

BRAND BOOK 2020
品牌手册



HAY

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OUR VISION





OUR VISION 我们的愿景

In 2002, HAY was established as a new kind of design company in Den-mark. Motivated by the certainty that good design is everyone's right, HAY set out to innovate new ways to answer the ever-evolving needs of the modern world — but at a more accessible price point than industry standards.

HAY于2002年成立，是一家新型的丹麦设计公司。坚信每个人都值得拥有好的设计，HAY着手创新方式以满足需求不断变化的现代世界--而其价格却比行业标准更加亲民。

Co-founders and Creative Directors Mette and Rolf Hay committed to working with their generation's best designers from all over the world to create high-quality products that would be available to a wide audience. This founding principle has always been HAY's DNA, and it remains at the core of the company's culture today.

联合创始人兼创意总监Mette和Rolf与这个时代来自世界各地杰出的设计师们一起工作，共同创造高品质、面向广大受众的产品。这个创立初衷一直是HAY的基因，也仍然是当今公司文化的核心。

[LINK 链接](#)

WHAT WE DO



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HAY is motivated and inspired by the realities of life today, in which traditional divides between personal and professional space have become more fluid.

HAY受到当今生活的激励和启发，个人空间和工作空间之间的传统距离变得切换自如。

To satisfy those conditions, our products span the realms of furniture, lighting, and accessories, and they are always flexible and adaptable, versatile and varied. That means they can be used in any environment and suit any need, from a living room to an office, hotel lounge, or cafe.

为了满足新的需求，我们的产品涵盖了家具、照明和配饰领域，并且始终灵活多变、适应性强、功能多样。这意味着它们可以在任何环境中使用，满足从起居室到办公室、酒店休息室或咖啡馆的任何需要。

In keeping with that spirit, HAY embraces the beauty of quotidian life by creating fresh takes on a wide range of products that are part of our everyday, from a toothbrush to a paper bin to a sofa. No object is too common, no detail too minute: HAY pays attention to the small moments that make up our lives.

秉承这种精神，HAY通过在各种各样的产品上进行创新设计来重拾平凡生活中的美。这些产品中部分为我们日常所使用，从牙刷到垃圾桶到沙发。没有常规的设计、没有繁琐的细节：HAY注重我们生活的每个微小时刻，锦上添花。



A black, mushroom-shaped lamp with a cylindrical base and a rounded, bell-shaped top sits on a dark, slatted outdoor table. The background shows a blurred outdoor setting with other slatted furniture. The text 'HOW WE WORK' is overlaid in white, bold, sans-serif font on the right side of the image.

**HOW
WE
WORK**



Every HAY product is developed in close collaboration between HAY's Creative Directors Mette and Rolf Hay, their in-house designers and product development teams in the Copenhagen office, and a loyal roster of contemporary designers based all around the world.

HAY的所有产品开发均与HAY的创意总监 Mette 和 Rolf Hay 息息相关，他们在哥本哈根办公室的内部设计师和产品开发团队与遍布全球的当代设计师密切合作、共同研发。

We insist on creating products that are relevant, original, and, perhaps most of all, needed, so we care a lot about the idea and the vision behind everything we make. We believe that a clear starting point for every object — whether that be a new technology, a new material, or simply our feeling that this item is missing from the world — leads to a more fluid development process and a better, long-lasting end product.

我们坚持设计有意义的、原创的、可能最重要的是被人们需要的产品，因此我们非常在意所做的一切背后的构思和初衷。我们坚信每个目标都有一个明确的起点——无论是一项新技术、一款新材料，或者仅仅是我们认为在生活中缺失这一件产品。这使我们的开发流程更加流畅和完善，最终的产品也更加经久耐用。

“在HAY，我们为许多不同的空间提供家具和设计，个人家中、公共空间、工作空间以及两者兼容的所有空间。然而，我们并未针对特定的市场进行设计，而是一直专注于需要使用这些产品的人们，并且一直致力于为他们的生活设计产品。”

— Rolf Hay





“我一直着迷于日常用品，喜欢钻研我们身边每天使用的物品。对我来说，日常生活是我最大的灵感。”

— Mette Hay





OUR
BRAND

At HAY, we work with the world's leading designers in a sustainable and democratic context that draws from three primary sources of inspiration: art, architecture, and fashion. We have always paid close attention to and been inspired by our surroundings, and putting our finger on the pulse of contemporary culture is how we keep pace with the world around us.

在HAY的大家庭里，我们崇尚在可持续发展、民主和谐的环境中与全球领先的设计师合作。灵感主要来自于三个来源：艺术，建筑和时尚。我们始终密切关注周围的环境并从中汲取灵感，而与时俱进则是我们与周围世界保持同步的基本方式。

“What I admire about art is the unexpected, the originality; architecture is of course the context and the home of what we make, and fashion has a wonderful dynamism to it, reflecting the spirit of the time and what's happening right now. I would say that the best products we have done, they may exist somewhere in between these three environments, drawing from a little bit of everything.” — Rolf Hay

“我对艺术的钦佩源自于它的出乎意料和独特创意，建筑当然是我们所创造的环境和家园，而时尚则赋予它奇妙的活力，反映了时代精神和当下事物。我想说的是，我们所做的最好产品可能存在于这三个元素之间的某个地方，并从每个元素中汲取点滴灵感。” — Rolf Hay



OUR
DNA

Even as we have expanded to inhabit multiple continents and to include ever-more design categories, four essential values at the core of HAY continue to shape and motivate the company today:

即使我们已经遍及多个大洲并涵盖越来越多的设计类别，但HAY的四个核心价值仍在不断塑造和激励着公司：

PASSION 激情
FUNCTION 功能
COMMUNITY 团体
RESPONSIBILITY 责任

From Furniture to Accessories and Lighting, HAY's in-house product de-velopment teams, our international designers, and of course our founding visionaries Mette and Rolf Hay eternally strive to maintain these values. No matter what product you are interested in, from a HAY pillow to a HAY dining table, HAY customers can feel confident that each of these values is behind every single one.

从家具到配件和灯具，HAY的内部产品开发团队、来自全世界的合作设计师以及我们有远见卓识的创始人 Mette 和 Rolf Hay 始终致力于坚持这些核心价值。无论您对哪件产品感兴趣，从HAY抱枕到HAY餐桌，HAY的顾客都可以确信每件单品中都倾注了这些价值观。



OUR DNA 我们的DNA

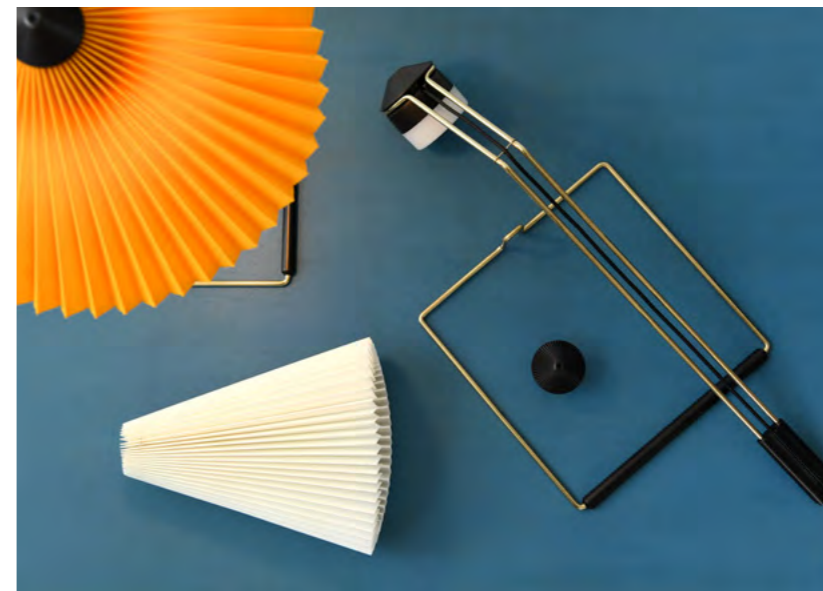
PASSION 激情

在HAY，我们对设计的热爱和创新的坚持激励着我们不断挑战自我，创造能够提升人们日常生活品质的产品。这意味着要突破陈规，运用现有的最先进的材料、方法、工具和技术，以独特、原创的方式重新思考日常用品。



FUNCTION 功能

遵循功能创造形态，我们的产品不仅美观、精细、创新、时尚，并且始终以实用和舒适为首要目标。我们的设计秉承需求至上，坚信极简才是最好的解决方案。





COMMUNITY 团体

HAY是一家国际化的公司：HAY设计产品跨越国界。从供应商到设计师再到内部产品开发，团队合作是基础。我们相信彼此的合作关系只会越发强大：集思广益、技术融合、工具与手工艺的和谐工作产生协同效应，驱使并激励着我们每天进步。





RESPONSIBILITY 责任

高质量意味着精心设计、精湛工艺和经久耐用。在HAY，我们致力于减少产品生产过程中对地球的影响，以期与您一起更久地在地球上共存。我们始终坚持高标准，因此我们的每个产品类别都有相应的设计师、技术人员和工程师团队，以确保从各个角度全面考量每件产品，以经受住各方面的严格质检。

[LINK](#)

OUR PEOPLE





OUR PEOPLE 我们的人员

Since its inception, HAY has been a collaborative project shaped by extremely passionate people with shared values and a shared goal. The heart of the company has always been the people who work here.

自成立以来，HAY就像是一个合作项目，由一群拥有共同价值观和共同目标的极具激情的人塑造而成。而在这工作的人员，也始终是公司的核心。

Today, HAY remains a brand that prioritizes partnership and community. From the contemporary designers we work with, based all over the world, to the in-house product development and design teams in Copenhagen, whose commitment and vision contribute to every object we make, we believe in the power of working together.

时至今日，HAY仍然是一个以合作和团体优先的品牌。从与我们合作的世界各地的当代设计师到哥本哈根的内部产品开发设计团队，他们的承诺和愿景融入了每一件我们制造的产品，我们相信齐心合作的力量。

There is so much to the design of how we work and live, and there are many stories to tell. Partnerships fortify each other: collaboration is how we stay relevant.

关于我们日常工作和生活方式的设计有很多，也有不少有趣的故事可以分享。伙伴关系维系紧密：协作是我们保持共赢的方式。



OUR DESIGNERS 我们的设计师

在HAY,我们始终与全球具有天赋、求知欲、大胆的设计师们紧密合作,并坚信他们也是我们HAY大家庭中的一员。

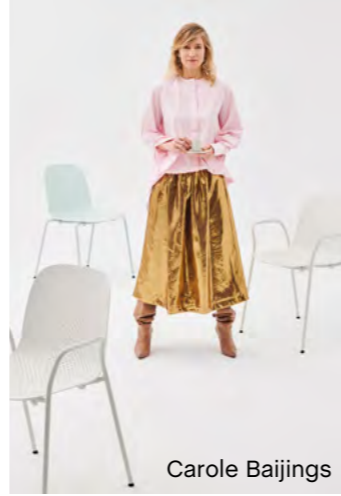




GamFratesi



Ronan og Erwan Bouroullec



Carole Baijings



Doshi Levien



Lex Pott



George Sowden



Shane Schneck



Ana Kraš



Andreas Eng



Stefan Diez



Inga Sempé



Pierre Charpin



Clara Von Zweigbergk



Leon Ransmeier

“您可以感觉到HAY是从一个个人项目开始的……今天，它仍然像是那样。这是最令人赞叹的品牌之一，但当您与他们合作时，感觉仍像是一个小品牌，项目从个人开始，创作自如。”

— Ana Kras



“一个好的项目、一个工业项目，是集体协作的事情。当然，我们是其中的一部分，HAY需要它们，而我們也需要它们。因此，团队至关重要：Rolf和Mette Hay是这里的主心骨，但周围有一支非常专注的团队紧锣密鼓地运作着，他们非常强大。”

— Erwan Bouroullec





A top-down view of a dining table with various items including stacks of plates, napkins, glasses, and silverware. The table is dark grey. On the left, there are stacks of light blue and white plates. In the center, there is a stack of white napkins held together by a black napkin ring. To the right, there is a stack of green napkins. In the foreground, there is a stack of white plates. In the center, there is a red perforated tray with a glass, silverware, and a salt shaker. To the right, there is a green glass bottle and a white bowl. The text "OUR PARTNER-SHIPS" is overlaid in white, bold, sans-serif font on the right side of the image.

OUR
PARTNER-
SHIPS

AND
COLLAB-
ORATIONS



At HAY, we have forged partnerships with some of the world's most innovative companies because we always strive to push the envelope of design, reaching beyond the borders of our own field and trying new things. Every collaboration is different, and each one is unique, but what connects them is that they all exist in the shared space between our foundational sources of inspiration: art, architecture, and fashion.

在HAY，我们一直与世界上最具创新力的一些公司紧密合作，努力突破设计极限，超越自己领域的界限，尝试新事物。每次合作都是与众不同、独一无二的，但它们之间也有共同的关联点：都存在于我们的基本灵感来源——艺术、建筑和时尚三者之间。

For us, working in collaboration with other companies that share our values is a powerful way to generate inspiration. Through dialogues with brands whose experience and expertise covers different ground, we seek to gain new perspectives and ideas that challenge what we think we know or the world as we see it.

于我们而言，与其他公司合作、共享我们价值理念是产生灵感的有效方法。通过与经验和专业知识涵盖不同领域的品牌进行对话，我们寻求获得新的观点和想法，以挑战我们的认知或所见的世界。



SONOS

限量版SONOS ONE, 2018

为了探究声音与家用设计之间的关系，Sonos和HAY一起重新构想了Sonos One便携式音响，该音响原先仅采用黑白设计，而HAY重新为它定义了五款新色。这个限量版产品系列于2018年米兰设计周展览期间在HAY位于Palazzo Clerici的新品发布展上推出，之后通过两个品牌的渠道在限定时间内销售。

IKEA

Ypperlig, 2017

Ypperlig于2017年发布，当时IKEA宜家请HAY为IKEA Collection特别设计一个家具家居用品系列。为了发展这条生产线，HAY和宜家花了多年的时间共同研发，两个团队相互启发并相互学习。Ypperlig系列于2017年在宜家商场上市。



COS

HAY x COS 生活方式合作

COS和HAY已合作多年，当品牌初次见面时，他们在共享价值和美学方面产生共鸣，成为合作的完美起点。自2015年以来一系列的合作中，HAY的产品陈列于整个COS网络，并可通过COS的销售渠道购买。“在HAY，我们看到自己处于时尚与建筑之间，与COS合作让我们觉得自己找到了一个完美的家。” — Mette & Rolf Hay, 联合创始人

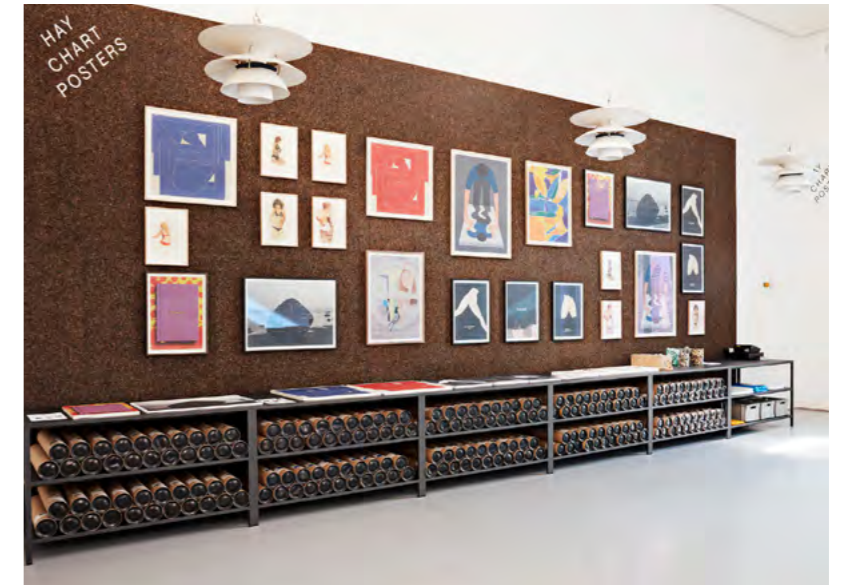


CHART ART FAIR

CHART x HAY 艺术品与艺术家海报, 2017

作为HAY和CHART长期合作伙伴关系的一部分，两个品牌联手推出了一系列限量版的objets d'art(艺术品)和艺术家海报，由CHART画廊的艺术家代表专为该项目而设计。该系列海报于 Chart Art Fair 期间在哥本哈根 Kunsthall Charlottenborg策划展出，并在HAY全球的门店销售。通过这次合作，HAY和CHART希望让艺术能有更广泛的受众。



HAY'S
WORLD:

A
LIVING
HISTORY



HAY began in 2002 as a furniture company with only a few products in the range. In the years since, we have expanded into new categories, incorporating Lighting, Accessories, and Textiles into our offerings.

HAY成立于2002年，最初是一家家具公司，仅提供少数几种产品。在之后几年里，我们扩展了新的类别，将照明、配饰和纺织品纳入我们的产品范围。

After a productive beginning within the European market, we reached out to the Asian market and acquired new opportunities for growth.

在欧洲市场取得了成效之后，我们进入了亚洲市场并获得了新的增长机会。

2018 marked the newest chapter in our development. Motivated by a common goal of bringing HAY's well-designed, affordable products to an ever-broader audience, we joined forces with renowned American manufacturing company Herman Miller to inhabit a solid place on the North American stage and reach yet another market.

2018年标志着我们发展的新篇章，出于将HAY设计精良、价格亲民的产品带给越来越广泛的大众，我们与美国著名的制造公司Herman Miller携手亮相北美舞台，成功开拓了一个全新市场。

"Herman Miller is the perfect partner to expand HAY's position in North America. On a personal level, Herman Miller and the work of Charles and Ray Eames are big reasons we do what we do today, and we are excited to align with a company that shares our sense of purpose and values." — Rolf Hay

" Herman Miller 是扩张HAY在北美市场的理想合作伙伴，在个人层面上，Herman Miller以及Charles和Ray Eames的经营是我们今日作为的重要原因，我们很高兴与拥有共同目标和价值观的公司战略结盟。" — Rolf Hay



OUR STORES





OUR STORES 我们的门店

Like the products we make and the world we live in, our stores are always evolving to reflect our universe. For our very first HAY store on Pilestræde in Copenhagen, we chose to start with a small shop on a busy pedestrian street rather than a traditional showroom, primarily in order to maintain close contact with our end consumers.

就像我们生产的产品以及我们所生活的世界一样，我们的门店始终在更新发展以呈现我们的面貌。我们最早的一家门店，选择了哥本哈根繁忙的步行街Pilestræde上一间小小的商铺，而不是一个传统的展厅，主要是为了与最终消费者维持更密切的联系。

This remains the driving motivation behind every one of our stores as we grow and expand. In 2007, we opened our flagship store, HAY House, in Copenhagen, and today we have a global presence across 4 continents, and we operate 31 HAY stores around the world.

随着我们的发展扩张，这仍然是我们每一家门店背后的驱动力。2007年，我们在哥本哈根开设了旗舰店HAY House，直至今日，我们覆盖了四大洲，在全球拥有31家HAY门店。







