

HAY × LIBERTY.

Display guide for Retail and Wholesale

HAY

Display overview

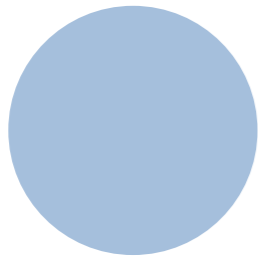
For the launch of HAY x Liberty Matin Lamps, we have prepared two different displays. One is for an area inside the HAY space, and one is a window display. Please choose the option best suited to your HAY area.

Overview of lamps needed for the set-ups.

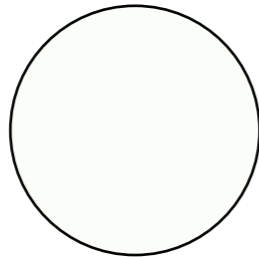
- Matin Table Lamp Ø300 | Cherry Drop, Polished brass
- Matin Table Lamp Ø300 | Ros, Polished brass
- Matin Table Lamp Ø300 | Mitsi, Polished brass
- Matin Table Lamp Ø380 | Ed, Polished brass
- Matin Table Lamp Ø380 | Betsy Ann, Polished brass

Podium in a light colour - preferably white/cream. RAL 9010, gloss 20.
Wall colour - Light blue, NCS 2020-R90B, gloss 5-8.

LINK TO MARKETING MATERIAL



Wall colour NCS 2020-R90B



Podium colour RAL 9010



Matin Shades seen from above

Window display

For the window display, you will need the following:

- Podium x 1 or 2, depending on the size of the window
- Matin Table Lamps x 5
- Foamboard without text (hanging)
- Window foil, 70 x 62 in white

If you have a back wall, we suggest you paint it in the light blue colour indicated in this guide.

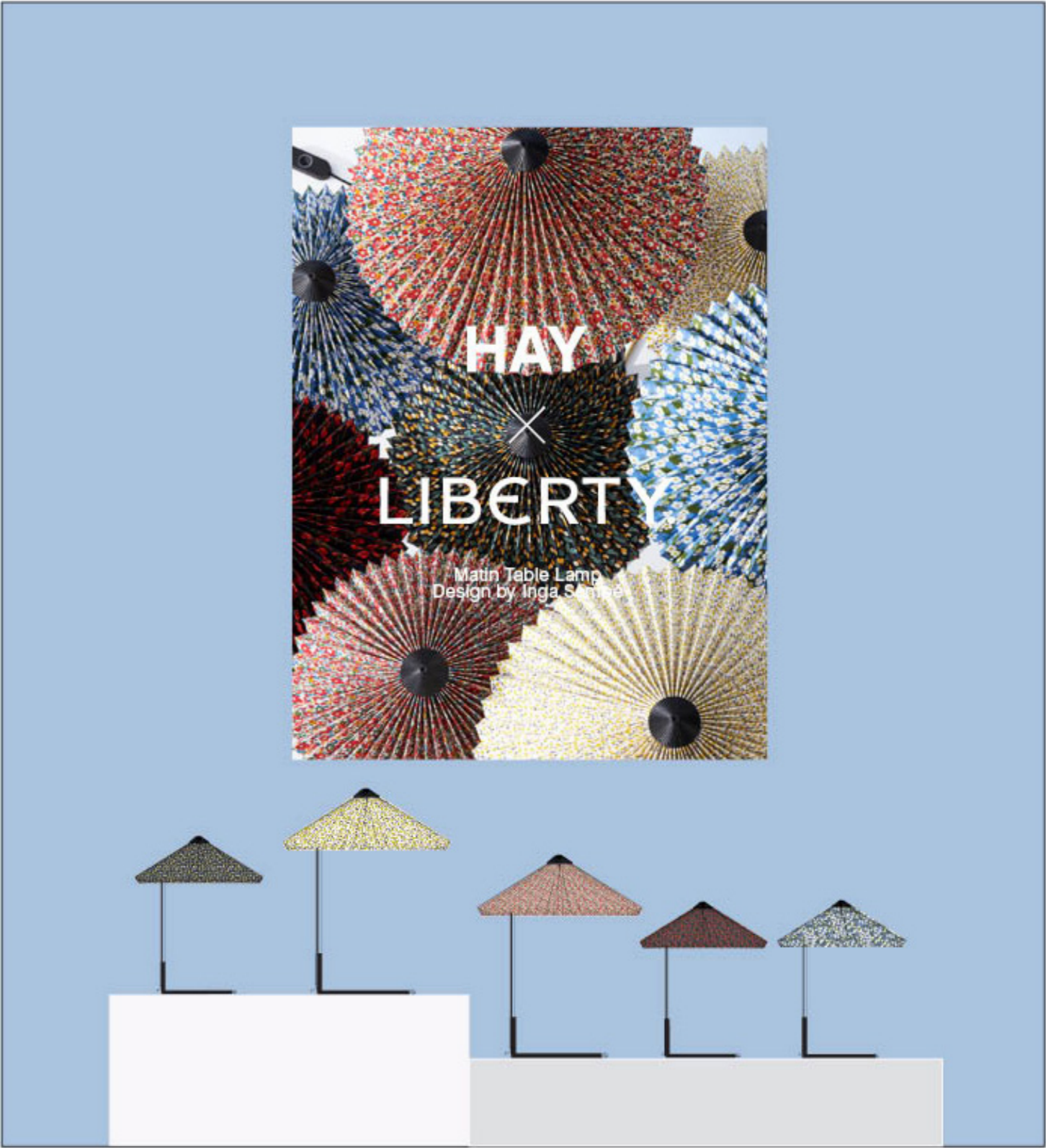
Please ensure the cords are concealed at the back of the podiums.



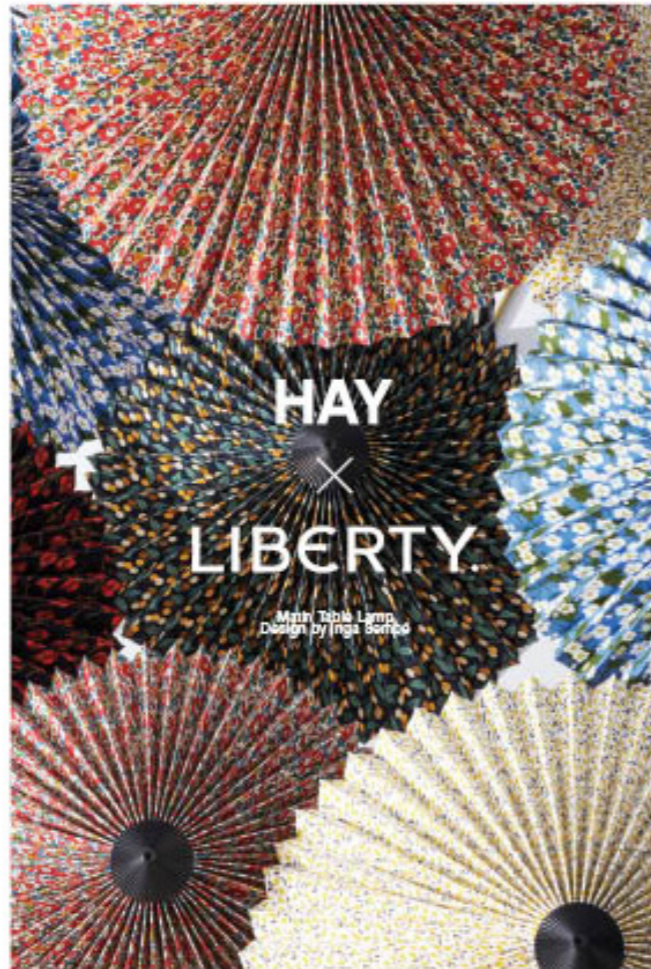
Foamboard, double-sided print – 1000 x 1500 mm

HAY
×
LIBERTY.
Matin Table Lamp
Design by Inga Saneb

Foil for window | White – 70 x 62 cm



Window installation, outside



In-store, Matin display on a podium

Podium for in-store display

For the in-store display, you need the following:

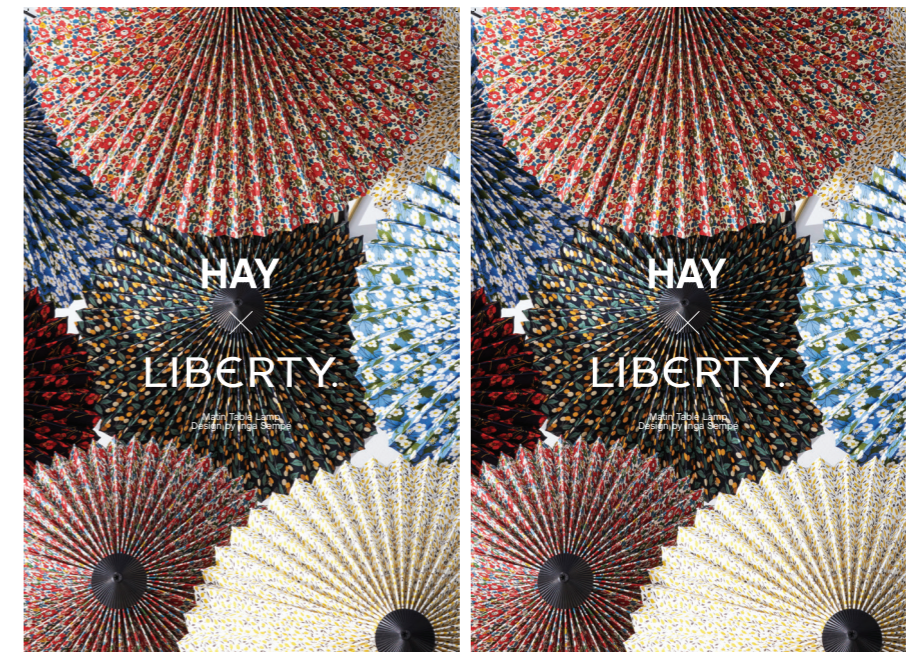
Podium 1 or 2, depending on the size of the display area

Matin Table Lamps x 5

Foamboard with text, double-sided print (hanging)

If you have a back wall, we suggest you paint it in the light blue colour indicated in this guide.

If the podium is freestanding, we suggest you paint it in the light blue colour NCS 2020 R90B, gloss 20.



Foamboard with text, double-sided print (front and back)



Table for in-store display

For this display, you will need the following:

Table (in either oak, red, white, light grey)

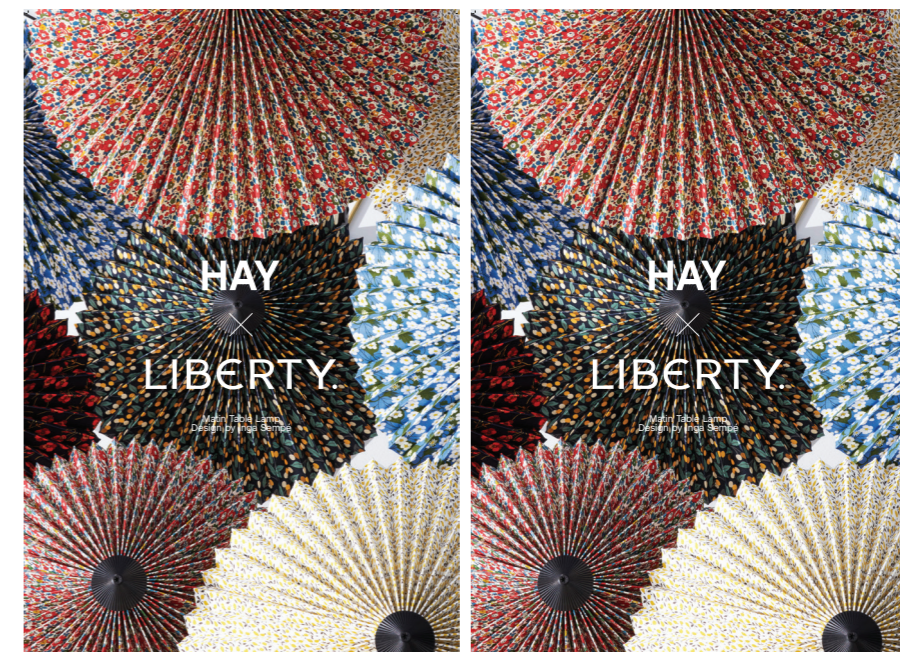
Matin Table Lamps x 5

Foamboard with text, double-sided print (hanging)

If you have a back wall, we suggest you paint it in the light blue colour indicated in this guide.



In-store, Matin display on a Two colour table



Foamboard with text, double-sided print (front and back)



Inspiration from Hay House CPH



Inspiration from Hay House CPH



Inspiration from Hay House CPH



Inspiration from Hay House CPH



Foamboard with text for in-store display

Marketing material

The following print files are available:

LINK TO MARKETING MATERIAL

Foamboard 1000 x 1500 mm HAY x Liberty, double-sided (for window)

Foil for window 42 x 38 cm HAY x Liberty

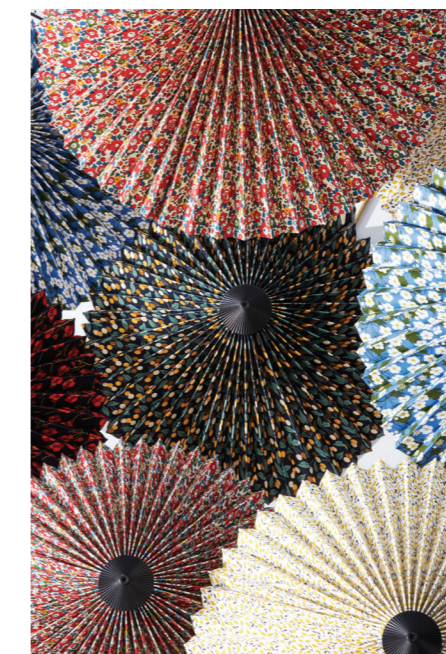
Foil for window 56 x 50 cm HAY x Liberty

Foil for window 70 x 62 cm HAY x Liberty

Foamboard 1000 x 1500mm with text HAY x Liberty, double-sided

A4 sign HAY x Liberty

A5 sign HAY x Liberty



Foamboard without text and window foil