

Heller

VIGNELLI ROCKER

Design: Lella and Massimo Vignelli, 2014

The iconic Vignelli Rocker was the last chair designed for Heller by the late Lella and Massimo Vignelli. It is now back in production by Heller, ready for indoor and outdoor use in homes, hospitality settings, and commercial applications.

John Edelman, CEO, Heller states: “More than any other piece designed by the Vignellis, this is the ideal combination of function and surprise.”

A small footprint and fluid curves create the defined, sculptural shape of an armchair. In addition to its compelling visuals, it is remarkably comfortable. The subtle architecture of its base allows the rocker to gently oscillate, creating a soothing motion.

The Vignelli Rocker will be the first design product from Heller to feature the Digby Design Authenticator (DDA). Each chair will have an individual NFT with a unique identifier that will contain proof of the product’s authenticity as well as Heller’s commitment to sustainable design.



Made in the USA using UV material and weather-resistant nylon, this modern yet timeless indoor-outdoor rocker has a matte finish and is available in red, blue, light grey and black.

Dimensions: 35” H x 34” W x 25” D. Seat is 18” H.

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 the distinction of international design awards from the Compasso d’Oro to NeoCon and are featured in the permanent collection of the Museum of Modern Art and recently, to the permanent collection at the Rochester Institute of Technology. Heller continues to work with new technologies to create innovative products, explore new processes, and create a more sustainable, transparent manufacturing process for the future of design. Made in America, with a strong commitment to sustainability, Heller will take back any of its products (and even pay for shipping) at any time during its lifecycle. Perfect indoor and outdoor, Heller is found in homes, restaurants, museums and offices around the world. We are proud to be the first company to work with the Digby Design Authenticator, guaranteeing authenticity in our designs and sustainability of our products for the future.

Press Contacts:

Beth Dickstein
bde&co.
beth@bdeandco.com

Karen Brooking
bde&co.
karen@bdeandco.com