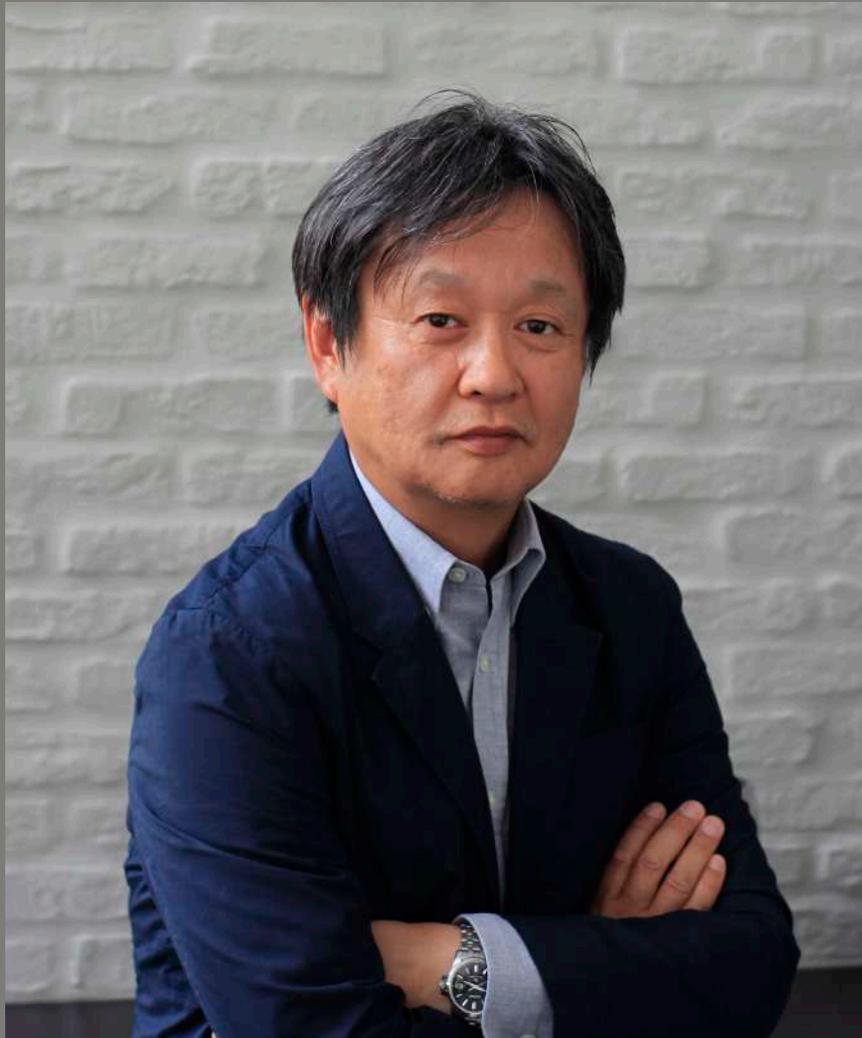


# MAGIS



Déjà-vu by Naoto Fukasawa

# Naoto Fukasawa



## Profile:

With his designs devoted to simplicity and sublime beauty, Fukasawa has designed for a wide range of leading brands worldwide in Italy, Germany, America, Switzerland, Spain, China, Korea, Thailand, Taiwan, Singapore, France, Portugal, Sweden and Finland, as well as consulting and working with Japanese major corporations. His designs span a wide variety of fields, from precision electronic equipment to furniture and interior settings.

He has received numerous national and international design awards.

His wall-mounted CD player for MUJI, humidifier for  $\pm 0$  and the mobile phones INFOBAR and neon for au/KDDI are all part of New York's Museum of Modern Art's (MoMA) permanent collection. In 2007, he was accorded the title of Honorable Royal Designer for Industry (Royal Society of Arts), UK. MUJI's wall-mounted CD player is also part of the Victoria and Albert Museum's permanent collec-

tion, while his HIROSHIMA armchair for MARUNI is part of Designmuseum Danmark's permanent collection.

Fukasawa is one of the directors of 21\_21 DESIGN SIGHT. He also sits on the design advisory board of MUJI, and is the art director of MARUNI. In 2017, he became a member of the judging committee for the LOEWE Craft Prize. He is a professor in the Integrated Design department at Tama Art University. In 2006, he established "Super Normal" with Jasper Morrison. He has been acted as the 5th curator of The Japan Folk Crafts Museum since 2012.

Fukasawa has co-authored *The Outline – The Unseen Outline of Things* (Hachette Fujingaho) with photographer Tamotsu Fujii and released *NAOTO FUKASAWA* (Phaidon Press). In Spring 2018, He released his Second book with Phaidon press, *Naoto Fukasawa Embodiment*.



# Design and

Déjà-vu: a simple, highly iconic stool with seat in die-cast aluminium and legs in extruded aluminium, available both in polished and painted version (the latter suitable for outdoor use).

An object with a minimalist look which fits perfectly into the Super Normal category created by Fukasawa himself with Jasper Morrison.

As Issey Miyake said, “Déjà-vu, the sensation of having been there before, of already having done something or met someone. Fukasawa’s design reawakens the fairy godmother, the deeply hidden memory of each one of us. Even if sweet and possibly fleeting, the memory exists. Naoto Fukasawa is the brilliant writer of fairy tales that create dreams which can come true at any time”.



# Engineering



A stool whose  
forms give  
a reassuring



sense of warm  
familiarity.



# Information



# Product

Sometimes normality can be the fruit of a lengthy process of study and refining. This is what happened in the case of Déjà-vu, a stool whose forms give a reassuring sense of familiarity, inspired as they are by the classic wooden stool, but actually produced using a D-shaped extruded aluminium profile. This solution was devised by designer Naoto Fukasawa together with Magis, to create a versatile, light and durable item of furniture. Ready to meet the endless different requirements of the living, office and contract worlds, Déjà-vu does not demand a constant place in the limelight, and yet its discreet presence is always appreciated, be it alone or together with the seat, the table and mirrors from the same family.





Polished Aluminium



Black 5130



Red-Purple 5270



Sand Beige 5269



Polished Aluminium



Black 5130



Red-Purple 5270



Sand Beige 5269



Polished Aluminium



Polished Aluminium



Legs: Polished Aluminium  
Top: MDF or HPL White 8500



Legs: Polished Aluminium  
Top: MDF or HPL White 8500



Polished Aluminium



Polished Aluminium



Polished Aluminium

## 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. Immediately dry after washing with a soft rag or chamois leather. Never leave water or other liquids to stagnate on metal parts. Avoid contact with all acidic substances. Small marks or irregularities, which might be visible on the surface, should not be considered as faults, but on the contrary as technical results of the nature of natural aluminium and its brushing and polishing by hand. Aluminium is very likely to dull while using. Periodic maintenance and cleaning allow the product to keep its original look and lengthen the duration of its performance. We recommend using specific cleaning products for aluminium.

## 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.





