About A Collection
Design by Hee Welling & HAY
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AAC 127, Dot 1682 03 Anthracite
AAT 20, Black Linoleum
The About A Collection

The About A Collection is HAY’s most versatile furniture series. It began with a chair and blossomed into a collection of virtually unlimited potential, demonstrating that a single strong idea can contain a wealth of development options. Today, the About A Collection includes four complete series: About A Chair, About A Stool, About A Table, and About A Lounge. Together, these series comprise dining and conference chairs, office chairs, bar stools, lounge chairs, tables, a foot stool, and a sofa, all of which are equally suitable for private, professional, or public settings.

Most notably, the About A Collection is a true pragmatist, able to blend in or stand out, depending on the task it is assigned. Dramatize its silhouette with heavier upholstery, or opt for more subtle materials and colours. The many options available for customization allow you to tweak the design without compromising the basic concept, resulting in a vast range of furniture that is both flexible and unique, while celebrating individuality.
About A Lounge

AAL 81  AAL 82  AAL 83  AAL 91  AAL 92  AAL 93

AAL SOFA  AAL 03

About A Stool

AAS 32 LOW  AAS 32 HIGH  AAS 33 LOW  AAS 33 HIGH  AAS 38 LOW  AAS 38 HIGH

AAS 39 LOW  AAS 39 HIGH

About A Table

AAT 10  AAT 10 HIGH  AAT 15  AAT 15 HIGH

AAT 20  AAT 20 HIGH
Danish designer Hee Welling founded his own studio in Copenhagen in 2003. Welling has received a number of design awards, including the Bo Bedre Award (Denmark) and the Good Design Award (USA), and he was nominated as the Danish designer of the year in both 2013 and 2014.

Welling is the son of a cabinetmaker, and his fascination with production techniques, materials and machinery began when he was a child. He went on to study at The University of Art and Design in Helsinki, and received his master's degree in furniture design from The Royal Danish Academy of Fine Arts (where he is also now a design tutor). His design ethos is centered around the idea of creating technically accomplished products that can reach a wide audience. His work is characterised by a sense of quiet elegance and proportion. For HAY, Welling has designed the entire About A series as well as the Hee Chair the Hee chair collection.
Working Together

“The idea with About A was to achieve a simple balance between form, function, comfort, details and aesthetics.”
— Rolf Hay

“The About A Collection began when Rolf called me and said, ‘I want to do a project that celebrates everything that’s wonderful about a chair.’ That is how we settled on the name, too, which is really important: the collection tells the story of the chair, it embodies chair-ness, if you could say that.”
— Hee Welling

“All the items in the About A Collection are incredibly versatile, and can really be used by anyone in any context for any purpose. These products work just as well around the dining table as around a conference table, in a canteen, or at the office.”
— Rolf Hay
Introducing About A Chair 100

The About A Chair 100 series is a continuation of the long-term collaboration between HAY and designer Hee Welling. Whilst retaining the fundamental idea shared by the AAC family, the 100 series is actually very different to its predecessors. AAC 100 was developed to accommodate the changing landscape of our work environment, and to meet a growing need for greater comfort in the workspace, where there is a visible shift from traditional desk seating to welcoming and flexible seating solutions.

Inspired by the ample, sculpted curves of the About a Lounge, the AAC 100 series features a high backrest and generous seat that matches inviting aesthetics with a high level of comfort. The AAC 100 series comprises variants with different quilting types, upholstery options, and interchangeable leg types, making it a versatile and functional collection suited to a wide variety of domestic, professional, and public settings.

“What’s really interesting today when we meet with architects and designers who are working on creating the office space of tomorrow, is that it’s a lot less about our personal desk; its more about creating rooms for important conversations.”
— Rolf Hay

“We took the regular About A Chair and the About A Lounge and we merged them together. We took actually all the best references from both and combined them, so that means it has a little bit higher back, a little more width, and of course more comfort. It is a chair for long, comfortable rest.”
— Hee Welling
AAC 123 Soft, Hallingdal 407
AAC 121 Soft Duo, Front Steelcut 226, Back Chestnut Silk Sil229, AAC 121, Flamiber Grey C8, AAC 121, Remix 133
AAC 123 Family
AAC 121 Soft Duo, Front Steelcut 226,
Back Chestnut Silk SIL229
AAC 127 Soft, Dot 1682 02 Bianco/Nero
Work-life

“In the contemporary world, the divide between working and living is not so strict as it once was. As we look to the future of design, we should consider that a balanced lifestyle sometimes means living where we work, and working where we live.”
— Rolf Hay
AAC 153 Soft, Grey Silk SIL0855
T12 Table, Black Linoleum
AAC 127, Lola Dark Green
AAT 10, Black Linoleum
AAC 127, Flamiber Grey C8, AAT, Black Linoleum
Nelson Ball Bubble Pendant
AAC 153, Black Silk SIL0842, AAC 153 Soft, Grey Silk SIL0855
AAC 153 Soft Duo, Front Remix 852, Back Steelcut Trio 195
AAC 53 with Gaslift, Cognac Silk SIL0250
CPH 90 Desk, Off White Linoleum
AAC 18, Black
New Order Table, Cloud Grey Linoleum
AAC 100 Family, AAT 20, Black Linoleum
Nelson Saucer Bubble Pendant
AAC 123 Family
CPH 30 Extendable, Matt lacquered Oak, Black Linoleum Leaf
Home-life

“The About A Collection is meant to be a collection of chairs, lounges, stools, and more that have all the most basic yet essential elements of what they are. It is easy to live with these products because they are so wonderfully simple: every single part is necessary, there is no part that can be removed. It is a pure thing.”
— Hee Welling
AAC 123 Family
CPH30 Extendable, Matt Lacquered Oak
AAC 26, Dusty Blue
T12 Table, Black Linoleum
AAC 23, Remix 873
CPH 20, Off White Linoleum
AAC 23, Divina Melange 120
AAC 13, Steelcut Trio 446
CPH 30, Matt Lacquered Oak
AAC 27, Cognac Silk SIL0250
T12 Table, White Laminate
AAC 11, Surface by HAY 640
AAT 10, Black Linoleum
AAS 32 High, Black
AAS 33 Low, Olavi By HAY 12
AAL 83, Bolgheri LGG60
Slit Table High, Light Yellow
The About A Lounge series is made to help us unwind, whether in the office, in a hotel lobby, or in our own living room. Comprising the About A Lounge Chair, About A Lounge Sofa, and the About A Lounge Ottoman, the AAL series is in line with the rest of the collection, comprising inviting furniture whose sculpted design has been kept simple, with nothing left to chance.

The About A Lounge Chair has a generous seat and sleek, compact body, which are complemented by moulded armrests and wooden legs. It is available in a low-backed version with a more intimate expression, or a high-backed version with an open, spacious composition. The About a Lounge Sofa is a cohesive fusion of two lounge chairs. With its curvy lines and organic expression, it invites close, intimate meetings at the same time as it offers an open and welcoming structure. The About A Lounge Ottoman is designed as a companion for AAL, but the footstool has such a strong visual expression that it can easily stand alone as an extra seat.

As with all furniture in the About A Collection, the AAL series features a wide choice of cushions, legs and upholsteries that enables you to configure unique combinations that fit a variety of public and private contexts.
AAL Family
AAL 81, Cognac Silk SIL0250
Slit Table Round XL, Brass
AAL Sofa, Dot 1682 02 Bianco/Nero, AAL 82, Lola Blue
Slit Table Round, Mirror
AAL 93, Hallingdal 220
AAL Sofa, Black Silk SIL0842
Tulou Coffee Table, Orange
HAY has always worked closely with the contract market, supplying affordable, durable, highly functional products to clients across the public sector, from universities to hospitals, offices, cafes and hotels. Distinguished by its versatility, the About A Collection is a multi-functional family of dining and conference chairs, office chairs, bar stools, lounge chairs, tables, an ottoman and a sofa, that are ideal for contract.

The collection includes a vast range of shell colours and shapes, finishes, bases, and upholstery options in a large selection of fabrics and leathers, so clients can customize every product to suit their specific desires and needs. All pieces have strong, independent silhouettes, so they can stand alone or be combined in innumerable arrangements.
A Sustainable Approach

We recognize that our actions have an environmental impact, and we take our responsibility to contribute to a greener future seriously. With all of our products, we focus on finding the balance between creating a healthy working environment, striving toward social responsibility, and pursuing environmentally friendly production methods. Above all, we strive to ensure sustainability in every step of our furniture-production processes and are dedicated to complying with legal and social demands, ethical standards, and international norms.

The About A Collection, which is distinguished first and foremost by its modular nature, embodies this ethos. Its versatility is reflected in the production process. Because of the collection's interchangeable parts and easy-to-assemble-and-disassemble profile, we are able to mix and match frames, shells, and bases to produce almost limitless combinations. This enables us to streamline the supply chain and create a more efficient and less wasteful production setup, using fewer molds and fewer parts by recycling them again and again.
With removeable inserts, the shell is 100% recyclable.
“The development of the About A Collection was driven by a passion for design, but also a passion and a curiosity about how things could be produced in new and more efficient ways.” — Rolf Hay
Left to right: The transformation of a plastic shell to an upholstered one with all requisite parts and elements, including piping, foam pads, and textile.
Unlike most swivel bases, the About A swivel base is designed for 100% disassembly, which allows it to be flat-packed in shipment to the manufacturer. This contributes to a more sustainable production system.
About A Collection
Specifications

AAC 08
W58 x D50 x H46/78 cm

AAC 09 UPHOLSTERY
W58 x D50 x H46/78 cm

AAC 10
W51 x D52 x H46/77 cm

AAC 11 UPHOLSTERY
W51 x D52 x H46/77 cm

AAC 12
W51 x D50,5 x H46/78,5 cm

AAC 13 UPHOLSTERY
W51 x D50,5 x H46/78,5 cm

AAC 14
W51 x D52 x H46/77 cm

AAC 15 UPHOLSTERY
W51 x D52 x H46/77 cm

AAC 16
W58 x D50 x H46/78 cm

AAC 17 UPHOLSTERY
W58 x D50 x H46/78 cm

AAC 18
W60 x D50 x H46/78 cm

AAC 19 UPHOLSTERY
W60 x D50 x H46/78 cm
AAL 81
W76 x D73 x H36/81 cm

AAL 82
W76 x D73 x H36/81 cm

AAL 83
W76 x D73 x H36/81 cm

AAL 91
W84 x D82 x H36/101 cm

AAL 92
W88 x D82 x H33/101 cm

AAL 93
W88 x D82 x H36/101 cm

AAL SOFA
W150 x D73 x H40/81 cm

AAL 03
W66 x D50 x H32 cm