



Max1 Dinnerware Set

Designed by Lella & Massimo Vignelli

Date 1964

Max1 Dinnerware is a small-space solution for serving up the best of modern design. This highly anticipated rerelease of Lella and Massimo Vignelli's iconic dining ware ensures that people with any size space can enjoy the daily pleasure of great design. Max1 stacks up to the test of time making it a must-have for those who appreciate the fusion of modern aesthetics and practicality in their dining rituals.

Max1 was Heller's premier product when the company launched in 1971. The cutting edge design was quickly recognized as a classic in the canon of modern design and added to the Museum of Modern Art's permanent collection. This honor was quickly followed by being awarded Italy's most prestigious design award the Compasso d'Oro. Fifty-three years later Heller is reintroducing Lella and Massimo Vignelli's celebrated design in its original color and material for the ultimate dining experience.

Rereleased spring 2024.



Archival photo

SET CONTAINS

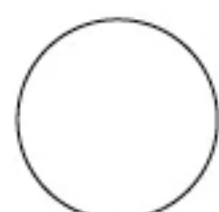
Eight 5" maxbowls / Two 5" maxbowl lids
One 9.75" maxbowl / One 9.75" maxbowl lid
Six 9.75" maxplates
Six 7.5" maxplates
One 9.75" x 14.5" maxtray

ASSEMBLED SIZE

HEIGHT 9.5"
WIDTH 14.5"
DEPTH 10"

PACK 1 set per carton/per color

MATERIAL Melamine
DISHWASHER SAFE
STACKABLE DESIGN
INDOOR-OUTDOOR



White