



INTRODUCING BOA TABLE BY STEFAN DIEZ FOR HAY

Please note that all assets are under embargo until 15 August, 2023, and may not be shared or published before, unless agreed otherwise.

HAY is proud to introduce Boa, an innovative conference table by German designer Stefan Diez. Boa redefines the traditional conference table with a sustainable approach and user-friendly assembly, inspired by the traditional skills of Japanese bamboo craftsmanship.



Boa's exceptional design begins with its tubular frame, entirely crafted in Denmark from Hydro CIRCAL low-carbon aluminium - made from a minimum of 75% recycled, post-consumer scrap, using Norwegian hydropower. Featuring a special aluminium-folding technique that mimics the work of bamboo craftsmen in Japan, the frame is flat-packed and easily assembled on-site with minimal tools or effort. The lightness of the material also reduces the environmental impact during transportation.



Designed as a conference table that is both comfortable and convenient, Boa is ideally suited for professional environments such as conference rooms and meetings. Its generous dimensions allow a large number of people to gather around it while remaining compact and portable.

"The Boa Table is one of the most original design projects I have ever worked on, and it really revolutionizes the conference-table typology," says Rolf Hay, Creative Director of HAY Furniture. "Where most conference tables are heavy and unwieldy, Boa is light and sleek, and easy to put together. It's one of the most important products we have ever made because, to put it simply, it fulfils every single one of our design values: it is original, relevant, responsible, simple, and beautiful."





Available in a wide range of sizes and colours, Boa's powder-coated aluminium frame can be complemented with power supply and cable storage accessories. The tabletop can be sourced locally or customized in linoleum, laminate, or wooden variants, allowing customers to create a tailored silhouette that suits their style and environment.





Practical Information

This collection is scheduled to be available in stores from 15 August 2023 onwards.

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Contact:

Vicky Nordh
Nordic PR Contact
vicky.nordh@hay.com

Katrin Fieseler
International PR Manager
katrin.fieseler@hay.com

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CHISEL LOUNGE CHAIR BY ANDREAS BERGSAKER FOR HAY

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In its latest design collaboration with Norwegian designer Andreas Bergsaker, HAY is pleased to present the Chisel Lounge Chair - a contemporary yet timeless take on the moulded plywood chair.



Alongside his role as an internal furniture designer at HAY, Bergsaker also creates solo design projects, often smaller accessories and lamps. This time he wanted to tackle bigger objects. "For a long time, I have had the desire to design a chair, preferably an all-wooden chair," he says. "I wanted to design a comfortable and compact lounge chair with a distinctive silhouette and friendly character."



Named after the classic woodworking tool, the Chisel Lounge Chair is made from veneered plywood and solid wood, and its angled legs with bevelled edges reference a chisel's characteristically shaped cutting edge. Made to a high level of craftsmanship and ergonomics, it has a soft seat and backrest that provide good support and are visually inviting.

Like in all of his designs, Bergsaker focused on creating an object that would stand the test of time. "I always strive to design for the longevity of products through a choice of materials and active use of design. I would like to think that the Chisel Lounge Chair is both contemporary yet classical and historically grounded," he says.



The chair comes in a variety of finishes, front upholstery options and colours, and is versatile thanks to its size and shape. "It's a very compact lounge chair, which is not a very common typology," says Rolf Hay, Creative Director of HAY Furniture. "It actually exists somewhere in between a lounge chair and a dining chair". Chisel Longue Chair is well suited for use in many different environments, from small apartments to larger public spaces, such as a lobby or a reception area.



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ABOUT A COLLECTION NEW COLOURS NOW MADE OF 100% RECYCLED POST-CONSUMER PLASTIC

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HAY is proud to announce an updated colour palette for one of our most iconic collections: the About A Chair and About A Stool, designed by Hee Welling for HAY. The new range of nine contemporary colours in fresh, playful tones are now available alongside seven existing bestselling colours and can be applied across four shell typologies.



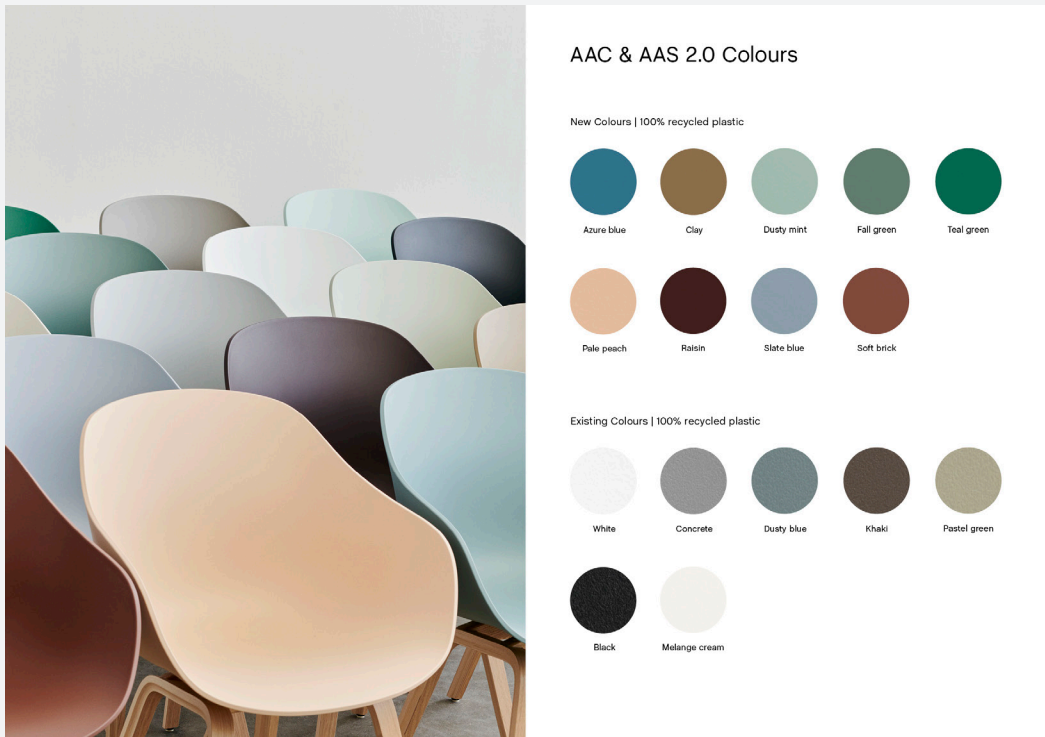
"Colour is a very important tool at HAY," says Mette Hay, co-founder of HAY. "When it came to working with colour on a product line as precious as the About A Chair Collection, it initially seemed like quite a daunting task; especially since it's been one of the most significant for HAY since its founding over 20 years ago. The collection's versatility means that we have seen the chair used in so many different contexts - from canteens to office environments and people's kitchens at home - so, the demands to find a colour scale that suited all these contexts were high. With all this said, the colour palette that we present today came quite naturally."



The collection has also become more sustainable. After years of redevelopment, its interchangeable shells are now made from 100% post-consumer recycled plastic (a material derived from household waste, like televisions and washing machines) while the wooden bases are sourced from FSC-certified forests. All the chairs and stools feature the EU Ecolabel, which is given to products that meet high environmental standards throughout their entire life cycle: from raw material extraction to production, distribution and disposal.

"The AAC/AAS Range is one of our most foundational ranges," says HAY co-founder Rolf Hay. "We've given it an important update that makes it relevant for today. Using post-consumer plastic for the shell has enabled us to drastically reduce the emissions associated with the production of this series, and we are very proud of that."





The new hues include Azure Blue, Clay, Dusty Mint, Fall Green, Teal Green, Pale Peach, Raisin, Slate Blue, and Soft Brick, complementing the pre-existing colour range comprising White, Concrete, Dusty Blue, Khaki, Pastel Green, Black, and Melange Cream.

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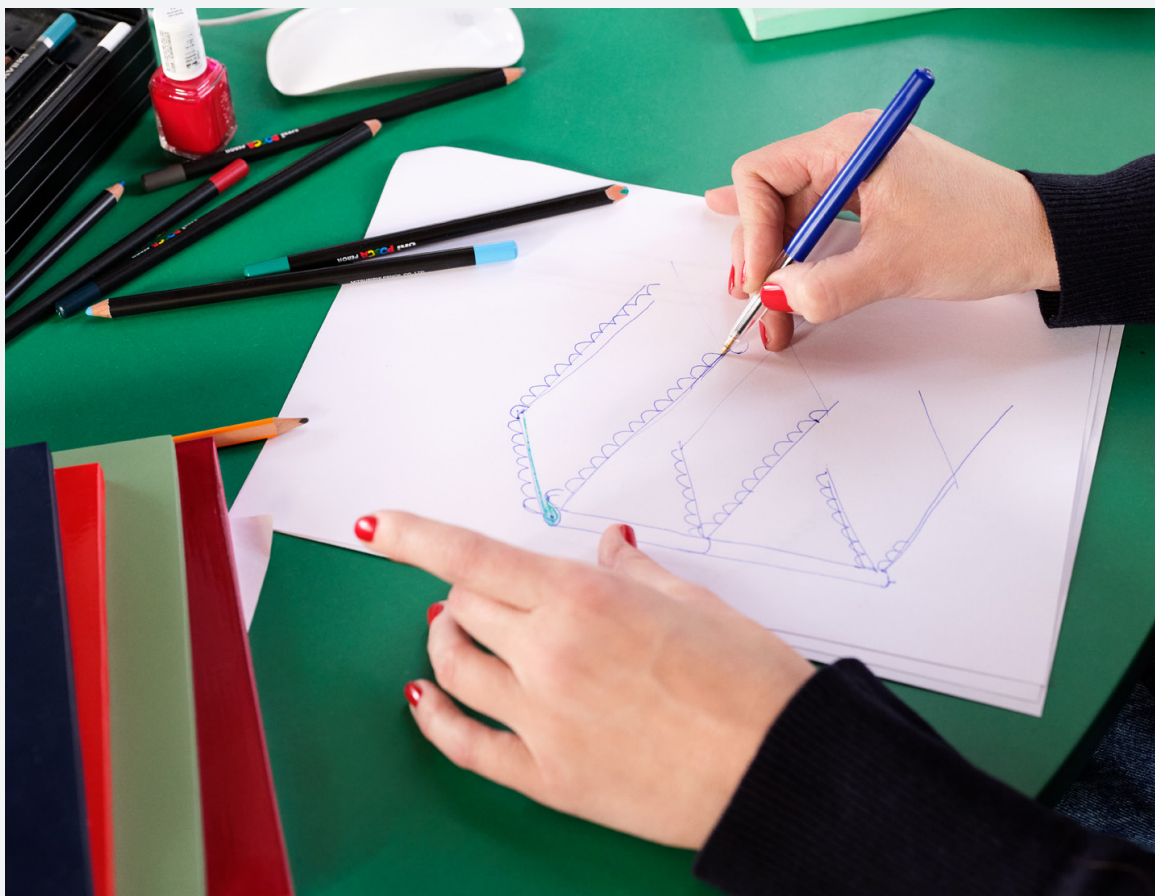
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ARCS TROLLEY AND MIRROR BY MULLER VAN SEVEREN

Please note that all assets are under embargo until 15 August, 2023, and may not be shared or published before, unless agreed otherwise.

In a continuation of our great collaboration with Muller Van Severen, HAY is delighted to introduce two new additions to the Arcs Collection: the Arcs Trolley and the Arcs Mirror.



Featuring the scalloped silhouette that gives the Arcs family its poetic shape, the mirror and trolley will bring a touch of playfulness to a room. Each product in the Arcs Collection is simple in its material but beautiful and complex in its expression. "For us, a good object is always very technical and poetic at the same time," says the Belgian design duo Muller Van Severen. "The curves in this object are not random, they have a function."





HAY's first serving trolley, the Arcs Trolley, sees the same graphic appeal of the existing Arcs range translated into a piece of furniture. "It's very unusual for the visual language of a product to be able to be carried through so many different typologies, ranging from accessories to lights and even to furniture," says Rolf Hay, Creative Director of HAY Furniture. "And yet that's what we have here with Arcs: it was a candleholder and a vase, and it has since become a lamp and now, jumping across the aisle to the furniture category, a beautiful trolley, and mirror."



Designed to be used widely, the trolley comes in two sizes so it can be used as kitchen or office storage, for serving drinks, as a side table between seats, or in any other room in the house. The mirror is just as versatile, available in round and rectangular formats so it can be placed above the sink in a bathroom just much as in a bedroom or hallway.

Like in the rest of the Arcs Collection, both products are made from stainless steel and come in a range of colours, including Dusty Grey, Jade Green, Steel Blue, and Auburn Red.



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Contact:

Vicky Nordh
Nordic PR Contact
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Katrin Fieseler
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APEX LAMP COLLECTION BY JOHN TREE FOR HAY

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In his first collaboration with HAY, British designer John Tree takes cues from the classic Banker's Light to create a functional lamp series that feels both familiar and contemporary. The result is Apex, a series of four different models that cater to every space and situation, from a task light in a workspace to an ambient light in the bedroom.



For Tree, colour played a central role. "Banker's Lights were always green. I don't know why!" he says. "But with Apex I wanted colour to remain a central part of the design." However, it's the shape of the folded steel shade, which creates a peaked roofline silhouette, that gives the lamp its name. "As in the apex of a roof."

First up, the Apex Desk Lamp is a streamlined interpretation of a vintage Banker's Light and works in both modern and very traditional spaces. The round mirrored-polished base and angled arm are complemented by the colourful shade, which can rotate 360 degrees allowing users to direct light to suit their needs. Meanwhile, the Apex Table Lamp has a curved stem and longer shade, making it suitable for a variety of home and office settings.



For a more versatile lighting solution, the Apex Clip Lamp features an adjustable clip, allowing it to be fixed to vertical and horizontal surfaces, such as a shelf for ambient lighting or above a sofa for reading. The Apex Clip Desk Lamp, with a longer aluminium stem, is a flexible task light that can be clipped to the edge of a desk and moved around according to the user's needs.

With a simple, well-engineered metal mechanism, the Apex Lamp Collection is built to last and designed around E14 LED bulbs, making the light source as efficient as possible. While the colour Emerald Green brings a special familiarity, the series is also available in five additional hues, including Oyster White, Iron Black, Maroon Red, Luis Pink, and Pastel Blue. "To me, HAY is about accessibility, longevity and colour," says Tree. "Apex works hard to bring these elements together."





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APOLLO CHANDELIER & WALL SCONCE BY STUDIO 0405 FOR HAY

Please note that all assets are under embargo until 15 August 2023, and may not be shared or published before, unless agreed otherwise.

In its latest collaboration with Copenhagen-based Studio 0405, HAY is delighted to introduce an extension of the Apollo lighting range: the Apollo Chandelier and Apollo Wall Sconce.



Originally created by Nikolaj Lorenz Mentze as an oil lamp for Apollo Bar & Kantine, a stylish restaurant in Copenhagen, the Apollo Portable lamp was the result of Mentze's first collaboration with HAY to create an electrically-generated version.

The Apollo Chandelier and the Apollo Wall Sconce are a continuation of the collection but mark a completely new typology for HAY's lighting assortment. Before Mentze came up with the idea for the chandelier, this type of ceiling light would not have been an obvious choice for HAY. "If you had asked me whether I thought a chandelier was an appropriate typology for us I would have said no. I would have said it's too nostalgic; too old," says Rolf Hay. "But I was wrong. What's remarkable about the Apollo Chandelier is that it stands out as a very modern object; it's an absolutely original take. It alters people's expectations and makes them see it in a new way."



The structure of both lamps is made up of clear anodised aluminium tubes, giving them a very industrial form, while the smooth hand-blown glass shades - as seen in the Apollo table and portable lamps - make them contemporary and fresh. "The chandelier sets the scene - it's both sculptural and functional," says Mentze. "With its references back in time the lamp feels familiar. It's an object that will hopefully witness several generations."



To accompany the chandelier, the Apollo Wall Sconce is made up of three glass shades, providing the perfect lighting solution for more enclosed spaces such as corridors. The chandelier, which is available in two sizes depending on the available space and ceiling height, works beautifully in a room where it can make an impact, such as a hotel lobby or the reception of a museum. "It's a powerful object, and it really commands the space," says Hay.





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