

MADWORKSHOP

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DESIGNER CARL GUSTAV MAGNUSSON JOINS MADWORKSHOP ADVISORY BOARD



Photo credit: PressClub USA

Santa Monica, CA [April 11, 2016] – The Martin Architecture and Design Workshop Foundation (MADWORKSHOP) is pleased to announce that renowned industrial designer Carl Gustav Magnusson has joined its Advisory Board. “We are thrilled to have Carl Magnusson as a new board member,” said David C. Martin, FAIA (MADWORKSHOP Founder and Board Member). “Carl brings a critical eye to all things design. He is truly academic in his inquisitive concern of the nature of things yet brings an enormous amount of practical experience that will keep us on track with our mission.”

Regarded as one of our most acclaimed industrial designers, Swedish-born Carl Gustav Magnusson has left his indelible mark on a wide range of products, including those for Teknion, Knoll, and MoMA. After groundbreaking work with Ray and Charles Eames in Venice, CA, and opening his first studio in the 1960s, Carl forged a career of over three decades with Knoll, serving as Director of Design in Europe and North America. His designs remain best-sellers to this day,

including his computer monitor arm system (MAST) for Teknion and MoMA's classic IVY umbrella, co-designed with his wife Emanuela Frattini. During his Knoll tenure, Carl also initiated the Knoll Design Symposium at Cranbrook Academy of the Arts in Bloomfield Hills and co-founded the Knoll Museum in East Greenville, PA—considered the most comprehensive collection of archival items assembled by any single furniture manufacturer. A sought-after lecturer and competition judge, Carl's guiding philosophy is that "innovation is a unique combination of existing ideas". Since its inception in 2005, his firm CGM Designs has won 28 awards for designs ranging from furniture and textiles to race cars and a humanitarian project known as the micra-ambulance that can navigate narrow passageways in congested streets.

"As a lifelong devotee of design it is a pleasure to become a member of the MADWORKSHOP board," said Carl Magnusson. "Its mission to act as a catalyst for new minds and their ideas is most appealing. The Foundation's initial projects, as diverse as they are, are very promising and the ability to design, prototype and critique under one roof is inspirational. I look forward to contributing to their future and success."

Carl Magnusson joins existing MADWORKSHOP board members, founders, David and Mary Martin, and members of the design, education and financial industries, including Edie Cohen (Deputy Editor at Interior Design Magazine), Barbara Heizer (Writer, Editor and Entrepreneur), Jerry Katzman (Financial Advisor), Qingyun Ma (Dean, USC School of Architecture), and R. Scott Mitchell (Educator - Digital Fabrication and Design).

About MADWORKSHOP

The MADWORKSHOP Foundation (501c3), based in Santa Monica, CA, was founded by David and Mary Klaus Martin in 2005 to identify and support the next generation of inventors and designers in the creation of beautiful and artfully designed things with a focus on technological craftsmanship. The Foundation sponsors the development, marketing and launch of innovative products that have the capacity to impact design on a grand scale; things that relate to our culture much like architecture relates to our environment. In addition to supporting and mentoring designers through the complete product development lifecycle, MADWORKSHOP sponsors research, curricula and technology that inform design and advance process and production.

For more information about the MADWORKSHOP Foundation please visit
madworkshop.org.

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