

&Tradition®



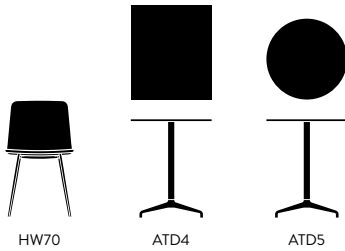
Press Release

Rely^{HW70} / Rely^{ATD4-ATD5}

Hee Welling / &Tradition

2020 / 2022

&Tradition launches



Rely^{HW70} / Rely^{ATD4-ATD5} Hee Welling / &Tradition 2020 / 2022

Product category
Outdoor chair & table

Production process

HW70: Shell made from 100% recycled polypropylene with 10% fiber glass. A small hole is drilled in the shell for water drainage. Tube base is made from steel tubes in a powder coated finish.

ATD4 & ATD5: Starbase is made of cast aluminum. Tube and top support are made of steel. Table top is made of compact laminate.

Environment
Outdoor

Materials

HW70: Shell made from 100% recycled polypropylene with fiber glass and a steel tube base. Plastic gliders installed as standard.

ATD4 & ATD5: Aluminum, steel, compact laminate.

Colours
White or Black.

Dimensions (cm/in)

HW70: H: 82cm/32.8in, W: 47cm/18.8in, D: 55cm/21.6in, Seat height: 46cm/18.4in, Seat depth: 45cm/17.7in.

ATD4: H: 74cm/29.1in, W: 60cm/23.6in, D: 70cm/27.6in.

ATD5: H: 74cm/29.1in, Ø: 65cm/23.6in.

Design year
2020 / 2022

Press info
andtradition.com

For image downloads go to
andtradition.com/downloads

For press releases go to
andtradition.com/press

For price requests please contact
press@andtradition.com

PR Manager Morgane Paulissen
morgane.paulissen@andtradition.com
T: +45 4282 0624

Minimalist and modern, the new Rely table and chair have been designed for outdoor use.

Since Hee Welling first debuted the Rely chair in 2020, the collection has been embraced for its use of environmentally-friendly materials and ergonomic design. Now, Welling has revealed a new addition to the line that boasts the same understated appearance, but with an optimized design that makes it suitable for outdoor use.

Made from 100% recycled plastic, Rely melds simplicity with practicality. While the new HW70 has the same pared-back appearance and ergonomic design as the original, Welling incorporated a series of functional details to strengthen it against the elements. UV protection ensures that its plastic frame won't bleach in sunlight, while a small hole in the seat allows water to escape during rain showers. The new HW70 comes in crisp Black or White.

To complement the chair, &Tradition designed a matching table in the same minimalist style. Also intended for outdoor use, the Rely table features a top in compact laminate supported by a powder coated metal base with four legs skewing out to keep it stable. Available as a square-shaped or round table, the Rely ATD4 & ATD5 is a durable piece that works in perfect tandem with the Rely HW70. It comes in Black.

"Hee Welling is always searching for solutions in design, whether that's through his commitment to sustainability or the practical considerations that he incorporates into his pieces," says &Tradition founder and CEO Martin Kornbek Hansen.

"The newest Rely chair embodies that innovation with additional design details that expand its function. Match with &Tradition's Rely table for the perfect garden set."

Raised in the Danish countryside, Welling's lifelong appreciation for the outdoors can be seen in his fondness for natural materials and sustainable practices. This translates to all aspects of his creations, resulting in a simple and honest minimalism that brings a striking visual identity to his pieces. In addition to being exhibited at fairs and museums worldwide, his products can be found in a diverse array of interiors, from the Oslo Opera House to Australia's parliament.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.