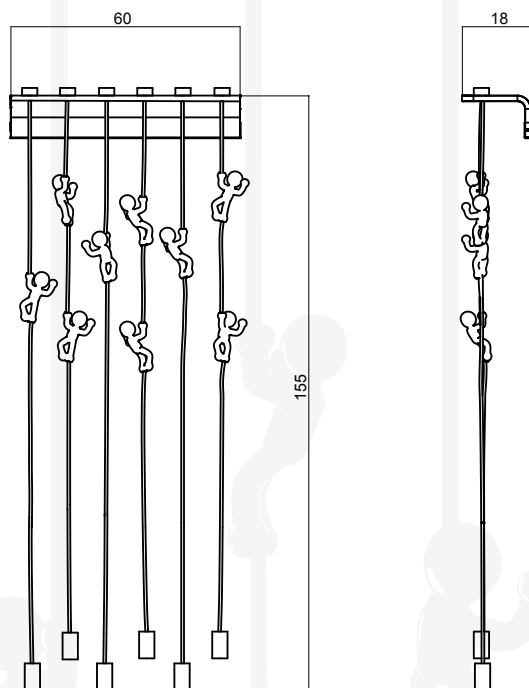


MagicBeans



MagicBeans soon will be on sale in the best design shops.
STAY TUNED

Product Name: MagicBeans
Category: coat hanger
Year: 2009-2010
Designer: Massimo Battaglia
Website: www.givingshape.it
Producer: soon on sale
Prototype: Base Srl, Erba (Co)
Design contest: Decò 2010
Organizer: Cestec
Website: <http://progettideco.cestec.eu>

Magicbeans is patent pending

The Idea :

Everybody loves listening to stories, otherwise things such as theatre, cinema and literature wouldn't exist. In fact this project takes inspiration from a tale: Jack and the beanstalk.

In this story the protagonist plants some beans bought at the market which will magically grow up till the sky, over the clouds.

The story goes on, but for us is sufficient to focus on the this two elements: Jack (represented by the white puppets) and the beanstalk (the green rope).

MagicBeans is a playful and ironic element which will brighten up any room in the house; despite its unusual shape it is an effective hanger and the attachment points are adjustable both in number and in height.

The hanging system:

Thanks to the friction, generated by the rope passing through a quadruple curve in the puppet, the hanging parts don't move when something is attached to them.

The height of the hanging points can be easily changed if the user slide the puppet on the rope gently. This system is similar to the famous Flos light Parentesi.

Soon MagicBeans will be put into production and on the market. Stay tuned !

The prototype was developed in collaboration with Base Srl, a society based in Erba (Co) that already worked with famous international designers.

Designer biography :

Max Battaglia is an Italian product designer from Novara, born in 1980.

He studied Industrial Design at the Politecnico di Milano, after graduating he immediately began his collaborations with many different design firms.

During these year he had the opportunity to work for an impressive number of important clients such as Fiat Group, Telecom Italia, Pirelli Broadband Solutions and Planex.

His hobbies are photography and design contests.

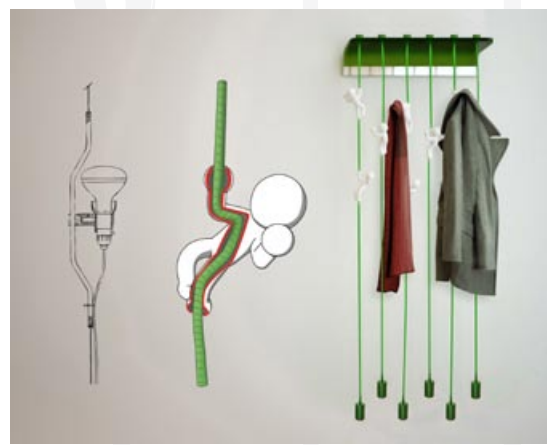
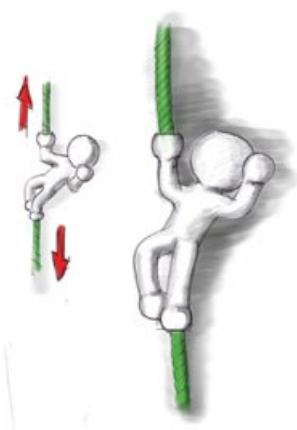


For informations :

info@givingshape.it
www.givingshape.it

givingshape 

MagicBeans



For informations :

info@givingshape.it
www.givingshape.it

givingshape 