

# & Tradition®



Press Release

Rely HW6 – HW27

Hee Welling

2020

&Tradition launches

# Rely HW6 – HW27

## Hee Welling

### 2020

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**Product category**

Chair

**Production Process**

Shell made from 100% recycled polypropylene with fiber glass and a steel base. HR foam covered with fabric or leather upholstery.

**Environment**

Indoor

**Materials**

Shell is polypropylene with 15% glassfibre. Tube base is made from ø16 steel tubes in a powder coated or chrome finish. The swivel base is made from extruded aluminum, that is polished or powder coated. Upholstered seats are veneer plate with foam

**Seat and Shell Finishes**

White, Black, Light Blue, Stone Grey, Red Brown or Beige. Upholstery available in a variety of fabrics and leathers.

**Base options**

Tube: Chrome, Bronzed, Black  
Swivel: Polished Aluminium, Black, Bronzed  
A-frame: Chrome, Black  
A-frame with link: Chrome

**Design year**

2020

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Introducing Rely, a contemporary chair whose sleek shell is crafted from 100% recycled plastic.

Designer Hee Welling dedicated nearly a year to researching the right materials for his latest piece. The result is Rely, an environmentally-friendly chair whose modern shell is crafted entirely from recycled plastic.

The inventive recycling process – which Welling continues to fine-tune – sees the chair’s black shells crafted from the black plastic panels found in a car’s interior. Because the coloured shells require clear materials that will act as blank canvas, Welling has pioneered a different approach for them, sourcing post industrial waste. After being crushed into small pieces they are mixed with colour and readied for injection moulding.

“When it comes to the environment, we want to do the best job possible with the best materials available,” explains Welling of his decision to prioritize sustainability. This ethos has extended to all aspects of the chair’s design including its construction; should it require a repair, Welling has deliberately made it simple to dismantle so that its lifespan is extended.

Renowned for his signature minimalism, Welling’s latest piece continues his legacy of melding simplicity with practicality. Rely’s understated appearance belies the thorough consideration that has been given to its ergonomic design, with each of its curves developed to provide optimal back support.

“When creating a design with a simple visual expression, the details become extremely important because there’s so much focus on them,” says Welling. “Yet the amazing thing is that when everything – comfort, construction, function, choice of materials, production method, environment and ergonomics – is balanced together, such details slot seamlessly into place.”



&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.

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Intended to suit both public and private spaces, the Rely collection boasts a wide range of options. Its shell is available in an impressive range of contemporary colours, while made-to-order upholstery for the seat and shell is available in a variety of fabrics. Its base comes as fixed or swivel.

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.



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