

DESIGN BY GUDMUNDUR LUDVIK

HAY

BACKFLIP CHAIR

HIGHLIGHTS

- Folding wooden chair balancing comfort, aesthetics, and performance
- Stable in use, compact when folded for easy storage or hanging
- Smooth, single-handed folding and unfolding by rotating the backrest
- Optional wall bracket for convenient hanging
- Available in natural beech and a range of coloured finishes
- Suitable for a wide variety of private and public environments
- Qualified for contract use



BACKFLIP CHAIR

DESIGN BY GUDMUNDUR LUDVIK

Designed by Gudmundur Ludvik, Backflip is a flexible versatile chair for everyday use, its design allowing it to be easily stored, hung, or brought out and placed as needed, without compromising on comfort or appearance. Balancing aesthetics and technical performance, it is shaped by a clear focus on function and ergonomics, with form emerging from its materials and construction. Crafted in solid wood with a moulded plywood backrest, its simple appearance conceals a refined mechanism within the backrest, allowing the chair to fold and unfold in a smooth motion – bringing flexibility and ease of use. Available in natural beech in a range of coloured finishes, it fits easily into both private and public settings, for daily or occasional use.

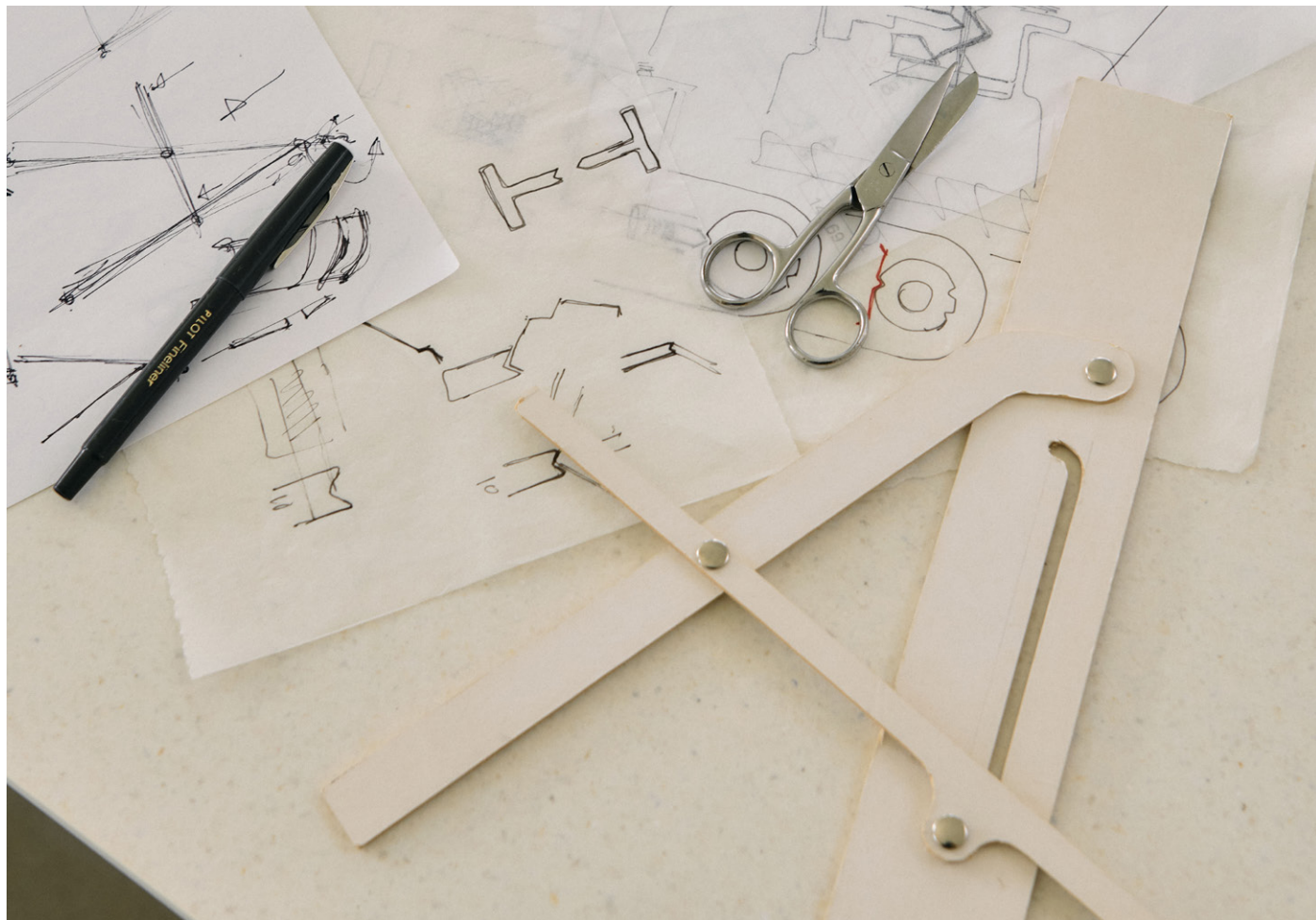
Gudmundur Ludvik Gretarsson (b. 1970) is an Icelandic designer based in Vejle, Denmark. His work is rooted in Scandinavian traditions and a process-led approach focused on simplicity, material clarity, and functional integrity. Today, he runs his own studio, designing furniture and objects spanning craft, art, and design. For HAY, Gudmundur Ludvik has designed the Backflip Chair.



Gudmundur Ludvik



Backflip Chair family | Folded







Backflip Chair | Cedar green semi-transparent water-based lacquered beech
 Backflip Chair | Cloud blue semi-transparent water-based lacquered beech



Backflip Chair | Cloud blue semi-transparent water-based lacquered beech



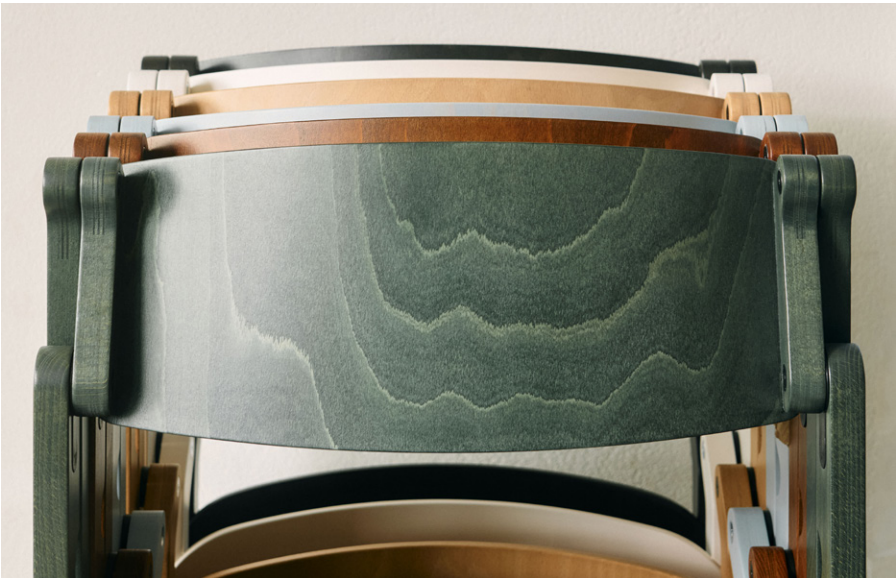
Backflip Chair | Anthracite semi-transparent water-based lacquered beech



Backflip Chair | Cedar green semi-transparent water-based lacquered beech



Backflip Chair | Cream white semi-transparent water-based lacquered beech
 Backflip Chair | Cedar green semi-transparent water-based lacquered beech
 Backflip Chair | Cloud blue semi-transparent water-based lacquered beech



MATERIALS

SEAT & BACKREST
Plywood core with beech veneer

LEGS
Solid beech

FOLDING MECHANISM
Innovative and invisible folding mechanism that locks the chair in either folded or unfolded position

GLIDER
Plastic. Standard on all variants. Suitable for all flooring types that are not too sensitive

WALL BRACKET
Solid beech in anthracite or golden. Wall bracket for hanging up to two chairs

COLOUR & FINISH

Please note that the colours are indicative



Golden
semi-transparent
water-based lacquered
beech



Bronze
semi-transparent
water-based lacquered
beech



Cedar green
semi-transparent
water-based lacquered
beech



Cloud blue
semi-transparent
water-based lacquered
beech



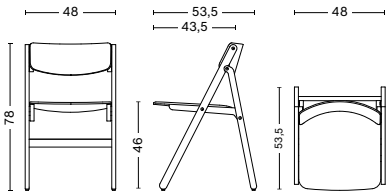
Anthracite
semi-transparent
water-based lacquered
beech



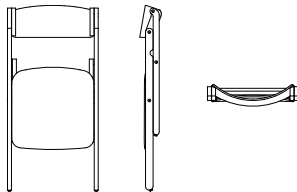
Cream white
water-based lacquered
beech

Please note that Wall Bracket is available in anthracite and golden.

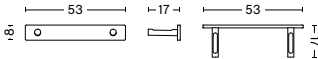
DIMENSIONS



BACKFLIP CHAIR
Width 48 cm
Depth 53,5 cm
Height 78 cm
Seat height 46 cm
Seat depth 43,5 cm
Weight 5 kg

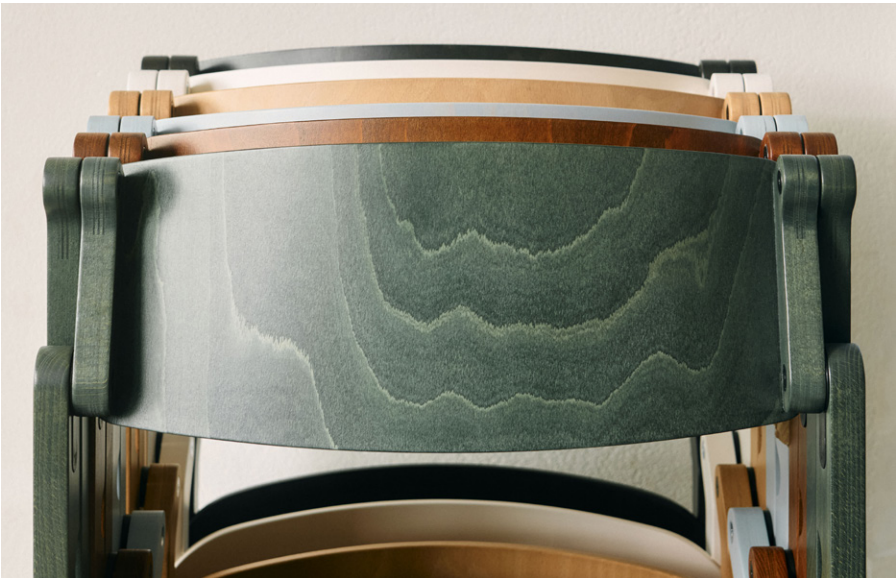


BACKFLIP CHAIR | FOLDED
Width 48 cm
Depth 10 cm
Height 97,5 cm



WALL BRACKET FOR BACKFLIP CHAIR
Width 53 cm
Depth 1,5/17 cm
Height 8 cm
Weight 0,65 kg

Wall bracket for hanging up to two chairs



PRODUCT INFORMATION

DESIGN YEAR
2026

COUNTRY OF ORIGIN
China

OPTIONS
Felt gliders for wooden floors

WARRANTY
HAY provides a 10-year product warranty. Please contact the HAY sales team for further information about the warranty terms and conditions.

CARE & MAINTENANCE
Our Care & Maintenance offers guidance for optimal maintenance of your HAY product.
[LINK TO CARE & MAINTENANCE](#)

CERTIFICATES & TESTS



FSC® MIX 70%
Made from FSC®-certified wood
and other controlled materials.

EN TEST
IN PROCESS
EN 16139 - L2
Non-domestic seating



IN PROCESS
EU ECOLABEL

SUSTAINABILITY

At HAY, we believe good design should stand the test of time. That principle shapes the decisions we make – from the materials and suppliers we work with to the certifications we pursue to ensure our products meet recognised standards. We use recycled content where possible, FSC®-certified wood (FSC-C148805), and bio-based foam that helps lower our products’ overall carbon footprint. We are also increasing the number of products certified with the EU Ecolabel and the Nordic Swan Ecolabel, reflecting our ambition to make lower-impact choices across our assortment. HAY follows strict regulatory requirements, and most of our products are tested to meet international standards for strength, durability, and safety.
[LINK TO FURNITURE WITH AN ENVIRONMENTAL FOCUS](#)

DOWNLOADS

Packshots and lifestyle photos, 2D / 3D files, care and maintenance, instructions, test certificates, product fact sheets, and product presentations are available in our Digital Library at hay.com.
[LINK TO DIGITAL LIBRARY](#)