

HAY

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news from HAY

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REVISITING THE ESSENCE OF HAY

AN INTERNATIONAL DESIGN BRAND FOUNDED BY METTE AND ROLF HAY

HAY was founded with a mission to make good design available to the widest possible audience. Over the last two decades, co-founders and Creative Directors Mette and Rolf Hay have worked with some of the world's best designers, artists, and makers, creating everything from toothbrushes to chairs and sofas, to achieve exactly this. Today, HAY is found all over the world – and even in corners of the globe never thought imaginable. But how has HAY developed along the way, and what does its future hold? Let's talk to husband-and-wife Mette and Rolf Hay to learn more about their eponymous design company.

"Whenever I am asked this question, I can only ever say one thing with confidence: we want HAY to remain as relevant as it has ever been – and that sometimes means moving in directions we hadn't anticipated," says Rolf Hay, Creative Director of HAY Furniture and Lighting. "This encompasses nearly all parts of the business; nothing is out of bounds. Now more than ever, we must think innovatively about the processes and materials we use, the colours we choose, the people we work with, and how HAY shows up in the world."

Beyond expanding HAY's collection with new designs by leading names in the field, including Ronan Bouroullec, Erwan Bouroullec, Stefan Diez, and Doshi Levien, Rolf isn't afraid to look back into design history's past to find inspiration for the brand, either. Together with his wife Mette, he has in recent years shone new light on the Crate Collection by Gerrit Rietveld – a collection of outdoor furniture dating back to 1934 – in collaboration with Rietveld Originals, and relaunched a Swiss classic, the Rey Collection, in collaboration with Dietiker, altering the iconic chair's dimensions just slightly for modern living and

adding 5 new contemporary colours to the existing palette.

Based in Copenhagen, Denmark, and now retailing in over 70 countries, HAY is driven by curiosity, play, and a unique vision for colour. With every HAY product, no decision is taken for granted, no detail left unconsidered. It is this attentiveness to the holistic life of every object they make which its founders and collaborators share that has defined what HAY has become.

"HAY is much more than Rolf and me; it is everything and everyone that touches the brand, with collaboration being at the heart of the company," says Mette Hay. "With each new encounter I have with a colleague or designer – in feeling the mutual passion we share for what we do – I am reminded that there is no limit to where HAY might end up."

As Creative Director of HAY Accessories, she has had the pleasure of working with the likes of chef and food artist Laila Gohar, British design house Liberty, Muller Van Severen, and Herman Miller – and has claimed the honour, along with Rolf, to be entrusted with reinterpreting a selection of mid-century Eames classics.

Everyday life is a major inspiration for HAY, but it has evolved since the company was founded in 2002. "Our relevance is determined by how we meet the evolving needs of a changing world," Rolf says. Life today moves faster than ever, and this keeps HAY on its toes. "We never want to get too comfortable," he adds. This willingness to stay in motion is what takes HAY to unexpected places.

Earlier this year, HAY's accessories offering

expanded to include HAY Dogs, a new product line that challenges what HAY is and can be; in this case, infusing design into the otherwise mundane. The future of HAY is shaped by a desire to keep looking forward, accepting that the world will always be in flux – and designing objects that are made to keep pace with us as we change. From here, HAY sets its sights on new visions.

At this year's 3daysofdesign, HAY showcases the best of that vision. Join us in celebrating the launch of new projects by Marc Morro, Muller Van Severen, Naoto Fukasawa, Doshi Levien, and others, and as HAY unveils a new collaboration with iconic Japanese sportswear brand ASICS, as well as a Danish synergy with Carlsberg.





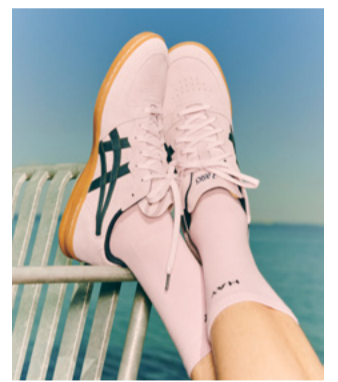
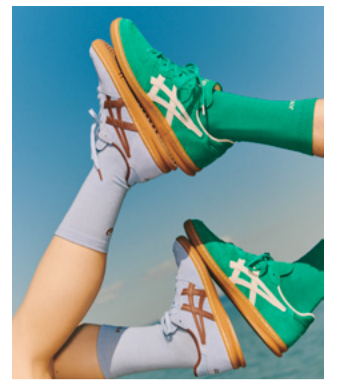




asics × HAY

A LIMITED-EDITION
COLLABORATION,
LAUNCHING
EXCLUSIVELY AT
3DAYSOFDESIGN





Collaboration is at the heart of HAY. HAY looks around, seeking references in art, architecture, and even fashion to keep pace with the world. From artists, designers, and makers spanning the globe to its latest collaboration with world-renowned Japanese sportswear brand ASICS, each collaborative process ends in a product where the best of both worlds meets.

Building on this sentiment, the ASICS x HAY collaboration re-envisioned an iconic pair of shoes from the ASICS archives – the Skyhand OG, which dates back to 1994 – through the lens of HAY’s eye for aesthetics and colour. In addition, the collaboration also includes matching branded Everyday Socks and an ASICS x HAY Logo Bag.

A mutual commitment to creating functional, contemporary products for daily use brought about this ASICS x HAY collaboration. Taking cues from HAY’s ethos of creating elevated products for the everyday, and ASICS’ interest in moving for the body and the mind, the

collection blends honest design and comfort to promote living well.

The shoes will first be available in three colourways: Soft Pink, Soft Blue, and Emerald Green, all selected by Creative Director of HAY Accessories, Mette Hay. The block colour design and accent detailing – which take direct reference from HAY’s Outline Pyjamas – are universally appealing and give the reinterpreted 1994 Skyhand OG a contemporary feel. Accompanied by new Outline Pyjama colour options, a second drop of limited-edition ASICS x HAY trainers will be made available in Lavender and Chocolate Brown later this autumn.

In line with HAY’s core value of making quality design accessible to the many, the Skyhand OG has been redeveloped by ASICS with advanced technology and premium materials, offering maximal comfort. Featuring FlyteFoam in the forefoot for a comfortable step and EVA foam in the heel for added cushioning,

the shoe’s upper, a suede and leather mix, is subtly cobranded with ASICS and HAY logos on the heel and tongue.

“At HAY, we are inspired by living, to create high-quality affordable products for the evolving needs of everyday life. One of our biggest hopes is to elevate everyday moments at home, or on the go. It is great to be venturing outdoors with ASICS, a brand that aligns with HAY’s core value to make well-designed products for all,” says Mette Hay, Creative Director of HAY Accessories.

The ASICS x HAY collaboration will retail at selected HAY stores and retailers globally in sizes 36 to 47 from mid-June and onwards.



A SYNERGY OF STYLE AND COMFORT



FURNITURE NEWS

This autumn, Spanish designer Marc Morro debuts his first design for HAY, the Taburete 8 Bar Stool, and Belgian design duo Muller Van Severen introduce the Colour Rack to their growing assortment. Stefan Scholten offers his take on a multifunctional furnishing, the Facet Cabinet, and Doshi Levien present Quilton Lift, among other new products.



QUILTON LIFT DAYBED



FACET CABINET



COLOUR RACK

QUILTON LIFT
DESIGN BY DOSHI LEVIEN

The Quilton Sofa collection has been expanded to include new family members. The design duo's 'quilted landscape sofa system' has retained its distinctive generous dimensions and sculpted forms, with the new variants featuring solid wooden legs that elegantly lift the sofa to meet the floor with a light, contemporary expression. Available as a two- and three-seater sofa, daybed, and ottoman, the Quilton Lift offers infinite seating scenarios.





FACET CABINET
DESIGN BY STEFAN SCHOLTEN

Facet is a versatile, multifunctional storage solution that is easy to move around. Inspiration for the cabinet came to the designer whilst he was working in his studio and needed a mobile furniture item that could store and organise things. Made in post-consumer recycled ABS, it can be supplemented with wheels that amplify its functionality.

SHIM COFFEE TABLE
DESIGN BY JONAS TRAMPEDACH

Shim is a graphic yet elegant three-legged coffee table in steel. The designer's experimentation with cutting and bending processes results in an original leg construction that creates a simple, sculptural look.



COPENHAGUE TABLE
DESIGN BY RONAN BOURELLEC
AND ERWAN BOURELLEC

The iconic CPH series has been refreshed with new variants, including a new size in CPH25 and updated colour combinations.





COLOUR RACK
DESIGN BY MULLER VAN SEVEREN

The design duo's fascination with sculptural furniture and the space it occupies is clearly demonstrated in their latest product for HAY. Combining their innate sense of colour with proportioned shapes makes the Colour Rack an elegant and functional alternative to a wardrobe. It can also be used creatively as a room divider or statement item. The design comes flat packed, is easy to assemble, and can be used with the designers' new Colour Hangers.



QUILTON LIFT DAYBED
DESIGN BY DOSHI LEVIEN

Featuring the sculpted forms that elegantly define the entire Quilton series, the Quilton Lift Daybed serves as a central platform for living, working, socialising, and relaxing. The finely-detailed quilting encapsulates the softness and volume of the foam and wadding seats, creating exceptional comfort.



COLOUR HANGER



COLOUR RACK

INTRODUCING MARC MORRO'S HONEST APPROACH TO DESIGN

A STUDIO VISIT IN BARCELONA

Designed for HAY by Marc Morro, Taburete 8 Bar Stool marks the start of a new and exciting collaboration with the Spanish furniture designer, who was born in Majorca in 1983, and is today based in Barcelona. HAY visited Marc Morro in his studio to talk about the collaboration behind Taburete 8 Bar Stool.

Morro's work is not about limits or sophistication; it is about honesty and demonstrates a radical austerity. "I am interested in exploring archetypes, where a chair is a chair and a table is a table," explains the designer. This seemingly straightforward approach is also reflected in the naming of his first design for HAY: taburete. Translated simply as "stool" in Spanish, this new product is named '8' after the number of prototypes made before the final version was perfected.

Morro is resourceful in his approach to design, too, driven always by the logic of the materials he works with. "Specific to this design, and the family it belongs to, is an exercise that ends in

curved plywood sheets generating what ends up being a seat," he explains.

The resulting bar stool embodies Morro's clean, essential approach to design. Both the curved plywood seat and steel tubing frame are clearly presented, with the different components enhanced by their raw simplicity and bold use of colour.

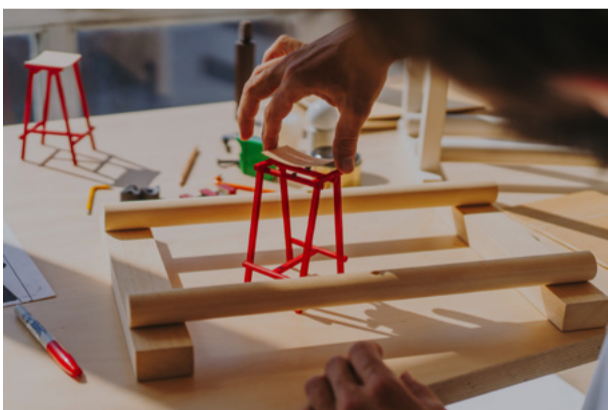
When discussing his minimalist principles, Morro explains, "I like the idea of making something out of very little: a balance between efficiency and good comfort." Taburete 8's subsequent aesthetic feels as contemporary as it is robust. "The steel structure that the seat is fixed on is reduced to its most minimal expression – as if it is naked, where all parts and components are seen very clearly," he elaborates.

Not one to shy away from colour, Morro uses it directly, making him a great sparring partner when designing for HAY. "The application of



colour in this collection has been a relevant factor as it enhances all the different aspects of the design even more," he says. "That's why the cylindrical and square tubes are in part seen to meet in a raw, fluid encounter." The stool comes in four different colours, including Signal Red, Eggshell, Soft Jade, and Black.

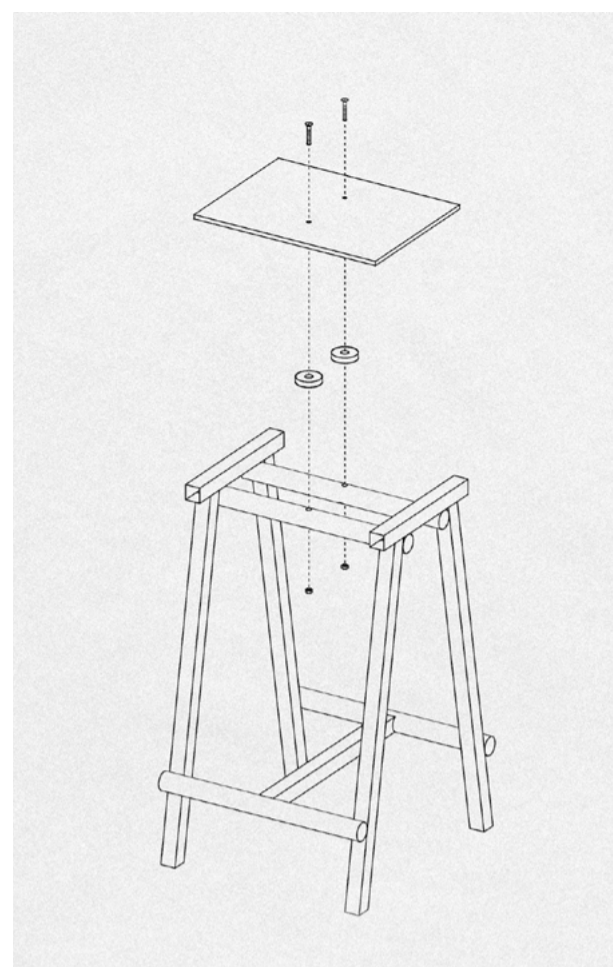
For Rolf Hay, Creative Director of HAY Furniture and Lighting, this collaboration has been a long time coming. "I like everything Marc does – you don't forget this stool easily, which has made it a great starting point for our collaboration," Rolf says, adding that this partnership is likely to lead to more launches down the line. "We hope that there will be much more from him coming into HAY's environment," he says.



MARC MORRO

“I LIKE THE IDEA OF
MAKING SOMETHING
OUT OF VERY LITTLE:
A BALANCE BETWEEN
EFFICIENCY AND
GOOD COMFORT.”

MARC MORRO



Named '8' after the number of prototypes made until the final version was perfected, the stool exudes an honesty and radical aesthetic characteristic of the Spanish designer's direct approach to design. Both the curved plywood seat and steel tubing frame are clearly presented, with the different components enhanced by their raw simplicity and bold use of colour.



ACCESSORIES NEWS

HAY's accessories for Autumn 2024 invite colour and newness into nearly all parts of everyday life, from Muller Van Severen's Arcs Salt and Pepper Grinders and Colour Hangers, and BIG-GAME's Tape Coat Rack, to Naoto Fukasawa's Miz Water Bottle, along with other new designs from HAY.



ARCS SALT AND PEPPER GRINDER



TAPE COAT RACK



MIZ WATER BOTTLE



OUTLINE DUVET COVER & PILLOW CASE



OUTLINE PYJAMAS



COLOUR HANGER



TAPE COAT RACK



MOIRE MAT



OUTLINE PYJAMAS & OUTLINE DUVET COVER



SOAP BAR & SOAP DISH



OUTLINE PYJAMAS & OUTLINE PILLOW CASE



TIN CONTAINER



ARCS SALT AND PEPPER GRINDER



WEEKEND BAG SMALL



PATTERN NAPKINS



ARCS VASE SMALL



MIZ WATER BOTTLE
DESIGN BY NAOTO FUKASAWA

Reflecting the Japanese designer's characteristically minimal designs, Miz embodies Fukasawa's concept of 'super normal' products: things that are simple and easy to understand by the user. Featuring a slim shape with clean lines, the water bottle's practical and colourful design is made from recycled PET.



HEXAGON CANDLES



COLOUR STORAGE



MATTONE CANDLEHOLDER



HAY COLOUR CRATE MINI



SQUARE CANDLES



ARCS VASE SMALL



WIRE CANDLEHOLDER



COLOUR STORAGE JEWELLERY BOX



TINY CANDLEHOLDERS



COLOUR STORAGE TISSUE BOX



TINY VASE

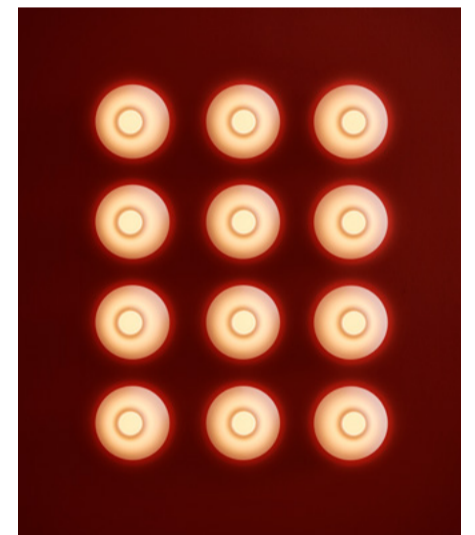


MIZ WATER BOTTLE & TIN CONTAINER



LIGHTING NEWS

This autumn, HAY welcomes Brim Pendant by Rui Pereira and Ryosuke Fukusawa, Cupola Lamp by British designer John Tree, Drome Table Lamp by Copenhagen-based Christian Juhl, and Ono Flush Mount by Aspekt Office, to name a few.



ONO FLUSH MOUNT
DESIGN BY ASPEKT OFFICE

The result of HAY's first collaboration with Copenhagen-based design duo Aspekt Office is Ono Flush Mount, a functional, minimalistic lamp with strong, simple aesthetics. Originally inspired by an old army lantern, the designers strove to reproduce the lantern's ambiance while amplifying its usability and updating its graphic expression. The central light source is surrounded by a conical shade, creating a halo appearance that provides a warm, welcoming light.

DROME TABLE LAMP
DESIGN BY CHRISTIAN JUHL

Drome is a versatile table lamp with an archetypal yet contemporary expression. Inspired by the oval shape seen in the Olympic stadium in Athens, the design's stretched elliptical form changes the perception of the table lamp, depending on which angle it is viewed from. The minimalistic, homogenous lamp features a hollow construction, concealing a replaceable integrated LED light source that brings soft, ambient light to its surroundings.





CUPOLA LAMP SERIES
DESIGN BY JOHN TREE

Cupola is a series of adjustable lamps that explores the possibilities of optimal movement through minimal mechanisms. Inspired by the uncluttered aesthetics of architectural forms, Cupola features a circular domed head that is distinctive in its simplicity. Crafted in durable aluminium with a natural anodised finish, Cupola is available as a Clip Lamp, Desk Lamp, and Wall Lamp, all equipped with a 360° rotating head and pivoting mount to provide localised, directional light to suit specific uses and rooms.





BRIM PENDANT
DESIGN BY RUI PEREIRA & RYOSUKE FUKUSADA

Brim is an ambient pendant light with a pressed glass shade in different colour options. With inspiration borrowed from retro glass pendants, it builds on a classic typology, but uses updated materials and construction. The internal sphere conceals the bulbs, which are surrounded by a distinctive, fluted glass shade that enhances the light diffusion and ensures a soft, even spread of light.

The Common Cord Set is a versatile cord set with components in matching colours. Available in two variants – for pendants and table lamps – the set is compatible with numerous HAY shades, easily elevating a simple light bulb by adding a touch of colour.



BRASSÉE PAR
CARLSBERG.
DESIGNÉE PAR HAY.



ÉDITION LIMITÉE

Carlsberg X HAY

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

CARLSBERG × HAY

BREWED BY
CARLSBERG,
DESIGNED BY HAY –
A LIMITED EDITION

Departing from a contemporary stripe pattern and Carlsberg's iconic green colour, HAY offers its take on *probably* one of the world's most recognisable beer-can designs. Available in France and served exclusively during 3daysofdesign in Copenhagen.

"We couldn't think of anyone cooler to partner with to offer a new take on our cans than HAY, one of the world's leading design companies," says Carlsberg. "It only took the time of a beer together to shake hands on this collaboration."