

PRESS RELEASE — JANUARY 2025



introducing

gaze mirror

by Phil Procter

MUUTO

Muuto introduces the Gaze Mirror by Phil Procter: a one-material mirror that changes the perspective.

British designer Phil Procter is known for his unique perspective on a particular material—metal. Based in Rotterdam, he leans on the city’s history to reimagine what we consider industrial in his practice, which spans furniture, lighting, and spatial design.

Muuto is thrilled to announce the launch of Gaze Mirror. The design is a statement piece that is concerned with producing a strong sculptural character—an object that distinctly blends the lines between design and art.

Muuto is committed to offering new perspectives on Scandinavian design, expanding these with forward-looking materials, techniques, and bold creative thinking. Gaze Mirror serves as an extension of that brand ethos—a design that offers a new perspective not only on the spaces it reflects but also on the metal material of which it is composed.

“It all started with the material. Stainless steel can be polished to a high-gloss, mirror-like finish. Interestingly, it is akin to a mirror without being traditional glass with a silver backing. It’s just a single material, which makes the construction minimal—only a few components are needed. We use folding a lot in our work because it allows for thin, visually light, and structurally strong pieces,” says Phil Procter.

Metal is core to the designer’s practice, especially stainless steel. Based in the Dutch harbor city of Rotterdam for the last 13 years, he continues to lean into its strong tradition of manufacturing. Some of the local manufacturers

he relies on are used to working on a completely different scale, yet the collaboration pushes both to create novel expressions. “There is a lot of craftsmanship and skill available to us in Rotterdam, which allows us to experiment and push the material in new ways. Almost all our work involves metal in some form, and over the years, we’ve developed a deep understanding of the material, which lets us innovate with it,” explains Phil Procter.

Gaze Mirror, available in two sizes, consists of two folded pieces of mirror-polished stainless steel. The folding technique is crucial; it adds strength and creates a visual detail where the two pieces meet.

Mirrors naturally add dimension to a space. For the Gaze Mirror, the designer played with this dimensionality, adding new depth and layers. The angles reflect different parts of the room, creating a shifting, almost kaleidoscopic effect. It changes depending on where you stand, catching light and reflections in unexpected ways.

“Even though it is not a large mirror, it has a big impact on a space because it adds depth and complexity by reflecting different parts of the room,” explains Phil Procter.

The design will be available globally from January 2025 and in North America from April 2025.

Please, note that the assets and information are under embargo until January 13 2025.



About Phil Procter

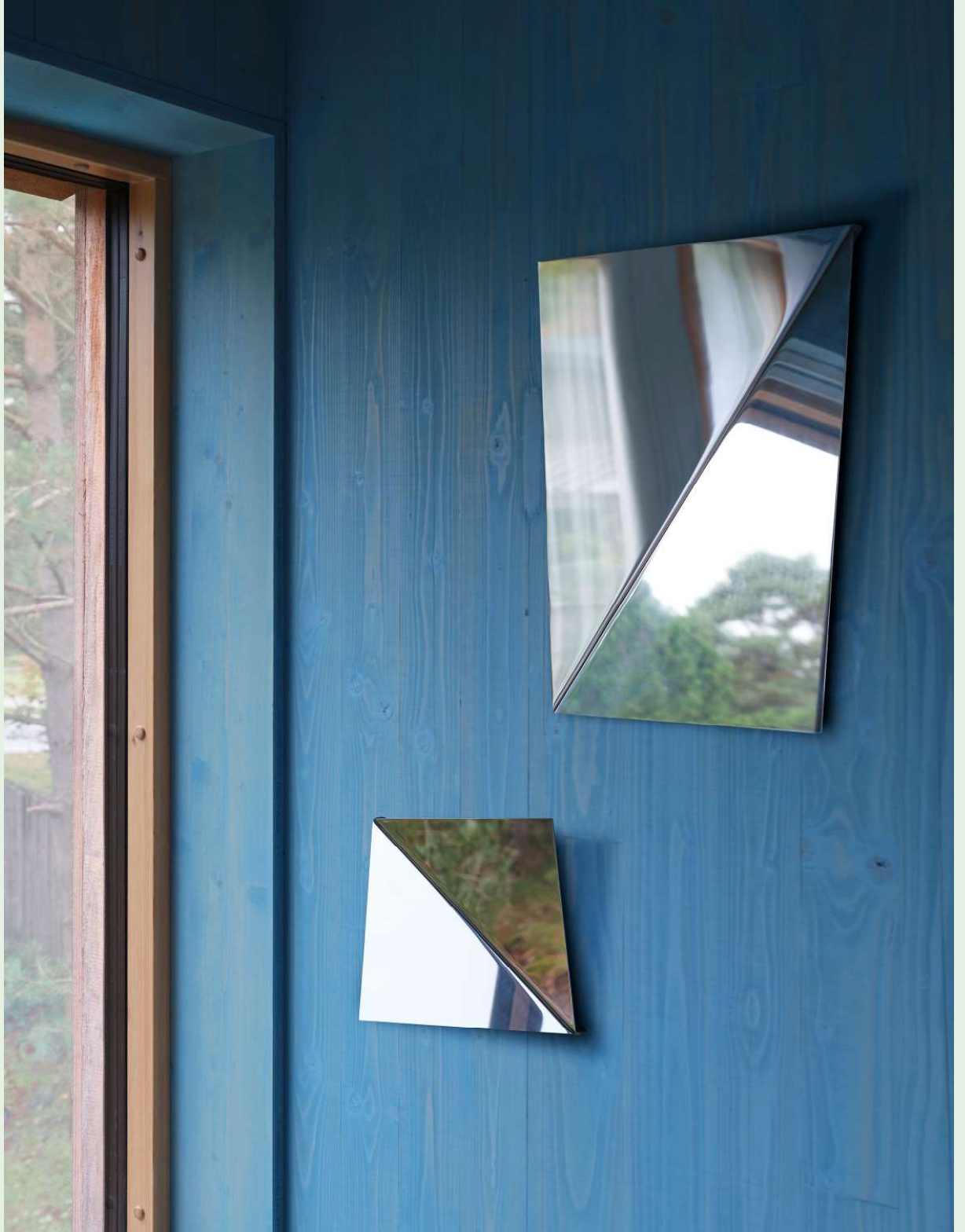
Phil Procter is a British designer with a namesake studio based in Rotterdam, working broadly and internationally across furniture, lighting, and spatial design. Focusing on the metal material and the balance between utility and expressions drives his more than decade-long practice.

About Muuto

Based in Copenhagen, Muuto is a contemporary design company committed to expanding on the Scandinavian design heritage. Founded in 2006, the brand has experienced exponential international growth with its new perspectives on Scandinavian Design.

With a bold and creative approach to new materials and techniques, the brand always delivers new perspectives on Scandinavian design by working with leading contemporary designers such as Cecilie Manz, Anderssen&Voll, Studiopepe and TAF Studio.

Muuto has 17 showrooms across Europe, Asia and the United States and stores in Copenhagen, Stockholm and Paris. In 2018, the brand was acquired by Knoll, later becoming Millerknoll.





Materials

Polished Aluminum

Variants

2 sizes - 300x250 mm / 500x300 mm

Price

300 x 250 mm from € 269/ DKK 2.049/ SEK 2.795/ NOK 2.795/USD 435/ CAD 549/ CNY 2.649

500x300 mm from € 335/ DKK 2.549/ SEK 3.449/ NOK 3.449/USD 539/ CAD 685/ CNY 3295

PRESS DOWNLOAD

images, prices and product fact sheets are available for direct download on our download site: <https://download.muuto.com/MediaLibrary/all-new-images-january-2025>

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