

MAZO LAUNCHES: THE MAG CHAIR COLLECTION FOR PROFESSIONAL SPACES

Mazo presents its latest venture: The **MAG Chair Collection** – a new collection designed for professional spaces, featuring a swivel chair, dining chair, and barstool. Rooted in the philosophy of comfort and adaptability, the MAG Chair Collection is designed to meet the evolving needs of modern work environments.

“We designed the MAG Chair Collection to reflect the fluidity of modern work and adapt to different social phases of life. People need seating that supports both long hours of concentration and informal conversations,” explains Magnus Sangild, Head of Design and Partner at Mazo. The collection stays true to Mazo’s design approach, balancing clean lines with soft curves for a comfortable yet functional aesthetic.

The MAG Chair features a solid oak seat with textured upholstery, creating a welcoming, almost “chubby” feel, complemented by its fuller, rounded legs. The straight legs, available in either metal or oak, provide a sharp contrast to the softer seat, underlining a clear structural identity in the chair.



Designed by **Magnus Sangild** in collaboration with emerging design aspirant **Vương Kim Daniel**, the MAG Chair Collection is the result of an inspiring dialogue between two designers - melding Magnus’ deep experience in the design field in furniture design and as a cabinet maker with Daniel’s fresh perspective and innovative approach especially focusing on joinery and materials. *“We approached each detail with openness – combining Magnus’ deep experience in furniture making with my focus on joinery, materials, and experimentation. That dialogue helped shape a collection that feels honest, solid, and refined.”* Says Daniel.

Together, they have designed the **MAG Chair Collection**, designed specifically for professional spaces. The collection fits naturally into environments like hotels, offices, libraries, restaurants, and meeting rooms. Comfort is at the heart of Mazo’s philosophy, with each chair offering an aesthetic twist – sometimes subtle, sometimes bold – that adds depth to its character. For the **MAG Chair** the use of solid oak highlights the natural aging of the material, enhancing the collection’s tactile and timeless appeal.

With this launch, Mazo aims to strengthen its collection and provide professional spaces with the opportunity to experience a versatile seating solution. *“It was important for us to show how the MAG Chair interacts with the rest of our collection,”* says Magnus. *“Not just as a standalone chair, but as part of a larger composition, working alongside for example the MOD Shelving System and ARCH Upholstered Collection so we can offer complete, cohesive spaces for the contract market.”* In line with Mazo’s focus on function and flexibility, the entire collection is **flat-packed for efficient and sustainable transport**, making it ideal for large-scale projects and international delivery.

The dining chair comes in two versions: with black metal legs or solid oak legs. The barstool features black metal, while the swivel chair combines oak and aluminum. The collection is offered in a curated selection of standard fabrics, with the option for COM (Customer’s Own Material). For the launch, Mazo has partnered with British textile brand **TIBOR**, known for its exceptional quality and unique textile weavings. The collection can be experienced firsthand at Mazo’s showroom in central Copenhagen and will be available for purchase fall 2025.



About the designers

Magnus Sangild, Head of Design and Partner in Mazo, discovered his passion for design at a young age. At 16, he began his creative journey by entering an apprenticeship as a cabinetmaker. After gaining experience and earning the title of craftsman, Magnus swiftly advanced his skills. The Royal Danish Academy of Design became his learning ground, and by 2009, he emerged as a fully-fledged designer, specializing in crafting furniture and spatial wonders.

Vương Kim Daniel is a recently graduated designer from Sweden with Vietnamese heritage and a background in both design and art. He completed his degree in Industrial Design at Lund University in 2024, where he developed a strong interest in how everyday objects can shape our experiences. Drawing from his artistic roots, Daniel’s design approach combines creative exploration with practical thinking. Influenced by Scandinavian design principles and Vietnamese contemporary craftsmanship, he focuses on creating furniture and products that are simple, honest, and personal.

About Mazo

Mazo is a Danish design brand founded in 2018, with deep roots in mid-century modern style. Known for producing new and iconic design classics, Mazo takes a hands-on approach to creativity, focusing on quality and the subtle details that make all the difference. Their design philosophy blends beauty with function, experimenting with materials to create pieces that feel both timeless and purposeful. Instead of chasing trends, Mazo values durability and long-lasting appeal. Collaborating with architects and designers from the 1930s to the present day, they craft pieces that meet today’s needs while honoring their rich design heritage.

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