

Heller

Swell Mini Makes Its Debut

New York - Heller , an industry leader in modern design , introduces Swell Mini , a compact wall catchall and hook designed by Anna Dawson . Building on Dawson 's 2022 Swell concept, the new piece translates the collection 's signature wave silhouette into a smaller , highly functional format that organizes everyday essentials while bringing a sculptural accent to the wall.

Anna Dawson 's Swell Mini is proof that good design thrives in small spaces . Its wave -inspired curves are both playful and practical, cradling everything from keys to glasses while doubling as a sculptural accent . We love how it transforms everyday routines into joyful interactions with modern design - compact, clever, and endlessly versatile.



Part wall hook, part catchall bowl, Swell Mini is perfectly sized for endless applications around the home . Use one by the bedside to hold glasses or jewelry , two on a bathroom wall for towels and toiletries , or cover your entryway wall with one dedicated to each member of the family . Its playful curves transform everyday organization into a design statement.

Crafted from 100% recycled ABS plastic with Worry Free Plastics technology , Swell Mini is not only durable and weatherproof , but also regenerative and microplastic -free at end -of-life . Available in Yellow , Blue , Off -White , and Orange , it can be purchased in sets of 1, 2, or 4, allowing users to create their own rhythmic “wave” arrangements.

Compact, colorful, and sustainable , Swell Mini proves that even small-scale design can make a big impact.



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. 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 Anna Dawson

Anna Dawson is a Brooklyn-based designer and artist whose work draws on the effortless fluidity and buoyancy of surfing—a passion born from early struggle and an enduring love for the sport. Born in Sausalito, California to architect parents, she learned to see the world through the lens of art and design. A graduate of Whitman College and the Rhode Island School of Design, Dawson trained in photography and furniture design, forging a practice defined by resilience, discovery, and a deep affinity with nature. Her work embraces serendipity and the rare, rewarding feeling of being at one with the natural world.

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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