

Gibus

Giving the right name to a product is always very important. Nowadays there is even a discipline called "naming" introduced by the British.

Gibus, the laundry bin developed for Magis by Klaus Hackl in 2000, has a really well-chosen name. It would be difficult to find a better one. Gibus in Italian means opera-hat. This is a very special hat... and in fact, the hat of our laundry bin is also a very special one. Of course it's the bin's lid, but it can also be used as a basket for carrying clothes or even as a basin.

Klaus came to Magis towards the end of 2000 to submit his project of a laundry bin. At that time he was 32 years old and had recently left Jasper Morrison's office (he couldn't have met a better master on his way) to set up his own studio in Munich.

Gibus was his first project of industrial design for us. He had put heart and soul into this project and he illustrated it with a great passion and emphasis in front of me. It would be great if designers always worked on their projects with the same spirit, care, enthusiasm, effort, and passion. Quality in design would certainly improve! I liked the hat-idea which made Gibus, the laundry-bin, so charmingly different from all the others on the market. So, we began to manufacture Gibus and showed it at the Milano fair in 2001. It became a great everyday product, lengthening the nice Magis list of so-called "forgotten objects of design".

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