

& Tradition[®]



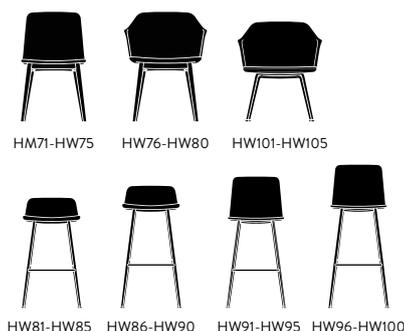
Press Release

Rely ^{HW71-HW105}

Hee Welling

September 2022

&Tradition launches



Rely^{HW71-HW105}

Hee Welling

2022

Product category

Sidechair
Armchair
Bar- and Counter-, stool and chair
Lounge chair

Production process

HW71-HW80: Shell made from 100% recycled polypropylene with fibre glass. Shell available with HR foam covered with fabric or leather upholstery, solid wooden legs in either oak or walnut

HW81-HW105: Shell made from 100% recycled polypropylene with fibre glass, HR foam seat covered with fabric or leather upholstery, steel tube base.

Environment

Indoor

Materials

Polypropylene, glass fibre, solid wooden base in oak or walnut for HW71-HW80 and steel tube base for HW81-HW105.

Design year

2022

Press info

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The minimalist Rely series has expanded to include new designs creating endless customisable options.

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, it has continued to grow with new additions to the range and evolved to be made using recycled plastic from post-consumer sources. A new bar and counter stool, a bar and counter chair, and a lounge chair have been introduced – as well as the possibility of choosing solid wooden legs for a more natural feel.

The addition of the counter stool and chair, and the bar stool and chair (HW81 – HW100) has expanded the series with designs suited for an office workspace or hospitality venue. Compact and comfortable, these pieces feature the signature, recycled plastic shell. Upholstery is also available, while the steel tube legs come in black or bronzed.

The new lounge chair version (HW101-105) features the same minimalist design cues as the rest of the Rely collection, but with splayed legs. This version can be fully upholstered to provide comfortable seating and is well suited to private and public spaces.

The original Rely chair (HW71 - HW80) has continued to evolve with the addition of a new base option. It will now be possible to choose this model with solid wooden legs in either oak or walnut, making this versatile piece equally at home in front of a desk as it is sat at the dining table.

“I believe the success of the Rely series can be connected to the thoughtful functionality of its designs,” says &Tradition founder and CEO Martin Kornbek Hansen. “The newest additions continue this legacy by melding simplicity with practicality.”



&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.

Raised in the Danish countryside, Welling's lifelong appreciation for the outdoors can be seen in his fondness for natural materials. 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.



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