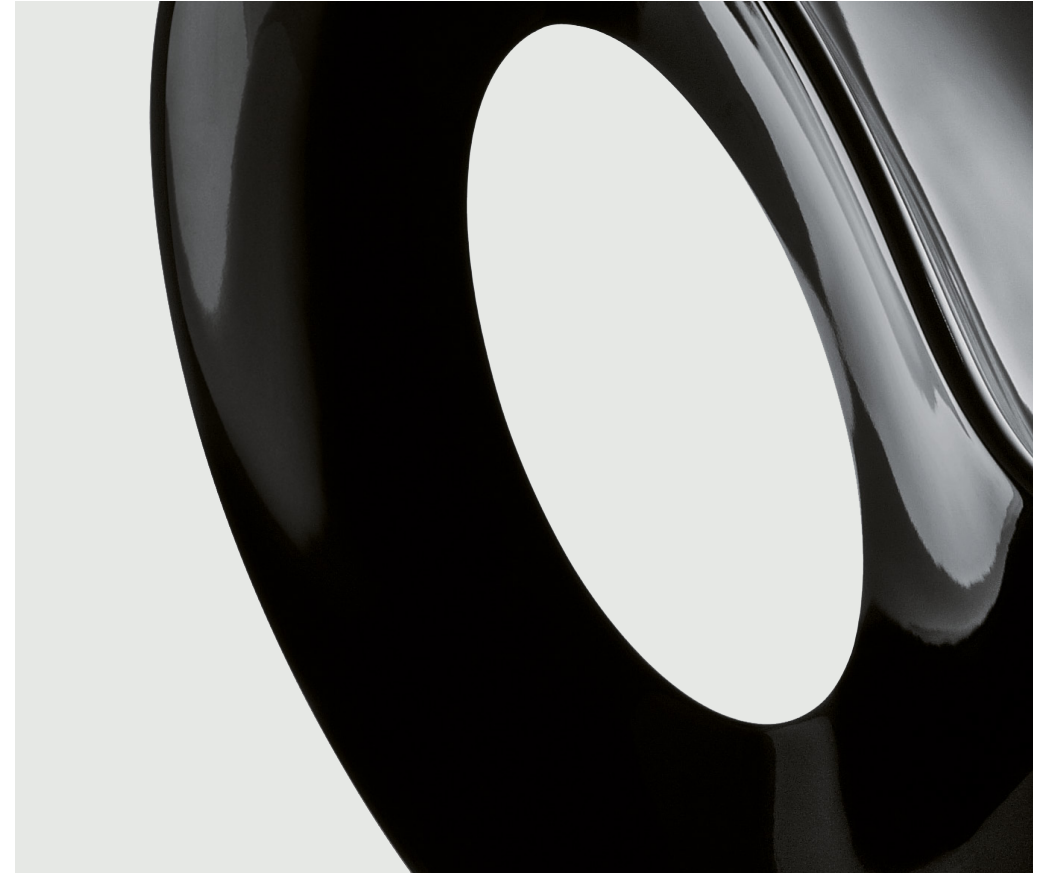
Created by Ron Arad, one of the biggest designers in the international arena, with his masterfully unconventional style, Voido is a rocking chair that looks like a piece of contemporary sculpture, but is made using industrial technology capable of producing large yet light shapes: rotational-moulded polyethylene. Voido's sleek, ergonomic volumes welcome the body in a flowing embrace, but its seeming simplicity hides considerable complex research and engineering.



# Engineering



“ Voido’s sleek,  
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# Information



# Product

Rocking chair for domestic use and contracts (hotels and restaurants).  
Materials: rotational-moulded polyethylene. Glossy painted version also available.  
Suitable for outdoor use (version not painted).







Orange 1110 C



White 1735 C



Light Grey 1395 C



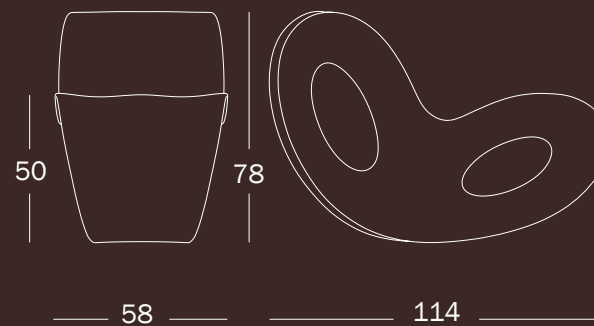
Rust Brown 1071 C



Red 1004 C



Glossy Black 1763 C



#### 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 its original aspect and lengthens the duration of its 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.



