



HEYMAT NOMINATED FOR TWO PRESTIGIOUS DESIGN AWARDS



Norwegian mat company Heymat, founded in 2015, has been nominated for two global design awards in 2019. Heymat had already been nominated for NYCxDDesign in the “Residential Flooring” category, and now it’s confirmed that they have also been nominated for the German Design Awards 2020. Both nominations are for *Heymat+*, a collection of hall mats designed by Oslo-based designer Kristine Five Melvær.

Heymat’s design philosophy involves creating mats for the home that are identical in quality to industrial mats. The brand was founded in Mo i Rana, close to the Arctic Circle in northern Norway, and is still based there. The region is often subject to rough weather, and this is what led founders Sonja Djønnne and Thoralf Lian to create a functional and hardwearing mat for entrance halls, which at the same time boasts a strong design element. In addition to functionality and design, Heymat are also passionate about sustainability. The collection that has been nominated, *Heymat+*, has a pile manufactured from 100 per cent recycled plastic and is backed with hard-wearing nitrile rubber.



The fact that Heymat, a brand that has only been in existence for four years, has already garnered two such prestigious nominations is naturally a source of great pride.

“The Intention behind *Heymat+* is to show that it is possible to produce a sustainable product without having to sacrifice function or aesthetics. The NYCxDesign Awards provide an exceptional opportunity to create awareness about both our product and our ambition to contribute to a more nature-friendly design sector,” says Sonja Djønnø, CEO of Heymat.

The *Heymat+* collection has been designed by Norwegian designer Kristine Five Melvær. Just like Heymat, she believes that you don’t need to compromise when it comes to design and function. *Heymat+* comprises the mats *Sand*, *Sjø* and *Strå*, designed with nature as inspiration, and this is reflected in the three-dimensional design and the choice of colours and product names.



Product information *Sand*

Design: Kristine Five Melvær
 Material: 100% recycled plastic and nitrile rubber
 Size: 60 x 90cm, 87 x 103cm
 Price: From EUR 160

Product information *Sjø*

Design: Kristine Five Melvær
 Material: 100% recycled plastic and nitrile rubber
 Size: 60 x 90cm, 87 x 103cm
 Price: From EUR 160

Product information *Strå*

Design: Kristine Five Melvær
 Material: 100% recycled plastic and nitrile rubber
 Size: 60 x 90cm, 87 x 103cm
 Price: From EUR 160



Product information Stein

Design: Kristine Five Melvær

Material: 100% recycled plastic and nitrile rubber

Size: 60 x 90cm, 87 x 103cm

Price: From EUR 160



About Heymat

Sonja Djønné and Thoralf Lian set up the company in 2015, with the aim of offering decorative designer mats for the home of the same high quality as industrial mats. Thoralf's sound knowledge of mats goes back three generations. When combined with Sonja's passion for interiors and design, Heymat has rapidly established itself as a key element both of the design industry and in Norwegian homes, and it now has the global market at its feet. Our aim is to give every customer a quality product that they can cherish and enjoy for a long time to come. The mats are made from recycled materials and are efficient and easy to maintain. The designs have been developed in collaboration with some of Norway's foremost designers, featuring timeless motifs that ensure visual longevity. Heymat's first collection was launched in 2016, and its mats are now sold in Europe, America and Asia. With their focus on functionality, the environment, modernity and Norwegian design, Heymat products help to create an inviting space to come home to.

www.heyamat.com