



## Heller Celebrates the Outstanding Design Achievements of Hlynur Atlason & Atlason Studio

**H**eller has congratulated Hlynur Atlason and Atlason Studio as the recipient of the Cooper Hewitt Smithsonian Design Museum's National Design Award for Product Design. This achievement highlights Atlason's groundbreaking work across a multitude of design disciplines including consumer products, packaging, and furniture

design (a favorite of his areas of expertise here at Heller!). The award is one of the nation's highest honors in the product design category and it celebrates Atlason's history of dreaming up useful, beautiful, and sustainable design.

One of the newest members of Heller's Next Generation of Modern team of rising-star designers, Atlason

is the mastermind behind two of the brand's most recent product launches. A match made in design heaven, Atlason worked closely with Heller CEO John Edelman to fulfill one simple request - create a comfortable, modern lounge chair.

Sharing similar values of innovation, new technologies and timeless design, Atlason delivered two unique chairs with their own story and personality.

Because of its versatility in both form and function, Limbo is at home no matter where you place it. In fact, the name of the chair is derived from the product's identity crisis about whether it belongs inside or out. The wide backrest and gently-angled seat comfortably suit a range of users. Made partially of post-consumer waste and



100% recyclable, the chair is an instant classic that's decidedly modern.

Bluff is inspired by the effects, both short- and long-term, of onshore winds, which create an endlessly-changing series of drifts and dunes—and shape the coastline itself over time. Beautiful from all angles, this indoor/outdoor chair was thoughtfully designed with the user in mind, with drainage built into the seat and a generous amount of space for lounging alone or with a friend. Bluff is made using post-consumer recycled materials and 100% recyclable.

“We are so proud of Hlynur and his team,” said John Edelman, CEO of Heller. “We can't wait to share his new designs with the world and see what other incredible products they create in the future. The sky's the limit for such a talented designer and team.”

**BoF**

