

Press release Feb. 2017 / RESULT CHAIR & PYRAMID COLLECTION / *Originally Designed By* Friso Kramer and Wim Rietveld *Relaunch by* HAY & Ahrend

We are pleased to present the international relaunch of the Result Chair & Pyramid Collection originally designed by Friso Kramer and Wim Rietveld for Ahrend.

Having worked together for many years the starting point of the HAY and Ahrend cooperation did not begin until 2014. After a spontaneous visit to Ahrend's CEO, Eugène Sterken, Rolf Hay mentioned his admiration for the Result Chair and how he felt it would work well with HAY. Not long after this visit HAY acquired a license to produce the Result and Pyramid Collections internationally.

"We are mainly known as a company who collaborates with designers from our own time, but for me the link between these products and what we have been doing, is the approach to industrial design they employed to make them. The idea of working with materials and construction in an intelligent and reliable way, creating as much value for clients at a reasonable price; the Result Chair and Pyramid Table were originally about just this." *Rolf Hay*

"The Result Chair is one of the most famous designs from Friso Kramer and Wim Rietveld. We instantly knew that this collaboration has a unique potential, making these Dutch design icons available again, not only to corporate clients whom we are used to serve, but also to the domestic market around the world. The mutual respect for these eternal designs is the cornerstone of this inspiring venture." *Eugène Sterken*

Created to be adaptable, light and strong, the Result Chair (1958) and Pyramid Collection (1959) are two examples of products that utilise the cutout sheet steel construction method of manufacture. The Result Chair was originally designed by Friso Kramer and Wim Rietveld and the Pyramid Collection by Wim Rietveld in the middle of the 20th century, while they worked at Ahrend. Produced predominately for schools in the 1960s and 1970s throughout the Netherlands,

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the Result Chair has a particularly strong relationship with Dutch residents as it was a daily part of their lives growing up. Combining functional excellence with aesthetic lightness and adaptability, both designs are exceptionally sparing in their use of materials, are simple to construct and organic in their shape. They remain as relevant and useful today as the first day they came into being.

“The Result Chair is a product that has a real strong character, which also developed its own life beyond schools. For me, it is the perfect dining chair for home, or can work for restaurants and cafes, but also still for schools and educational use.” *Rolf Hay*

The Result Chair & Pyramid Collection are designs that have endured, proving the worth of the ideas that were initially put into their creation. For the initial relaunch collection, the designs are available in authentic finishes and configurations. The cutout steel bases are in black or light grey powder coating, with either an oak or smoked oak seat, back or tabletop. The Pyramid Collection features a number of different configurations of the design, including tables, a desk and a bench all of which are visually linked together by the elegant base frame.

HAY and Ahrend are pleased to bring these designs back into production, for a new generation to enjoy.

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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.

ABOUT ROYAL AHREND

Founded in 1896, Royal Ahrend is an international leader in office furniture committed to delivering highly collaborative and sustainable working environments to end users around the world. Our furniture and space solutions are designed to encourage the wellbeing and productivity of the people and excel in durability and flexibility. Royal Ahrend operates own sales offices in more than 20 countries, including China, Russia and Dubai, through a portfolio of four well recognized brands: Ahrend, Gispen, Presikhaaf and Techo. Our innovative solutions for office, learning, healthcare and retail environments are inspired by our highly qualified and dedicated experts who interact and co-create every day with end users around the world.

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