

MAGIS

Folly 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.

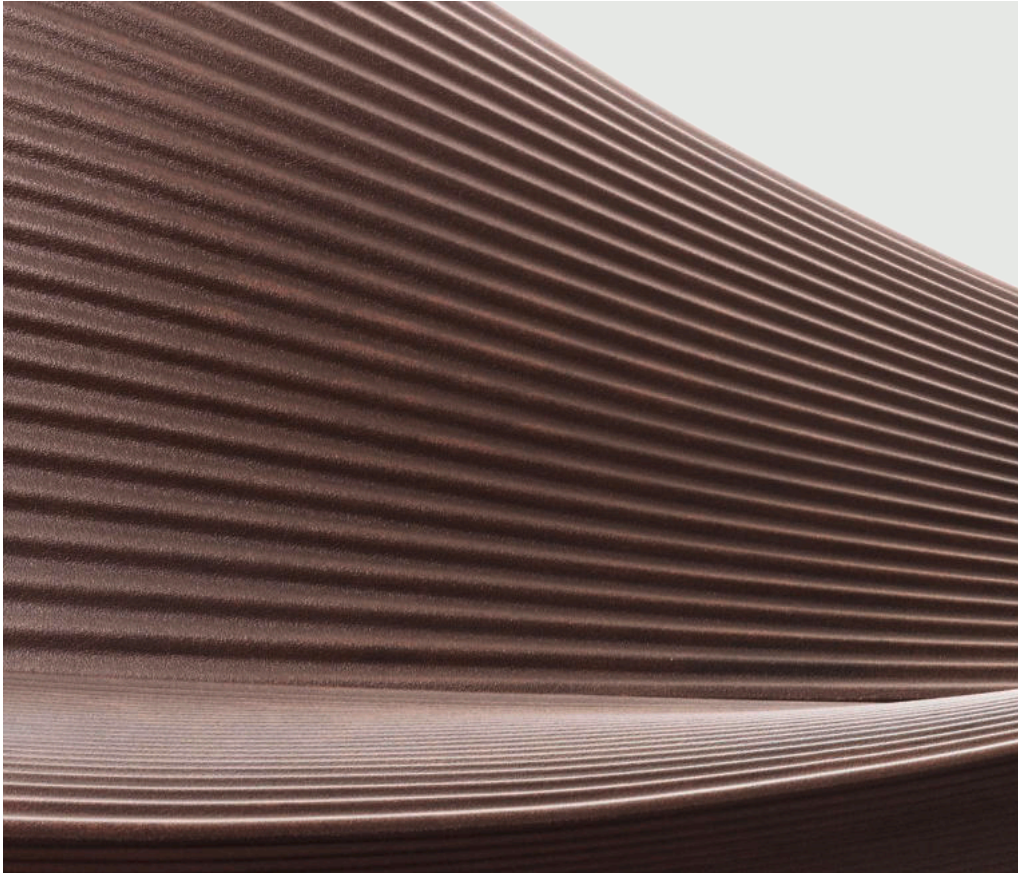


Design and

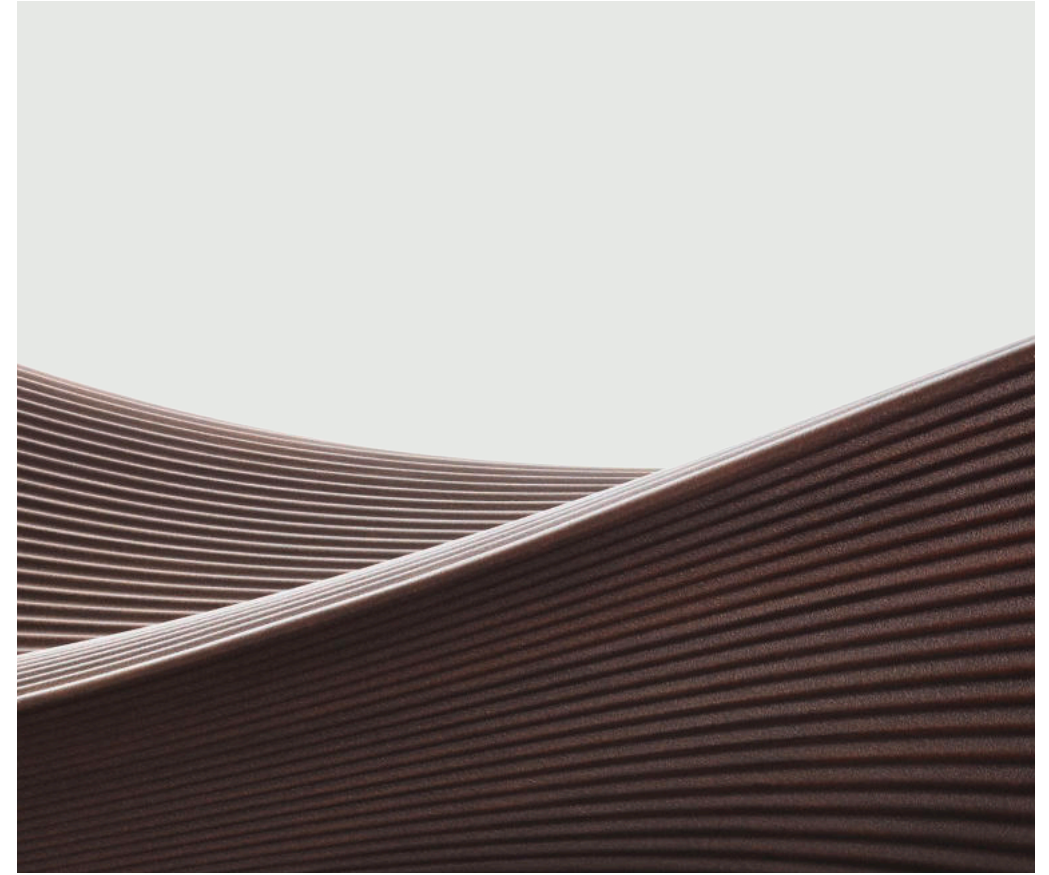
Item of furniture or sculpture? Folly bench expresses both these spirits in its dynamic, flowing form, inspired by nature. Equally artistic and functional, it is made of rotational-moulded polyethylene, and comes in a brown colour reminiscent of weathering steel, which again is strongly tied to architecture and contemporary sculpture. Folly is resistant to all physical and environmental stresses, and features a cosy shape and an exciting aesthetic. It is suitable for use in the garden of a private house but also in a park or in a square, for every situation and season, offering a characteristic feature with a natural sense of harmony for any space.



Engineering



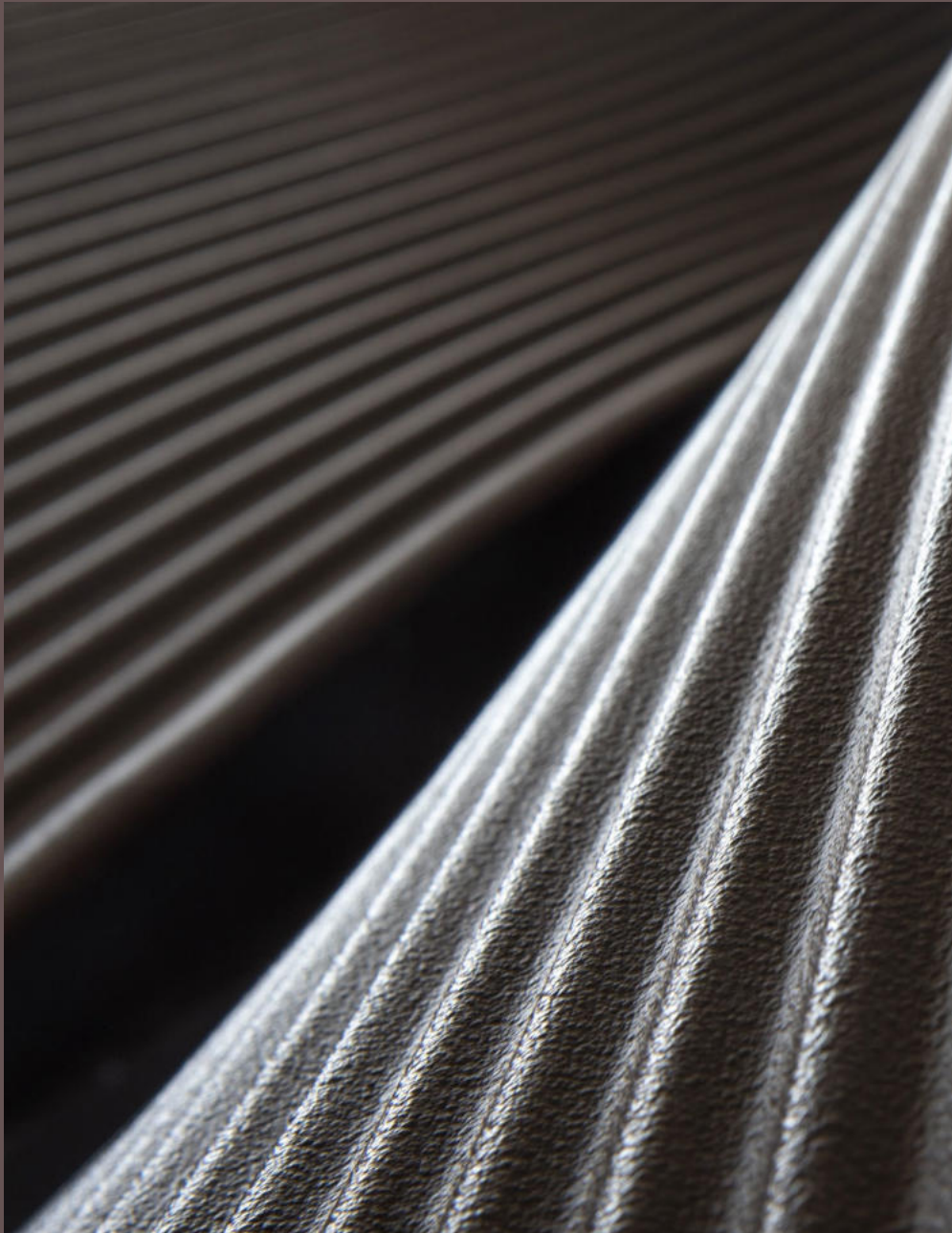
“ Folly is a scul-
ptural object char-
acterized by



motion and soft
lines and inspired
by nature ”



Information



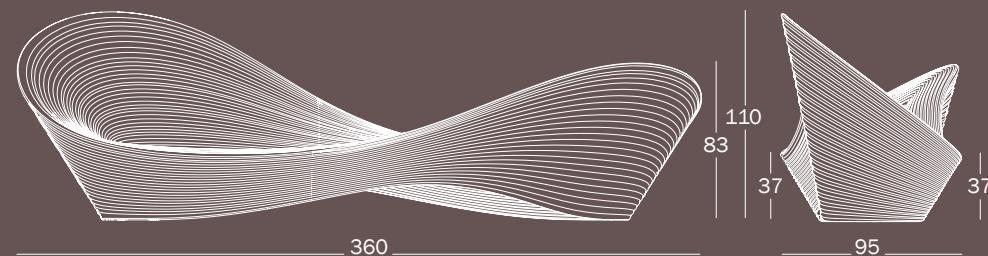
Product

The bench is in rotational-moulded polyethylene and accommodates between 8-10 people at a time. A kit for floor fixing is also available.
For domestic and contract use.
Suitable for outdoor use.





Rust Brown 1071 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, 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.



