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September 19

# PRESS RELEASE

**Jaime Hayon is the Guest** **of Honour 2017**

*Spanish artist and designer Jaime Hayon, known for his playful expression and versatile production, has been given the assignment to create an exhibition in Stockholmsmässan’s Entrance Hall. This is the 14th time the Stockholm Furniture & Light Fair is inviting a well-**respected international designer to create an installation.*

Jaime Hayon was born in Madrid in 1974. After studying industrial design in Madrid and Paris he joined Fabrica – the Benetton-funded design and communication academy in Italy- in 1997 where he directed the design department until 2003. Jaime Hayon set up his own studio practice in the year 2000 and dedicated himself fully to his personal projects from 2003 onward.

“We think that Jaime Hayon is one of today's most exciting and unique designers. He works in the boundary between art and design and we admire the breadth of his production, which includes everything from watches to furniture and interior design. We look forward to seeing his playful expression, spiced with humor and innovation, portrayed in an exhibition. We are convinced it will inspire, challenge and be appreciated by our visitors,” says Cecilia Nyberg, Project Area Manager for Stockholm Furniture & Light Fair.

Jaime Hayon is pushing the limits in several mediums and areas of use. This has resulted in collections for different types of customers. He has collaborated with glass and pottery companies such as Baccarat, Lladró and Choemon and created furniture for Fritz Hansen, Magis, Ceccotti, & Tradition and Moooi, to name a few. He has designed accessories for Bosa, Paola C, Cassina, Gaia & Gino and The Rug Company. In 2013, he designed his first watch collection for OROLOG. These collections have put Jaime Hayon at the forefront a new wave of creators that blurred the lines between art, decoration and design and a renaissance in finely-crafted, intricate objects within the context of contemporary design culture.

"I have always been a huge fan of the Stockholm Furniture & Light Fair as it brings together the best of the industry in a very special way. I feel great respect for this event and to be invited as the Guest of Honour for the upcoming edition is a privilege,” says Jaime Hayon.

Jaime Hayon also designs the interior of hotels, restaurants and retail establishments throughout the world. These have become platforms for which he can create special objects and both functional and non-functional elements. His most recent restaurant, Le Sergent Recruteur in Paris, as well as several jewellery shops for Nirav Modi in India, Hong Kong and New York are all good examples of Hayon’s interior design.

Jaime Hayon has also held a number of exhibitions and installations around the world like FUNTASTICO, a retrospective of his artistic work shown recently at the Groninger Museum and the Holon Design Museum in Tel Aviv. He has won many prestigious awards, including ‘Best Designer‘ 2016 at the ELLE Deco International Awards, ‘Best Installation’ by Icon Magazine and ‘Designer of the year’ for AD Russia 2009. Time Magazine included Jaime Hayon as one of the 100 most relevant creators of these times and Wallpaper magazine has listed him as one of the most influential creators too. Jaime Hayon’s main interest is to find challenges and new perspectives continuously. He currently has offices in Italy, Spain and Japan.

Previous Guests of Honour include Patricia Urquiola, Ronan and Erwan Bouroullec, Naoto Fukasawa, Konstantin Grcic, Giulio Cappellini, Ineke Hans, Paul Smith, Arik Levy, Inga Sempé, Oki Sato/Nendo, GamFrates, Ilse Crawford and Barber & Osgerby.

Stockholm Furniture & Light Fair will be held on February 7-11, 2017 at Stockholmsmässan.

*For more information, please visit* [*www.stockholmfurniturefair.com*](http://www.stockholmfurniturefair.com/) *or contact:*

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*Stockholm Furniture & Light Fair is the world’s largest meeting place for Scandinavian furniture and lighting design. Domestic and international visitors will find the most comprehensive selection of Scandinavian furniture, office furnishings, design, textiles, lighting and other interior furnishings for both homes and public spaces. Stockholm Furniture & Light Fair runs in parallel with Stockholm Design Week.* [www.stockholmdesignweek.com](http://www.stockholmdesignweek.com)