

# Heller

## The Asti Ice Bucket Makes a Comeback

**New York** - Heller, an industry leader in modern design, has reissued the Asti ice bucket originally designed by Italian architect and designer Sergio Asti in 1972. Asti was tasked by Alan Heller to create a minimalist, highly functional ice bucket to complement the Max dinnerware collection using a similar design language. The final product remains stylish and practical decades later, with a sleek, cylindrical shape featuring a glossy exterior with a handle built into the lid. Adding to its appeal, Asti is wonderfully versatile, with a plastic liner that can be removed to turn the ice bucket into a vase or storage container. The Asti ice bucket quickly became a classic that embodies form and function, often used as an example of how everyday objects become iconic through intelligent design and thoughtful craftsmanship.



The reissued Asti ice bucket's materials have been updated to reflect the need for sustainability. The exterior of the ice bucket and lid are made using 100% post-consumer recycled ABS, and the liner is 100% recyclable virgin polypropylene. Retail price is 65 €.

The Asti ice bucket is included in the permanent collections of the Philadelphia Museum of Art and New Orleans Museum of Art.

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## About Heller

Heller began in 1971 and from the outset has been known for the true meaning of modern. Their timeless, functional designs are created without ego by some of the world's greatest architects and designers —Frank Gehry, Massimo & Lella Vignelli, and Mario Bellini to name a few. Heller products have claimed international recognition with design awards from the Compasso d'Oro to NeoCon and are featured in the permanent collections of the Museum of Modern Art and the Rochester Institute of Technology. Made in America, suited for indoors and outdoors, Heller can be found in homes, restaurants, museums and offices around the world. In 2025, Heller partnered with Worry Free Plastics, continuing their exploration of new technologies to create more innovative, sustainable and transparent manufacturing processes. This technology transforms their already recyclable products into a fully regenerative material, completely free of microplastics at end-of-life. As a proud member of Be Original Americas, Heller continues to champion original design and became the first company to work with the Digby Design Authenticator, guaranteeing authenticity of their designs and sustainability for the future.

## About Sergio Asti

Sergio Asti was an Italian designer and architect, known for his industrial designs for firms such as Artemide, Brionvega, FontanaArte, Gabbianelli, Heller, Knoll, Salviati, and Zanotta. He opened his own design studio in 1956 and went on to win the Compasso d'Oro in 1962 for his glass vase "Marco" manufactured by Salviati, which is now in the permanent collections of the Museum of Modern Art and the Victoria and Albert Museum.

Other designs by Asti include the "Dada" ceramic teapot held in the Philadelphia Museum of Art, "Boca" stainless steel flatware held in the Rhode Island School of Design Museum and the Cooper Hewitt Museum, and the "Daruma" lamp held in the Museum of Modern Art. Although primarily known for his industrial and interior designs, Asti also designed several buildings, including private houses in Brienno and Arenzano, the latter with his frequent collaborator Sergio Favre.

## About Worry Free Plastics

Worry Free Plastics is a patented enzymatic technology embedded into the material during manufacturing. It remains dormant throughout the product's useful life, preserving performance and durability, and activates only in end-of-life environments —such as landfill, industrial compost, soil, or marine settings—where it is consumed by naturally occurring microorganisms. The result is a return to nature in years rather than centuries, without leaving microplastics, with performance and claims validated through independent testing to ASTM methods.

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