

# HAY



LIVING



## Living

HAY was founded with the ambition to create contemporary furniture and accessories that serve modern lifestyles using quality craftsmanship and industrial production. At HAY, we work to understand new ways of living. We think about what modern needs in the home and workplace are – then create products to meet them. We use good ideas, technical skill and the best materials in all we do. We combine the structural character of architecture with the dynamics of fashion in durable, quality products together with some of the world's most talented, curious and spirited designers.

**Mette and Rolf Hay**

Soft Edge

# Soft Edge

Soft Edge by Iskos-Berlin is a deeply resolved piece of design, made possible by a harmonious intersection between designer, technology and manufacturer. Created in the knowledge that there is no ultimate sitting posture, but rather that our natural state is one of constant dynamic movement creating a new level of comfort and aesthetic lightness.

## Soft Edge



**Soft Edge 12** Oiled Smoked Solid Oak and Matt Lacquered Solid Oak

## Soft Edge



**Soft Edge 12** Matt Lacquered Solid Oak

Soft Edge



Soft Edge



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# Soft Edge

Soft Edge 72 Stool Matt Lacquered Oak



“The idea of an ultimate sitting posture is absolutely dated. Dynamic comfort is the only comfort that is normal for our body. While we are sitting we are moving all the time, this is natural, it is extremely unnatural to be still.” – Boris Berlin

## Soft Edge



**Soft Edge 10 Stained Fall Red**

## Soft Edge



**Soft Edge 10 Stained Hunter**

Soft Edge



Soft Edge



Neu Chair

# Neu Chair

The Neu Chair shell, combined with round solid wooden legs, creates a perfectly defined profile. The durable plastic together with the subtle rim detail gives the design structure and character.

In the upholstered version a delicate stitching line runs across the seat, while a piping detail accentuates the rim for a robust and comfortable construction with flexible design options.

Neu Chair



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Neu10 Steelcut Trio

# Neu Chair



Neu10 Remix

## Neu Chair



Neu13 Silk

Neu Chair



Neu13 Cream White

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Neu Chair



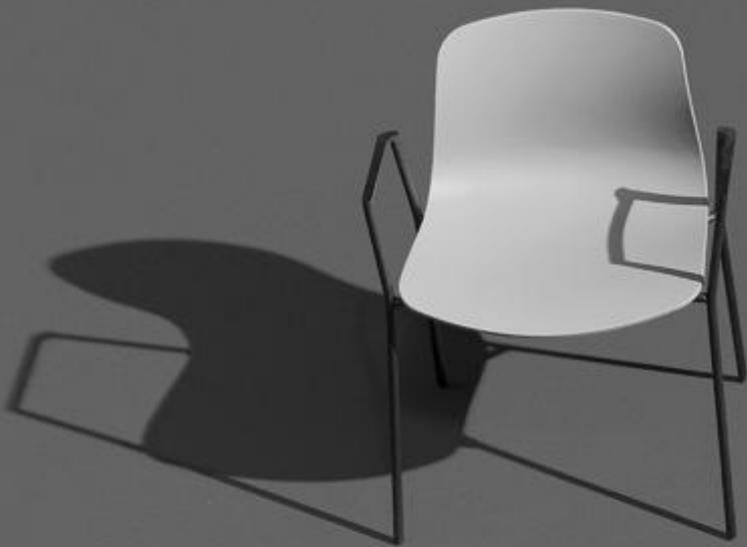
AAC Collection



# AAC Collection

The result of a long-term collaboration between HAY and designer Hee Welling, the About a Chair series is based around one simple, strong idea that then translates to the individual models within the collection. The frame, shell and upholstery options provide a wealth of design possibilities while retaining the elemental form.

AAC Collection



AAC Collection



AAC Collection



AAC Collection



# AAC Collection



AAC12 Mustard, Loop Stand Round Table and New Order Army

AAC Collection



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AAC20 Dusty Green and Loop Stand Table

AAC Collection



# AAC Collection

AAL82 Steelcut Trio



# AAC Collection

AAL Collection





Uchiwa

# Uchiwa

Uchiwa, designed by DoshiLevien, takes its name and soft, open shape from the traditional Japanese hand fan. Consisting of a moulded shell with a fitted seat, the innovative high-design lounge chair uses the piping detail to create a perfectly tailored seam binding the chair's two components. Creating a crafted, comfortable lounge chair with a generous and inviting look.

Uchiwa



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Uchiwa Steelcut Trio

Uchiwa



Uchiwa



Mags

# Mags

Designed for comfort with minimum details, the Mags Sofa ensures what lies beyond its strong aesthetic presence has an equally lasting impact. The distinctly lounge feel is reinforced by deep seats and high armrests for an open, welcoming space. The vast range of functional modular units makes the sofa fully customizable for any room, purpose or personality.

# Mags



**Mags Steelcut Trio**

Mags



Mags



Mags



# Mags



Mags Soft Hallingdal

# Mags



# Mags

**Mags Soft Silk**, **Serve Table Natural** and **Peas Medium Grey**



Hackney



Hackney

# Hackney

The Hackney Sofa strikes the perfect balance between modern and traditional styling. It features a fully upholstered foldable frame that can be disassembled into three sections and transported with ease. Its modest, technically accomplished design makes it ideal for environments with restricted access or where it might need frequent moving, while still looking great.

Hackney



Hackney



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Hackney Harald, New Order Light Grey and Bella Coffee White

# CPH Deux

Copenhagen Deux is an extension of the already existing Copenhagen series from Ronan & Erwan Bouroullec. With 12 different table and bench sizes, the collection is designed for compact spaces and features new laminate technology that is easily cleaned and anti-fingerprint.

# CPH Deux



CPH Deux 210, CPH Deux 215 and Soft Edge 12 Matt Lacquered Oak

## CPH Deux



CPH Deux 210 and Soft Edge 10 Matt Lacquered Oak

# CPH Deux



CPH 220 and Neu13 Silk

Palissade



Palissade

# Palissade

Palissade is a series of outdoor furniture built from steel and designed to improve over time. Developed over two years and countless conversations between Ronan & Erwan Bouroullec and Rolf Hay, the collection is a measured balance between simplicity and comfort that is visually light yet reassuringly strong.

# Palissade

Palissade Chair and Neu Table Round



"I think the weight is part of this fact that you trust a piece like this, you let it in your garden, outside for all the years, you do not care to treat it in a fragile way." – Ronan Bouroullec

Palissade



Palissade



# Palissade



Palissade Lounge Sofa and Palissade Lounge Chair Low

13Eighty

# 13Eighty

13Eighty has 1380 holes punched into its seat perforating the plastic shell. A chair for both indoor and outdoor use, depending on the base, 13Eighty is simple to look at while remaining a dynamic and durable chair.

13Eighty



13Eighty Black and Terazzo Table

# 13Eighty



13Eighty Arm Chair Cement Grey

# 13Eighty

## 13Eighty Collection and Tilt Top Table



“We have a shell which has 1380 holes punched into its seat. The hardest bit was imagining the flow of the plastic holes and to figure out how to make the seat strong enough, adding more material where needed.” – Stefan Scholten

# 13Eighty



13Eighty Collection, Neu Table and Terrazzo Table

13Eighty



13Eighty

# New Order



New Order

New Order

# New Order

The revolutionary New Order system takes shelving and versatility to new levels. Flexible in structure and composition, New Order can be modified, expanded and customized in endless variations to suit any environment, while remaining aesthetically simple, strong and pleasing.

New Order



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# New Order

New Order Army



“New Order sets new standards for shelving systems because the industrial manufacturing process has been incorporated into the product design from the outset. The functionality is exceptional, with doors that can be clicked on and off without the use of tools; and the aesthetic experience is equally convincing.” – Rolf Hay

# FDB Collection

The FDB furniture series offers functional design born out of industrial development, while linking industrial production closely with architectural furniture design. The industrial approach eliminated the need for special components, as the underlying ideology of making well-designed furniture accessible to the general population was the primary focus.

FDB Collection



# FDB Collection



FDB J110 Black

FDB Collection



FDB Collection

FDB Collection



FDB Collection



# Revolver



Revolver

# Revolver

A four-legged rotating bar stool, Revolver is positioned on a bearing mechanism that enables the seat and foot ring to rotate 360 degrees. A slightly dished seat features curved edges for added comfort while the footrest provides support together with the solid base for stability. Revolver is the ideal bar stool for socializing.

Revolver



Revolver







