

HAY / WRONG FOR HAY

A Milan showcase of two brands
and the pop-up HAY Mini Market

HAY and WRONG FOR HAY will host an exhibition of their collections, ranging from furniture to textiles, glassware and lighting, in a 900-square metre exhibition space in the heart of Brera for the Salone del Mobile from 8 – 13 April 2014.

HAY returns to Milan for the first time in since 2008 to exhibit its growing collection of furniture and accessories. WRONG FOR HAY made its debut at the London Design Festival 2013, and Milan 2014 is its first global unveiling. Each brand will show existing pieces from their collections, alongside brand-new designs.

As a key feature of the installation, an edited selection of products will be sold in the **HAY Mini Market**, an on-site pop-up shop that will allow visitors, both trade and public, to purchase HAY and WRONG FOR HAY accessories and textiles.

Both brands will bring their own stable of talented international designers to this presentation, and a collection that builds upon the core belief that good design should be accessible to all who appreciate it.

NOTES TO EDITORS

ABOUT HAY

HAY was founded in 2002 by Rolf and Mette Hay and is headquartered in Horsens, Denmark with a design studio based in Copenhagen. Drawing inspiration from the golden era of mid-century Danish furniture design, HAY is committed to sustainability, new technology and affordability. The company believes in building a strong relationship with designers, manufacturers and customers and is committed to good design at an accessible price.

www.hay.dk

ABOUT WRONG FOR HAY

A collaboration between Danish design brand HAY and London-based designer Sebastian Wrong, WRONG FOR HAY is both satellite collection and standalone venture. Based in London under the creative direction of Sebastian Wrong, WRONG FOR HAY draws upon the city's creative energy, eclecticism and talent to explore new working relationships, new products and new markets.

www.wrongforhay.com

Twitter: @wrongforhay

Instagram: @haydesign

Facebook: www.facebook.com/haydk

#WFHMilan14 #HAYmilan14

#HAYminimarket

8th-13th of April

Via Ciovassino 3A, 20121 Milano

(Brera District)

Tuesday – Saturday: 10.00-20.00, except Wednesday, until 16.00.

Sunday: 10.00-16.00

ENDS/

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