



The FvF Apartment – Visions of Urban Living

Magis x FvF Official Press Release

In early 2014, the international publication Freunde von Freunden opened its first apartment in Berlin. The recent partnership of Freunde von Freunden with Italian manufacturer Magis gives a comprehensive insight into the universe of the Italian brand at the FvF Apartment. The new collaboration will be presented in celebration of the 40th anniversary of Magis this year.

The FvF Apartment has allowed FvF to take a leap from the digital world to the tactile and it represents a space dedicated to fruitful exchange and inspiration within the creative community. Since its inception, FvF has created an interdisciplinary program for a wide variety of events, guests and visitors from within the FvF network and beyond.

The space is a vivid illustration of FvF's online projects with its core grounded in FvF's creative roots. Over the time, the space saw a continuous extension and the apartment represents FvF's interpretation of an urban and modern lifestyle. Adaptable to diverse scenarios and serving as a hub for innovation and creativity, the FvF Apartment is at the utmost epicenter of the creative community.

With the new collaboration of Freunde von Freunden and Magis, the Italian brand becomes part of the FvF world. Its unique, ever evolving and partly experimental designs make Magis a genuine extension of the portfolio. Creative values of both brands will be translated in the setting of the FvF Apartment. A similar understanding of aesthetics and design as well as mutual inspiration are at the core and have always characterized friends and partners of the FvF Apartment.

Under the direction of Freunde von Freunden and the designer Maximiliane Hermes, the 100sqm historic apartment on Mulackstrasse has seen a complete overhaul. Standards of contemporary design have been further explored and interpreted with iconic pieces from Magis. The brand's creations as well as this new partnership will be celebrated with a grand opening on Wednesday, 27th April, 2016.

Links

www.freundevonfreunden.com

www.magisdesign.com

Address

FvF Apartment

Mulackstrasse 26

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More information and photos available upon request.



About Freunde von Freunden:

Freunde von Freunden is an independent and international publication documenting inspiring people from diverse creative and cultural backgrounds. Its content aspires to present multifaceted personal perspectives that offer impressions of cities, various artistic industries and international urban living. By introducing real people and stories from around the world with an honest and authentic approach, FvF attracts a global readership and remains borderless.

www.freundevonfreunden.com

About Magis:

Founded in 1976 by Eugenio Perazza, Magis is a well-established Italian design family business. The brand has rapidly become a key protagonist in the industry thanks to the combination of advanced technology and groundbreaking know-how. Consequently Magis' designs result in sophisticated and pioneering creations. The brand already closely partnered with international designers such as Jasper Morrison, Marcel Wanders, Philippe Starck, Ron Arad or Zaha Hadid. Magis is all about experimenting with new concepts and extrapolating the functions of their designs.

www.magisdesign.com

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