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SPOTTED, LOVED, SAVED

Iconic Hellerware

Colorful, stackable, durable, and instantly recognizable—these humble dishes from the 1960s have major staying power.

A small lip on the bottom holds the straight-sided pieces in tall, tidy columns to maximize storage space.



You've probably seen it in vintage shops or your cool aunt's kitchen, or at major modern retailers. This stackable melamine dishware was introduced in 1964 and won its Italian creators—husband-and-wife architect/designer team Lella and Massimo Vignelli—the prestigious Compasso d'Oro award for industrial design. But the pieces fell out of production by the end of the '60s, and that's where the Heller name comes in. Designer Alan Heller spotted the dishes in an exhibit and tracked down the Vignellis to reintroduce the line as the first product from his new company. Now commonly known as Hellerware, it's been a mod staple ever since. ■

Max Dinnerware,
from \$60 for set of 6;
hellerfurniture.com

