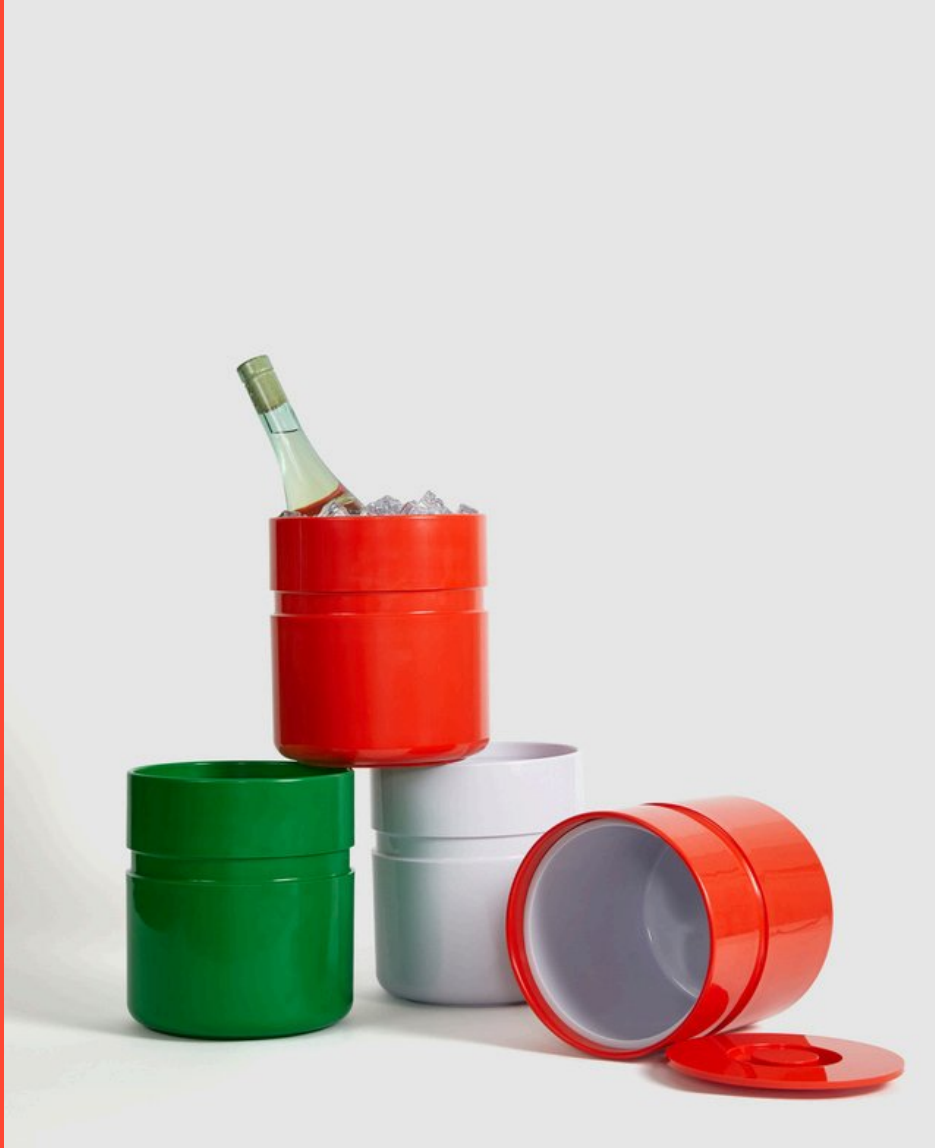


Heller

Hellerware

www.zerooneone.info/Heller

Fall/Winter 2025





MODERN ACCESSIBLE DESIGN

"Since 1971, Heller has worked with some of the world's finest designers. Heller products are beautiful and timeless. Used by leading architects for museums, offices, and restaurants as well as homes."

For over 50 years, Heller has provided leading designers with a platform to exploit new technologies in the design of cutting-edge products and research into innovative manufacturing processes.

Founded in 1971 in New York, the company launched its first product, a line of stackable tableware designed by Massimo Vignelli. Awarded a Compasso d'Oro in Italy, **MAX** is now part of the permanent collection of the Museum of Modern Art in New York. The collection, reissued in 2023, is now available once more.

In 1998, Heller marked the start of its foray into the world of furniture with a real masterstroke: The Bellini Chair, a creation by Mario Bellini, also awarded the prestigious Compasso d'Oro in 2001.

Since then, Heller's success has been built on fruitful partnerships with renowned designers such as Massimo & Lella Vignelli, Philippe Starck, Vico Magistretti, William Sawaya, Frank Gehry and Studio 65.

And that's just the beginning! In its quest for innovation and style, Heller also collaborates with young talent, the designers of tomorrow who are destined to redefine the design landscape. One such collaboration is **SWELL**, the fruit of a partnership begun in 2022 with the talented Anna Dawson.

In 2024, to celebrate the 30th anniversary of **EXCALIBUR**, Heller and Starck are reissuing the iconic toilet brush in 4 new colors, 100% recyclable, in 100% recycled polypropylene for an intelligent, functional and sustainable design.

In 2025, Heller continues its commitment to materials with Worry Free Plastics and unveils two new products: a reissue of the Asti ice bucket (1972), updated in 100% recycled ABS, and the Swell Mini™ by Anna Dawson, a compact version of Swell, a wall-mounted catchall/hook that blends sculptural design with everyday function.



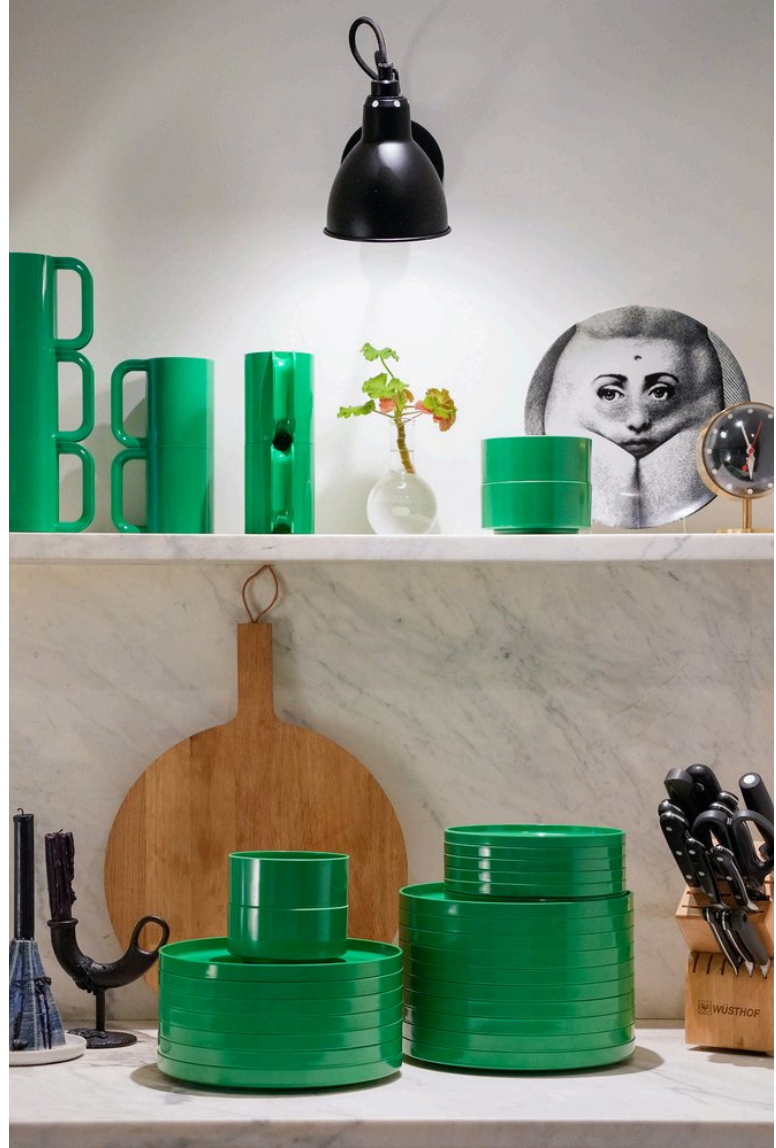


Stackable, colourful and fun, when you look at this elegant tableware, you can't help but smile.

Appreciated the world over, the Max collection was designed by Lella and Massimo Vignelli, described by the New York Times as "a two-person army of designers who share an elegant and intelligent aesthetic."







Max | Hellerware

Design by Lella & Massimo Vignelli, 1964

Mug : diam. 7,3 cm x 10,8 cm

Set of 6

Polystyrene

Bowl : diam. 12,7 cm x 5,7 cm

Set of 6

Melamine

Salad Plate : diam. 19 cm x 1,9 cm

Set of 6

Melamine

Dinner Plate : diam. 24,8 cm x 2,5 cm

Set of 6

Melamine

Available in the original monochromatic version or in the multicoloured variant developed in 1971, in which each piece features a different shade of the rainbow, cleverly interlocking to create a striking display reminiscent of a genuine objet d'art.



Rainbow



White



Black



Green



Orange



Yellow



BPA and BPS free.

Wash before use.

Dishwasher safe.

Not suitable for microwaves, ovens, heat lamps or warming drawers.

When serving hot food, particularly soups and drinks, the temperature should not exceed 82°C.

Made in China.

MAX 1

Dinnerware Set







Max 1 | Dinnerware Set

Design by Lella & Massimo Vignelli, 1964

Heller's Max 1 dinnerware combines modern aesthetics and functionality, ideal for small spaces. In 2024, Heller reintroduces this timeless design in its original color and material. This reissue allows a new generation to discover the sophistication and practicality of Max 1, designed to last.

Max 1 set includes :

6 Maxplates : diam. 24,8 cm x 2,5 cm

6 Maxplates : diam. 19 cm x 1,9 cm

6 Maxbowls : diam. 12,7 cm x 5,7 cm

2 Maxbols with Lids : diam. 12,7 cm x 5,7 cm

1 Maxbowl with Lid : diam. 24,7 cm

1 Maxtray : 36,8 cm x 24,7 cm



Available in white

Material: melamine

BPA and BPS free.

Wash before use.

Dishwasher-safe.

Not suitable for microwaves, ovens, heat lamps or warming drawers.

When serving hot food, especially soups and beverages, the temperature should not exceed 82°C.

Made in China.



MAX 2

Cups & Saucers



Max cups and saucers are back. Their reissue honors the original design by Lella and Massimo Vignelli, with handles creating a semi-circular space, elevating espresso to the status of a luxury product. The curves and clean lines add a refined visual touch, enhancing the tasting experience at home or in the office. Stackable and durable, these timeless pieces, launched in Milan in 1964, remain relevant today and are part of the permanent collections of MoMA and the Metropolitan Museum of Modern Art.

Set includes:

6 cups (diam. 8,5 cm /H. 6,3 cm)

6 saucers (diam. 14,6 cm /H. 0,6 cm)



Available in White and Rainbow

Material: 100% recyclable polystyrene

BPA- and BPS-free

Wash before use

Dishwasher-safe

Not suitable for microwaves, ovens, heat lamps or warming drawers.

When serving hot food, especially soups and beverages, the temperature should not exceed 82°C.

Made in China.



The Swell Wall CatchAll, designed by Californian surfer Anna Dawson, simplifies getting in and out of your home. It lets you hang coats, bags and scarves, while organising keys and wallets in 'cups'.

With a modern design reminiscent of ocean waves, it offers practical storage.

Everything you need is conveniently located in one place and beautifully organised.



SWELL

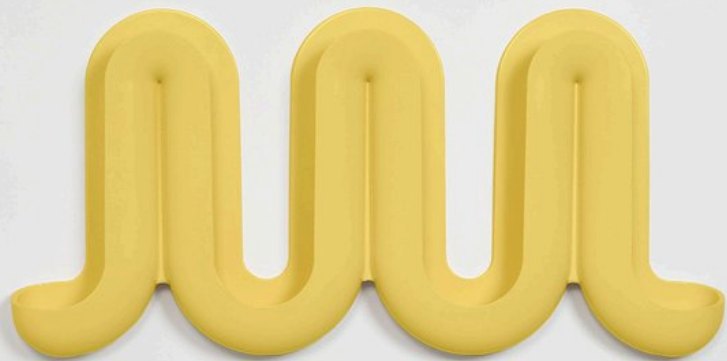
Design by Anna Dawson











Support mural Swell

Design by Anna Dawson, 2022

Dimensions : 73 cm x 7,6 cm x 35,6 cm

Weight capacity : 35,8 kg

Available in 5 colours



White



Black



Blue



Orange



Yellow

100% recyclable ABS plastic.

Made in China.



SWELL MINI

by Anna Dawson





— Compact, clever, and endlessly versatile.

Swell Mini

A compact wall catchall and hook designed by Anna Dawson.

The Swell Mini is a wave of good vibes, signed by Anna Dawson!

Inspired by the original 2022 design, it brings back those beautiful curves in a mini format—clever, compact, and full of style.

Wall hook? Catchall? Both!

It grabs keys, glasses, jewelry, or towels without ever sacrificing style. A small, practical object with a big personality.

In the bedroom, bathroom, or hallway—it fits in anywhere.

Why not one for each family member? Staying organized has never been this fun... or this stylish!

Available in off-white, blue, orange, and yellow.



Dimensions: W19.7 × D7.6 × H16.5 cm

Made from 100% recycled ABS using Worry Free Plastics technology, the Swell Mini is durable, weather-resistant, and free of microplastics at the end of its life.



EXCALIBUR

Design by Philippe Starck, 1995



“

Named after King Arthur's sword, the Excalibur toilet brush features a shield-shaped handle and an elegant design that will have you exclaiming "En garde!". There's nothing wrong with a product that makes you feel like a shining knight as you tackle even the most mundane tasks.



The "EXCALIBUR" Toilet Brush

Design by Philippe Starck, 1995

On February 16, 1995, the New York Home Section ran the headline: "High design for a humble object". Philippe Starck had teamed up with Heller to satisfy a long-held desire, and the result was front-page news.

"I always thought this would be the apotheosis of my career, because designing a toilet brush is the humblest service I can render. We worked very seriously with a vision, with humility and whimsy, and created a useful and timeless product that, thirty years later, continues to proudly serve its purpose with elegance and playfulness. "Ph.S

The new reissue of Excalibur honors the original, timeless design of the toilet brush, which remains part of the permanent collection of renowned art museums such as MoMA and the Philadelphia Museum of Art. However, the new version of Excalibur has been thoughtfully edited with sustainability in mind, as it is now made from 100% post-consumer recycled (PCR) polypropylene.

Height : 42,5 cm

Diam. 12 cm



Available in an updated range of 4 colors, including creamy off-white, neutral light grey, rich chocolate and bright acid yellow.

Material: 100% recycled polypropylene

100% recyclable

Made in China





ASTI

ICE BUCKET

Design by Sergio Asti 1972





ASTI Ice Bucket

Design by Sergio Asti
Heller, États-Unis
Design 1972 / Réédition 2025

The Heller ice bucket, designed in 1972 by Italian architect Sergio Asti, is a classic of minimalist design. Its elegant cylindrical shape, glossy exterior, and integrated handle embody the balance between aesthetics and functionality.

Displayed at the MoMA and in international exhibitions, it has become an iconic object. In 2025, Heller is reissuing it using sustainable materials made from recycled plastics, thereby extending its legacy while addressing contemporary challenges.

Available in white, orange and green.



Dimensions : H20,3cm x D17,8 cm
Capacité : 3 litres

Exterior and lid: 100% recycled ABS, with Worry Free Plastics technology.
Liner: Virgin polypropylene, 100% recyclable.

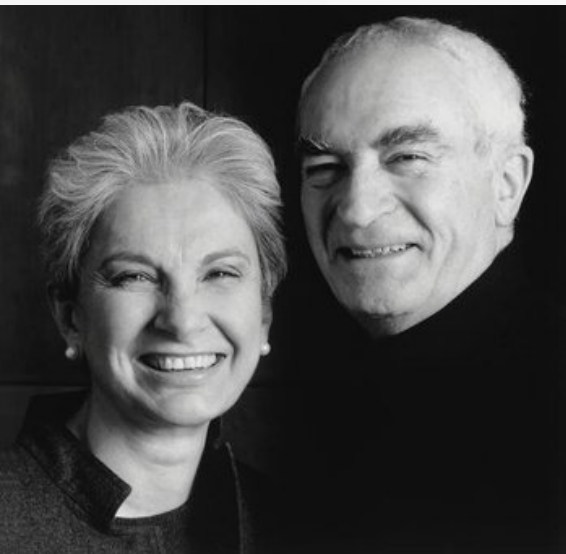


As of April 1, 2025, Heller is partnering with **Worry Free Plastics** to transform the composition of its iconic furniture and certain accessories into a 100% regenerative material, thanks to a patented enzymatic technology. This cutting-edge process, combined with Heller's ethic — creating icons made to last — raises an essential question: can an object designed to stand the test of time leave no trace? The answer : yes.

About Worry Free Plastics

Worry Free Plastics is a patented enzymatic technology integrated into the material during manufacturing. It remains dormant throughout the product's useful life, preserving performance and durability, and activates only at the end of life—in environments such as landfills, industrial composting, soil, or marine settings, where it is consumed by naturally occurring microorganisms.

The material thus returns to nature within a few years rather than centuries, without leaving microplastics, with performance and claims validated by independent tests according to ASTM methods.



THE VIGNELLI DUO

Lella and Massimo Vignelli were an iconic duo who revolutionised the world of graphic design and brought a new approach to creating designs that were both visually stunning and functional.

Throughout their illustrious careers, they left an indelible mark on the design industry with their minimalist aesthetic and innovative use of typography.

"Design is one." – Lella & Massimo Vignelli

edit! The rare essentials have it—these products that are beautiful and practical. We loved these masters of precision and practicality shown on this and the following two pages—so everyday, yet so lovingly special. All spell functional finesse. To start: Massimo and Lella Vignelli (below), international champions in design, seem to exude a radiance to match their glowing glass bakeware and plastic dinnerware, chosen by design-nerd fanaticist Alan Heller to be sold in the U. S. by Heller Design.

the rare essentials

On the Vignellis' ovenproof glass bakeware, the continuous rim is both a handle and a frame for serving. 2 1/2-quart bake dish, \$5.95; nine-inch pie plate, \$5.95; eight-inch square cake dish, \$7.95; deep loaf or pâté pan (not shown), \$4.95; nine-inch casserole dish, \$9.95 for four. Covers for the casserole dishes become au gratin dishes—the top cover is slightly bigger than bottom to lift off easily; the one-quart size, \$7.95; two-quart, \$9.95. Dishwasher-proof dinnerware comes in white, yellow, orange. A 25-piece table service for six. \$49.95, with six cups and saucers, \$10 extra for a set.

PHOTOGRAPH BY
House Beautiful
STYLING

Influential designers Lella and Massimo Vignelli have promoted clarity and coherence in numerous projects. A product of the Castiglione architects in Milan, Massimo absorbed Adolf Loos' principle of global design, from the spoon to the city. Lella, who came from a family of architects, shared this vision. Their book "Design is One" underlines the unity of design with principles of semantic accuracy, syntactic coherence and timelessness. Their careers, particularly their stay in the United States from 1957 to 1960, gave concrete form to their mission of "Better design for a better world". They founded the American branch of Unimark International in 1965, designing distinctive corporate identities for companies such as American Airlines, Ford, Knoll International, and the New York City and Washington DC transport authorities.

Throughout their long careers, Lella and Massimo Vignelli have collaborated, making the most of their different talents, working both together and separately. Massimo was renowned for his ability to perceive possibilities, while Lella excelled in concrete realisation. Their creations can be found in the permanent collections of many prestigious international museums, including MoMA, the Metropolitan Museum of Art and the Cooper-Hewitt Museum. They have received countless awards, Massimo being the winner of most of the world's major graphic design distinctions, while Lella has been honoured for her outstanding achievements in the field of interior architecture. In 2003, they were honoured with the National Design Lifetime Achievement Award.



ANNA DAWSON

Anna Dawson, an accomplished designer and artist based in Brooklyn, New York, finds her inspiration in the effortless fluidity and buoyancy of surfing, a passion born out of her struggles and ultimate love for the sport. Born in Sausalito, California, to architect parents, she learned to see the world through the prism of art and design. Her childhood, a balanced mix of creativity and outdoor exploration, instilled a curiosity that continues to influence her work.

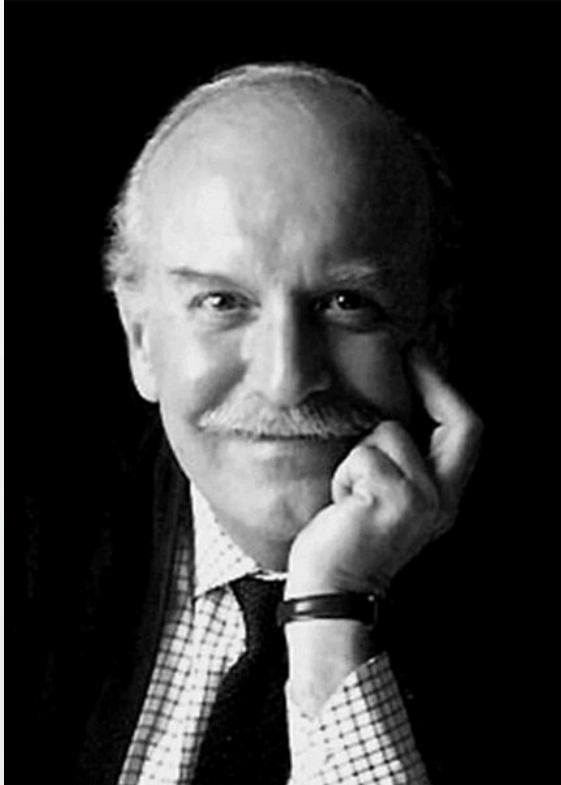
An alumna of Whitman College and the Rhode Island School of Design, Anna honed her skills in photography and furniture design, resulting in a unique style that tells a story of resilience, discovery and a love of nature. Her work celebrates the serendipity of life, in search of the elusive but rewarding feeling of being at one with the natural world. Anna Dawson

PHILIPPE STARCK

This world-renowned designer, with over 10,000 works to his credit, is a tireless advocate of ethical, political and subversive design. For Starck, design is about improving people's lives, not just creating objects or spaces. This philosophy makes him a central figure of "democratic design", aiming to make innovative, high-quality design accessible to all.

Starck, known for his understanding of contemporary change and his innovative imagination, is constantly pushing back the boundaries of design. His creations, ranging from furniture and juicers to revolutionary yachts, space modules, electric bikes and solar boats, embody the idea of being "good" before being beautiful. His works, tinged with humor and creativity, dialogue with society to inspire and engage. Starck advocates positive degrowth and solutions that respect the human and environmental future. His work in technology, such as smart thermostats and wind turbines, demonstrates his commitment to a democratic ecology, putting innovation at the service of society and the environment. He anticipates convergence and dematerialization, creating objects that maximize utility and intelligence.





SERGIO ASTI

A designer who has always been linked to industry. A refined formal research and a skilful use of materials characterize his career. Sergio Asti, after graduating in Architecture at the Polytechnic University of Milan, is active in the furnishing sectors of residential and commercial spaces. And in the study of object design: his creations include lighting fixtures such as the Scafandro table lamp for Martinelli Luce in 1972 or the Daruma glass table lamp by FontanaArte; ceramic products such as the vases of the Toky collection by Superego Edition of 1980; and in crystal such as the set of Mapan glasses in collaboration with the Arnolfo glassware of Cambio, . He is one of the founders of ADI, (Industrial Design Association 1956) of which he is currently an Honorary Member. Assistant at the Polytechnic University of Milan from 1953 to 1958, he taught courses in various Italian, Portuguese, Japanese and American universities. Winner of the Compasso d'Oro award in 1962 with the flower vase of the Macro series for Salviati & C., he received a gold and a silver medal at the XI Triennale. His works are exhibited in several important museums including the London Design Museum (1989), the MoMA in New York (2005), the Philadelphia Museum (2008).

ALAN HELLER

Alan Heller was an American designer and entrepreneur known for his innovative and functional furniture.

He founded Heller Inc. in 1971, which quickly became known for its production of high-quality modern furniture. Heller's designs emphasise simplicity, durability and user-friendliness, and have won numerous awards for their innovation and aesthetic appeal.

Collaborations with leading designers such as Mario Bellini, Frank Gehry and Massimo Vignelli have produced some of the most iconic furniture of the 20th century.

Heller's commitment to quality and innovative design made him a respected figure in the furniture industry. He died in 2021 at the age of 81.

The Heller initiative now thrives under new leadership. A design-focused team, previously instrumental in shaping the influential Design Within Reach stores in the USA is now in charge. The legacy of founder Alan Heller lives on, as the company continues to push the boundaries of contemporary design culture.







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