

HAY to Open First North American Showroom During Fulton Market Design Days



COPENHAGEN, Denmark, June 9, 2025 –HAY, a renowned design brand celebrated for its innovative approach to modern living, will open its first North American showroom during Fulton Market Design Days, taking place June 9-11, 2025. The showroom, part of MillerKnoll's new flagship presence in Chicago's vibrant Fulton Market district, offers a dynamic space for designers, architects, and commercial clients to experience the brand, complementing its existing retail and e-commerce presence in the region.

"The North American market is critical to our global vision, and this showroom gives us the opportunity to forge deeper connections with the design community, and introduce our brand to new audiences," said HAY Founder, Rolf Hay. "Our Chicago showroom reflects the way people live and work today — open, flexible, and inspiring. It's a true expression of our design philosophy, where customers can experience the quality, functionality, and character of our products firsthand."



Located on the third floor of MillerKnoll's new three-story building at 1144 West Fulton, the HAY showroom spans 3200 square feet and embodies the brand's signature blend of contemporary Danish aesthetics and accessible design, infusing the space with distinctive character and warmth. Through exposed brick walls, wooden beams, and expansive windows, the space provides an industrial yet clean backdrop for showcasing HAY's fresh perspective on furniture for a wide range of environments.

The space is organized into four lifestyle zones, each presenting curated lounge and table settings that evoke comfort, ease, and livable design. At the heart of the space, multiple platforms will showcase rotating product displays—an evolving space hosting curated installations, product launches, and design collaborations.



During Design Days 2025, the space will debut several new products, offering an exclusive first look at upcoming releases for the North American market. Featured preview pieces include the Layout Chair by Julien Renault, the Amanta Sofa by Mario Bellini, Annex, a universal table collection by John Tree, and the O2 Lounge Chair and Ottoman by Jonas Forsman. The showcase will also include the Traverse outdoor collection by Erwan Bouroullec, and the X-Line Chair, a 1970s Danish design by Niels Jørgen Haugesen making its North American debut.

With this new space, HAY signals a strategic commitment to the North American market, offering an immersive experience that brings the brand's design philosophy closer to the region's design community.

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About HAY

Founded in Copenhagen in 2002 with the ambition of creating contemporary furniture for modern living, HAY's continued vision is to create high-quality and well-designed products in collaboration with some of the world's most talented, curious and courageous designers. Inspired by the principles of architecture and the dynamic nature of fashion, the HAY brand has found an enthusiastic international audience. Through our commitment to sophisticated industrial manufacturing processes, we strive to make good design accessible. For more information visit www.HAY.com

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