

# HAY AT GULLED

## Stockholm Design Week

### *Februrary 2018*

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#### **Workspace 2.0**

Together with the Scandinavian agent Gulled, HAY will be exhibiting at the Gulled Stockholm showroom during the 2018 Stockholm Design Week. Located in the centre of Stockholm, the Gulled showroom will be transformed into an inspiring office space from 6-10 February 2018. The New Order system, designed by Stefan Diez will work as an architectural structure to divide the rooms and create specific spaces for the creative workspace. Using New Order elements, Diez has worked closely together with the HAY team to create everything from the CEO's office and the canteen, to the front of office and the studio.

Relaunching with all-new modules and accessories, the New Order System has been adapted and developed to fit the ever-changing demands of the work environment. With consideration for the contract market, Stefan Diez, together with the HAY team, has elevated the functionality and quality of the entire New Order System by extending the long list of customizable parts and accessories. The newest components such as steel doors, drawers and panels can be added without tools, and withstand the everyday use of a busy office. Cable clips, sheet metal shelves, trays, lighting components, screens, acoustic panels and tables have also evolved and are adaptable to specific needs.

“We are extremely excited and grateful to collaborate with both Stefan Diez and Gulled on the exhibition space. The New Order 2.0 collection has been in the works for over two years and I am proud to show all the elements that have been newly developed to meet the evolving needs of the creative workplace.” Rolf Hay

The exhibition will also launch the new sofa and coffee table by GamFratesi, as well as the new tables and bench by Simon Jones Studio.

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The Result and Pyramid Collection by Wim Rietveld and Friso Kramer for Ahrend and the Soft Edge Series by Iskos-Berlin will also launch new colours and materials, along with many new accessories.

Throughout the week, HAY and Gullerød will host multiple talks by designers GamFratesi and Stefan Scholten, as well as Stefan Diez together with Rolf Hay (see below for times).

### **About HAY**

HAY was founded in 2002 with the ambition to create contemporary furniture with an eye for modern living and sophisticated industrial manufacturing. That remains our ambition today. Through our commitment to the design and production of furniture and accessories with an international appeal, we strive to make good design accessible to the largest possible audience. We are inspired by the stable structures of architecture and the dynamics of fashion, which we seek to combine in durable quality products that provide added value for the user. HAY's continued vision is to create straightforward, functional and aesthetic design in cooperation with some of the world's most talented, curious and courageous designers.

**For further images please visit:**

<http://files.hay.dk/files/folders/315437/>

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