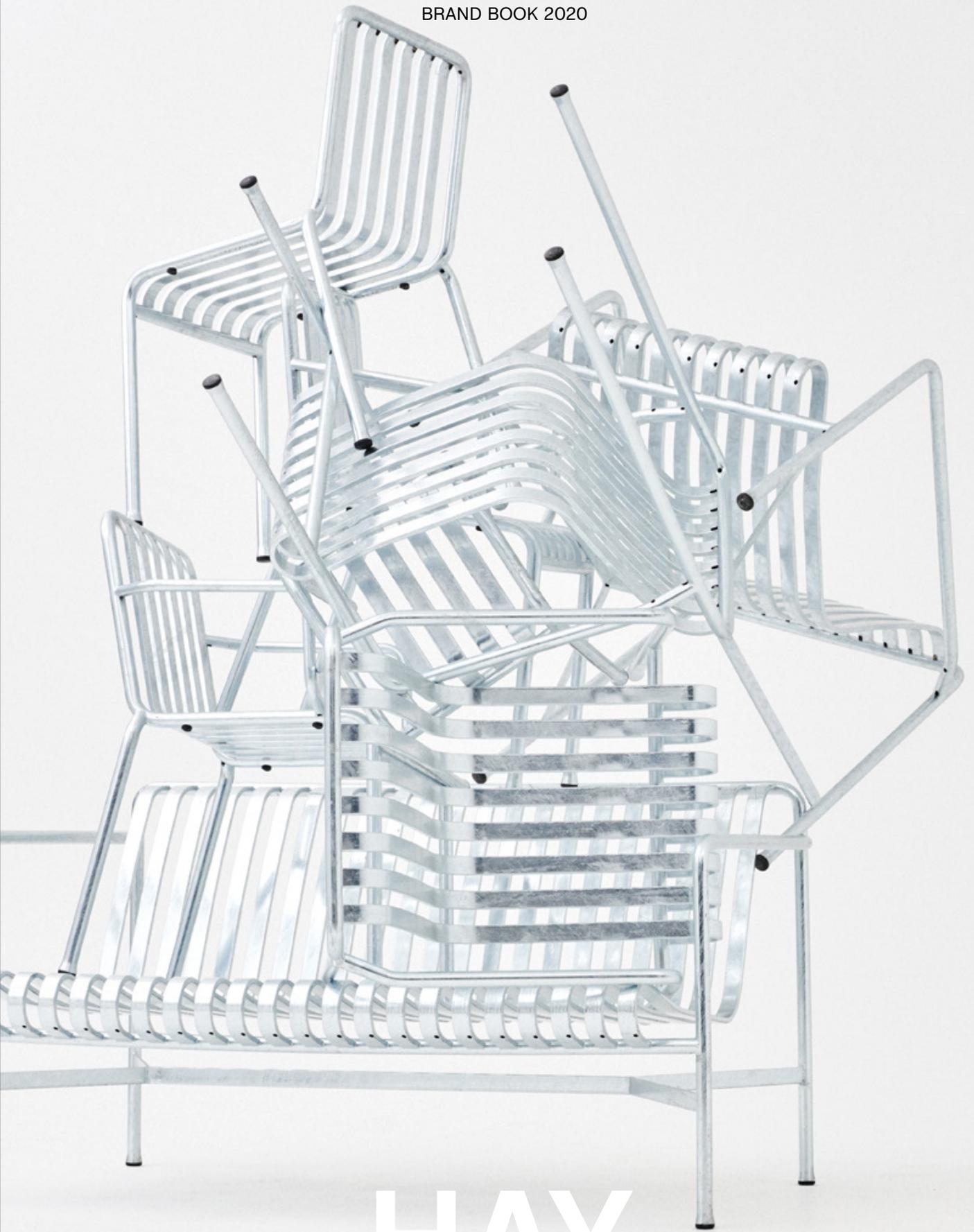


BRAND BOOK 2020



HAY



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# OUR VISION





## OUR VISION

In 2002, HAY was established as a new kind of design company in Denmark. Motivated by the certainty that good design is everyone's right, HAY set out to innovate new ways to answer the ever-evolving needs of the modern world — but at a more accessible price point than industry standards.

Co-founders and Creative Directors Mette and Rolf Hay committed to working with their generation's best designers from all over the world to create high-quality products that would be available to a wide audience. This founding principle has always been HAY's DNA, and it remains at the core of the company's culture today.

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# WHAT WE DO





## WHAT WE DO

HAY is motivated and inspired by the realities of life today, in which traditional divides between personal and professional space have become more fluid.

To satisfy those conditions, our products span the realms of furniture, lighting, and accessories, and they are always flexible and adaptable, versatile and varied. That means they can be used in any environment and suit any need, from a living room to an office, hotel lounge, or cafe.

In keeping with that spirit, HAY embraces the beauty of quotidian life by creating fresh takes on a wide range of products that are part of our everyday, from a toothbrush to a paper bin to a sofa. No object is too common, no detail too minute: HAY pays attention to the small moments that make up our lives.



WHAT WE DO







**HOW  
WE  
WORK**

HAY



## HOW WE WORK

Every HAY product is developed in close collaboration between HAY's Creative Directors Mette and Rolf Hay, their in-house designers and product-development teams in the Copenhagen office, and a loyal roster of contemporary designers based all around the world.

We insist on creating products that are relevant, original, and, perhaps most of all, needed, so we care a lot about the idea and the vision behind everything we make. We believe that a clear starting point for every object — whether that be a new technology, a new material, or simply our feeling that this item is missing from the world — leads to a more fluid development process and a better, long-lasting end product.

“At HAY we do furniture and design for many different environments. At home, public spaces, professional spaces, and all the spaces in between. But I would still say that we have never done design for a specific market. We have always tried to focus on the people who were going to use the products, and we have always tried to design products for the life they live.”  
— Rolf Hay



## HOW WE WORK





## HOW WE WORK

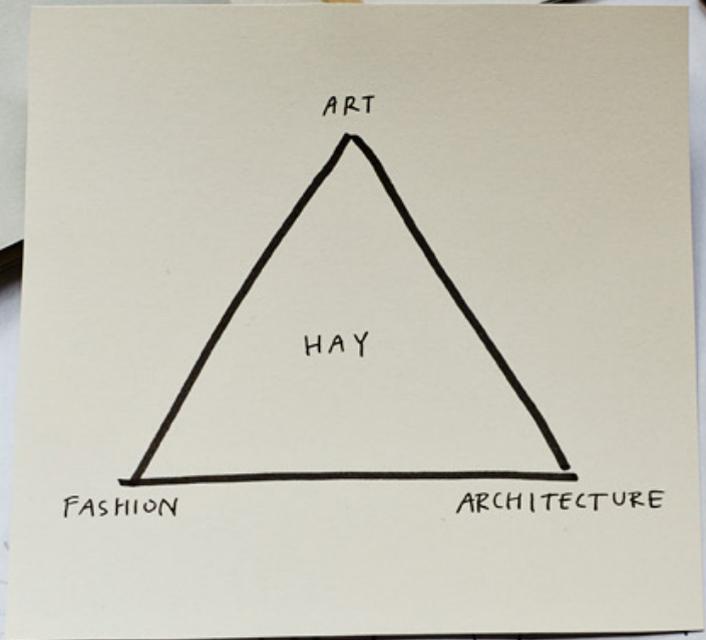
“I have always been extremely fascinated by everyday objects. I love working on products that we have in our hand everyday. For me, everyday life is my biggest inspiration.” — Mette Hay





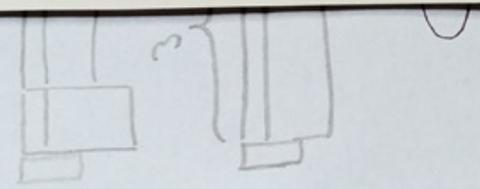
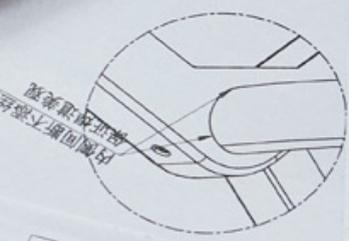


OUR  
BRAND



1 chaise  
 2 lounge sofa v. arm

课桌椅组  
 泰州...设备有限公司



椅腿  
 415.1  
 26.9  
 160.7  
 125.7  
 75.1  
 75.1  
 75.1  
 3-φ7.5  
 1%

## OUR BRAND

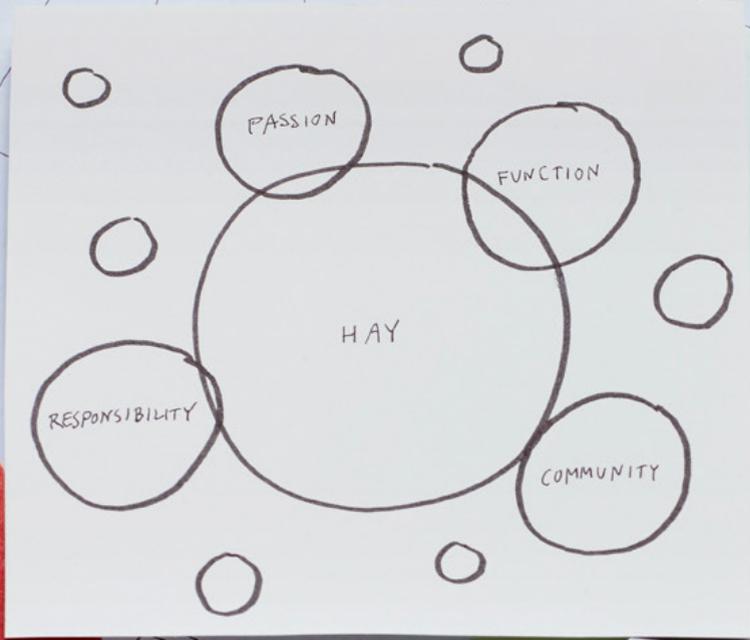
At HAY, we work with the world's leading designers in a sustainable and democratic context that draws from three primary sources of inspiration: art, architecture, and fashion. We have always paid close attention to and been inspired by our surroundings, and putting our finger on the pulse of contemporary culture is how we keep pace with the world around us.

“What I admire about art is the unexpected, the originality; architecture is of course the context and the home of what we make, and fashion has a wonderful dynamism to it, reflecting the spirit of the time and what's happening right now. I would say that the best products we have done, they may exist somewhere in between these three environments, drawing from a little bit of everything.” — Rolf Hay





# OUR DNA



## OUR DNA

Even as we have expanded to inhabit multiple continents and to include ever-more design categories, four essential values at the core of HAY continue to shape and motivate the company today:

**PASSION**  
**FUNCTION**  
**COMMUNITY**  
**RESPONSIBILITY**

From Furniture to Accessories and Lighting, HAY's in-house product development teams, our international designers, and of course our founding visionaries Mette and Rolf Hay eternally strive to maintain these values. No matter what product you are interested in, from a HAY pillow to a HAY dining table, HAY customers can feel confident that each of these values is behind every single one.



# PASSION

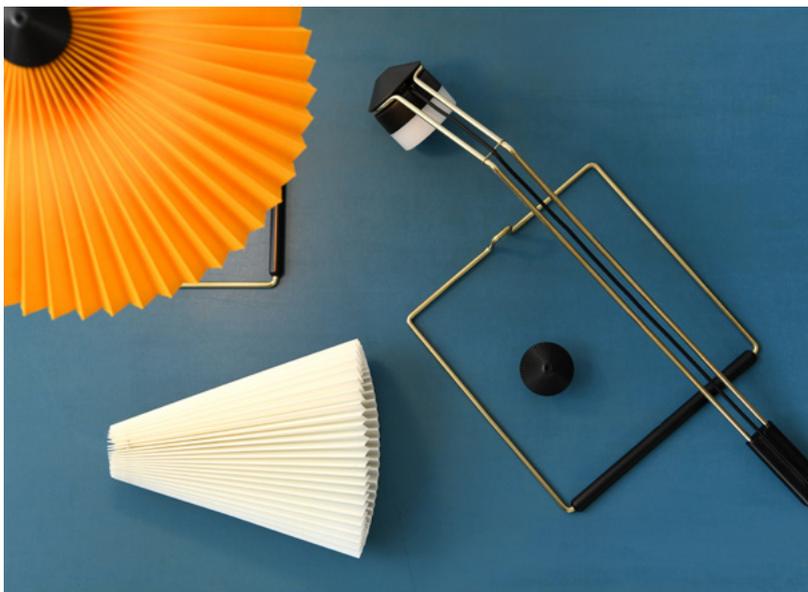
At HAY, we are motivated by a love of design and a commitment to constant innovation. We are always challenging ourselves to create products that elevate the modest moments in peoples' lives. This means thinking about everyday items in new, original ways, using the most cutting-edge materials, methods, tools, and technologies available.



# FUNCTION

At HAY, form will always follow function. Our products are beautiful, sleek, fresh, and stylish — but we believe that use and comfort should come first. Our designs always prioritize what is essential: we believe the simplest solution is usually the best solution.







# COMMUNITY

HAY is an international company: HAY design crosses borders. From our designers to our suppliers to our in-house product-development teams, collaboration is fundamental to HAY. We believe we are stronger for our partnerships: the synergy achieved by numerous minds, skill sets, tools, and hands working in harmony is what drives and motivates us every day.







# RESPONSIBILITY

High-quality means thoughtfully designed, well crafted, and built to last. At HAY, we strive to minimize our footprint on the planet while making durable products that we hope will live with you for a long time. We always hold ourselves to high standards, so each of our product categories has its own team of designers, technicians, and engineers who ensure that every product has been considered from every angle, and has withstood quality-control checks on all fronts.

[LINK](#)



# OUR PEOPLE





## OUR PEOPLE

Since its inception, HAY has been a collaborative project shaped by extremely passionate people with shared values and a shared goal. The heart of the company has always been the people who work here.

Today, HAY remains a brand that prioritizes partnership and community. From the contemporary designers we work with, based all over the world, to the in-house product development and design teams in Copenhagen, whose commitment and vision contribute to every object we make, we believe in the power of working together.

There is so much to the design of how we work and live, and there are many stories to tell. Partnerships fortify each other: collaboration is how we stay relevant.



# OUR DESIGNERS

At HAY, we believe that we are constantly working with the most talented, curious, and courageous designers from around the world, and every one of them is a member of the HAY family.







Baijings



Doshi Levien



Lex Pott



ana Kraš



Andreas Engel



Stefan Diez



Pierre Charpin



Clara Von Zweigbergk



Leon Ransmeier



“A good project, an industrial project, is a collective thing. Of course we are part of it, and HAY needs us, but we need them too. So it’s really about the team: Rolf and Mette Hay are here, but around them there is a very tight team of extremely dedicated people, which is super strong.”  
— Erwan Bouroullec

“You can feel that HAY started as a personal project... Today it’s still like that. It’s one of the most amazing brands, and yet when you’re working with them it feels like a small brand. Projects start as something personal, you can still feel that.”  
— Ana Kras











OUR  
PARTNER-  
SHIPS

AND  
COLLAB-  
ORATIONS



At HAY, we have forged partnerships with some of the world's most innovative companies because we always strive to push the envelope of design, reaching beyond the borders of our own field and trying new things. Every collaboration is different, and each one is unique, but what connects them is that they all exist in the shared space between our foundational sources of inspiration: art, architecture, and fashion.

For us, working in collaboration with other companies that share our values is a powerful way to generate inspiration. Through dialogues with brands whose experience and expertise covers different ground, we seek to gain new perspectives and ideas that challenge what we think we know or the world as we see it.



# SONOS

Limited edition SONOS ONE, 2018

Exploring the relationship between sound and home design, Sonos and HAY came together to reimagine the Sonos One portable speaker, which is usually designed in black and white only, in five colors specially selected by HAY. This limited-edition line was launched in the Palazzo Clerici during HAY's exhibition there for Milan Design Week 2018, and was sold through both brands' channels for a limited time.

# IKEA

Ypperlig, 2017

Released in 2017, Ypperlig was born when IKEA asked HAY to specially design a line of furniture and home-ware products for the IKEA Collection. To develop the line, HAY and IKEA spent years working together in development, and both teams felt inspired and learned from each other. The Ypperlig Collection was launched in IKEA stores in 2017.



# COS

## HAY x COS lifestyles collaborations

COS and HAY have worked together for many years. When the brands first met, they felt connected to each other in terms of shared values and aesthetics, and that is always a perfect starting point for a collaboration. In a series of collaborations since 2015, HAY products have been displayed throughout the COS Universe, and available through COS' selling channels. "At HAY we see ourselves in between fashion and architecture, and in working with COS we feel like we have found a perfect home."

— Mette and Rolf Hay, Co-founders





# CHART ART FAIR

CHART X HAY Objects and Artist Posters, 2017

As part of HAY and CHART's longstanding partnership, the two joined forces to launch a limited-series of objets d'art and artists' posters, specially designed for the project by artists represented by CHART galleries. Launched at the Kunsthal Charlottenborg in Copenhagen during the Chart Art Fair, the series of posters was curated by CHART and sold through HAY internationally in HAY stores around the world. Through this collaboration, HAY and CHART hope to make art available to a wider public.





# HAY'S WORLD:

A  
LIVING  
HISTORY



HAY began in 2002 as a furniture company with only a few products in the range. In the years since, we have expanded into new categories, incorporating Lighting, Accessories, and Textiles into our offerings.

After a productive beginning within the European market, we reached out to the Asian market and acquired new opportunities for growth.

2018 marked the newest chapter in our development. Motivated by a common goal of bringing HAY's well-designed, affordable products to an ever-broader audience, we joined forces with renowned American manufacturing company Herman Miller to inhabit a solid place on the North American stage and reach yet another market.

"Herman Miller is the perfect partner to expand HAY's position in North America. On a personal level, Herman Miller and the work of Charles and Ray Eames are big reasons we do what we do today, and we are excited to align with a company that shares our sense of purpose and values."

— Rolf Hay



# OUR STORES





## OUR STORES

Like the products we make and the world we live in, our stores are always evolving to reflect our universe. For our very first HAY store on Pilestræde in Copenhagen, we chose to start with a small shop on a busy pedestrian street rather than a traditional showroom, primarily in order to maintain close contact with our end consumers.

This remains the driving motivation behind every one of our stores as we grow and expand. In 2007, we opened our flagship store, HAY House, in Copenhagen, and today we have a global presence across 4 continents, and we operate 31 HAY stores around the world.



OUR STORES













**HAY**