

Max 1

Heller compact stacking dinnerware

20 Highlights

Winning a Compasso d’Oro in Italy, the Vignellis’ **Max 1** is a utility chic staple of the 1960’s. The Max 1 tableware set – here accompanied by the later launched, MaxMug – features the Vignelli Duo’s clean lines, creating a product that was aimed to meet versatile needs. This period presented designers with a lot of new, different materials and techniques yet to be explored, melamine being a famous one of them. The plastic allowed this set to be stackable, light, durable and dishwasher safe, in addition to it, presenting the manufacturers with endless color possibilities – the set’s later rainbow version is an example of that. The material and production conveniences turned tableware plastic design into a more common and popular thing now and designers had a chance to apply their problem-solving skills into many different aspects of a household.

Author·s	Lella Vignelli, Massimo Vignelli
Year of creation	1964
Editor	Heller

Typology	Dishware
Materials	MF
Colors	Yellow
Inventory number	PLAS.0494
Status	Not exhibited