

HAY PALAZZO CLERICI

MILAN DESIGN WEEK 2018 APRIL 17TH – 22ND

Press Release
April 17th, 2018

HAY, Sonos and WeWork have come together for the 2018 Milan Design Week to present a shared vision for the future of design, collaboration and living spaces. Driven by innovation, passion and the unlimited possibilities that evolve from the desire to create better experiences for everyday life – HAY, Sonos and WeWork have imagined an entire universe that will explore the best in design, sound, living and work.

Located in the heart of Milan at the historical Palazzo Clerici, the exhibition offers over 1500m2 of design for everyday living and working environments. The ornate atmosphere of Clerici sets the framework for a series of installations that celebrate the past while evolving for the future. The juxtaposition of old and new amplifies the experience and elevates design, while offering visitors the opportunity to explore numerous spaces, socialise, shop or attend topical discussions.

HAY will launch multiple new products from Ronan & Erwan Bouroullec, Stefan Diez, GamFratesi, Shane Schneck and many more, ranging from furniture to textiles as well as accessories and lighting. An edited collection of products selected by Mette Hay will be sold at the exhibition pop-up shop allowing visitors the opportunity to purchase newly launched HAY Accessories and HAY Kitchen Market products.

The architectural frame of the exhibition is created using the new materials and accessories of New Order 2.0. Inspired by the ever-changing demands of today's work environment, HAY and designer Stefan Diez have elevated the functionality and quality of the New Order system. Similarly, and as a result of HAY's long-standing relationship with WeWork, HAY and Stefan Diez have developed adaptable and flexible solutions to WeWork's growing network of workspaces. Using WeWork research and member insights, the 2018 Milan exhibition will present Stefan Diez and HAY's answer to the specific needs of the shared WeWork environment.

"Working with WeWork and Stefan Diez has been a great privilege. Their shared commitment to design and development has taken New Order to the next level of adaptability and flexibility in a crucial time of shifting work environments." – Rolf Hay

A mutual commitment to creating accessible contemporary products with an eye for modern living and sophisticated industrial manufacturing has led Mette Hay to further explore the dimension of colour with Sonos and a new colour scale for Sonos One.

"Sound plays such an important part in architecture and the experience of life at home, yet we hadn't found speakers we were happy to have in our home until we discovered Sonos. We were intrigued by Sonos' philosophy of sound architecture, its approach to contemporary design and sophisticated manufacturing techniques – values, both companies share."

PALAZZO CLERICI, VIA CLERICI, 5, MILAN

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“For me, colour is one of the most important tools in the design process, and it was very important we didn’t just create a colour scale that looked beautiful. Colours can hide completely and disappear or provide contrast – creating ranges in more colours produces more impact and opportunities for mixing items in the home. These speakers deserve to be treated like furniture; strong, independent objects that can blend in or stand out – functional accessories for any room that fit different needs and different spaces.” – Mette Hay

HAY Sonos One speakers will be exhibited throughout the space, complemented by other Sonos products to provide a whole home sound system for the duration of the event. Sonos is also partnering with the British artist, Trevor Jackson, to create unique atmospheric sound installations that reflect family life in specific living spaces throughout the home.

For further information please contact Vicky Nordh at Vicky.Nordh@hay.dk

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