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CUBES



The INDE. Awards Official 2017 Shortlist
Sissi's Wonderland, Muxin Studio
The Working Capitol Robinson Road, HASSELL
Atlas Hotel, Vo Trong Nghia Architects
'Are You Comfortable?'

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MR Chair.

Mario is MR Chair. A timeless shell poised upon a collection of bases. Mario Ruiz re-visits a classic design, the plastic shell chair.

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SCHIAVELLO.COM/MR-CHAIR



AUSTRALIA NEW ZEALAND CHINA SINGAPORE UAE

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schiavello

Hey, Mister!

Cubes ♥ Schiavello

According to one of Europe's premier designers, Mario Ruiz, "reaching unity with simple shapes is complex to achieve" but nonetheless lies at the core of "designing sophisticated furniture". Ruiz's inimitable design sensibility cherishes the discreet simplicity of vital forms, timeless shapes and modest brevity – a sure-fire creative philosophy that allows his work to remain equipoised between contemporary flair and nostalgic essence.

In his latest – the *MR Chair*, available through Schiavello – Ruiz dynamically reinterprets the classic shell chair for the contemporary commercial world, and in 75 different design variants no less! Powered by an overarching desire to ensure that comfort and intelligence remain at the forefront of A+D's pursuit, the *MR Chair* exemplifies the scope of flexibility contemporary design can achieve if only we continue to respond thoughtfully to changing cultural landscapes. Within the space of a generation, the commercial sector has shrugged off the affectations of leading through expertise and, instead, attempts to instil a generalist philosophy of collaboration and broad skill-set development. Consequently, never has flexibility, modularity and the tenets of agility in the workspace been in higher demand.

With a capacious shell seat and a host of base options to custom-suit any workspace, the unique design features of this deceptively simple piece allow the *MR Chair* to integrate seamlessly into a variety of spaces and sectors – from residential spaces, to hospitality projects and beyond. And this is certainly no small feat of accomplishment.

Through the sheer range of 75 design variants, broadcasting brand identity through design lies at the core of the *MR Chair's* guiding ethos. But, stylish as it may be, Ruiz himself is keen to assert that pizzazz – while attractive – is not and never will be the sole end-goal. After all, in his own words: "For me, design has to help the object to do its mission: being useful."



Light As Air

Cubes ♥ The Madison Group



Aluminium could be considered a core currency of Rimadesio – a company that, over several decades, has transformed perceptions of the material from being primarily technical to something that evokes elegance and warmth. The *Wind* modular bookshelf, for example, expresses aesthetic lightness and structural strength. The design by Giuseppe Bavuso incorporates extruded aluminium shelves and die-cast uprights. Vertical modularity is catered to by the presence of nylon-fibre joints within the uprights. *Wind* is available with a variety of customisation options. In Singapore, Rimadesio is available from The Madison Group.