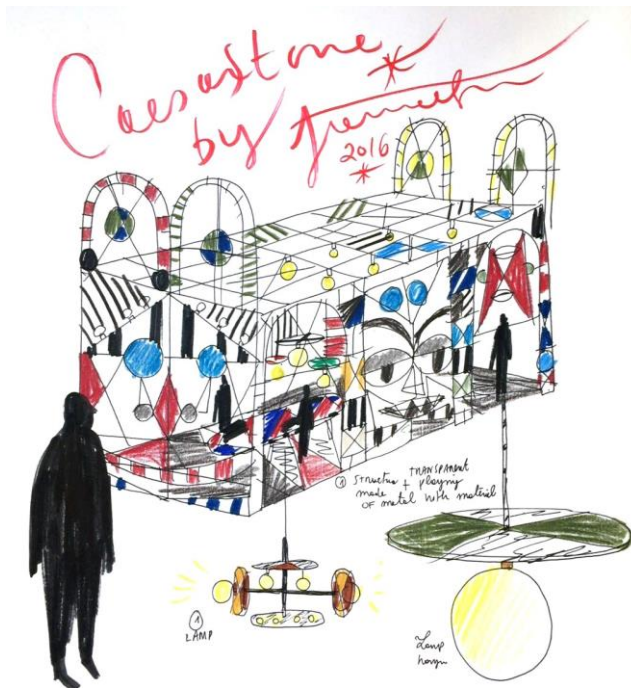




Caesarstone presents: *Stone Age Folk* by Jaime Hayon

*An architectural installation for
Fuorisalone 2017, Milan*

Palazzo Serbelloni
Corso Venezia 16, Milan
April 3rd-8th 2017, 10am - 7pm
Press preview: Monday, April 3rd, from 12:00-14:00



Stone Age Folk, Milan installation – Sketch by Jaime Hayon



Face cabinet at Interior Design Show, image by Vicky Lam

February 2017: Leading quartz manufacturer **Caesarstone** returns to Palazzo Serbelloni to unveil "**Stone Age Folk**" by **Jaime Hayon**, the pinnacle event of their year-long collaboration with the world renowned Spanish designer for the 2017 Designer Collaboration Programme. Inspired by flora, fauna and folklore from different cultures, Jaime Hayon designed an architectural pavilion, which references **the famous Crystal Palace built in Hyde Park, London for the Great Exhibition of 1851**, combining over 48 Caesarstone colours with metal and stained glass.

Within the historical backdrop of the Palazzo's Ballroom, Caesarstone's quartz material is meticulously handcrafted and implanted into the metal frame of the pavilion as a precious jewel within Hayon's whimsical Caesarstone universe. Employing traditional high-end stone marquetry and stained glass window techniques, the designer is imbuing the space with his eccentric spirit and artistry to create a fantasy world made of different colours, forms and shapes. This fantasy world is inspired by the natural environment, the animal kingdom, and folklore of different cultures, ranging from Hungarian myths to African tribal influences.

Tribal masks and Hayon's signature clowns faces are featured on large-scale wall panels and presented alongside playful carousels made of Caesarstone, furniture pieces and light fixtures. Further demonstrating the versatility of Caesarstone's material, through the lively, visionary eyes of the designer, dining tables, small coffee tables and cabinets become bird-like characters and animated faces. Together, all the pieces contribute to the kaleidoscopic feel of the installation and enable the visitor to playfully interact with the material in a fresh, unexpected way.

"We are honoured to collaborate with imaginative, boundary-breaking designer Jaime Hayon for this year's Milan installation. We are especially drawn by the way he uses Caesarstone as a key element of his whimsical universe. His all-immersive plunge into experimenting with Caesarstone materials further emphasises the boundless possibilities of using our premium surfaces and the way these can inspire unexpected creations in the world of design." **Eli Feiglin, VP of Marketing at Caesarstone**

"The underlying idea behind the collaboration was to raise the Caesarstone material to another level and accentuate its noble qualities. This proved to be a really interesting inspiration, using the Caesarstone quartz in an artistic context, and exploring new ways that bring a luxurious quality to the material. In Milan I want to show how flat surfaces can come to life and that you can build something amazing with Caesarstone and accomplish results that are really beautiful." **Jaime Hayon, Designer**

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For media enquiries and further information, please contact: Diana Rabba, diana@jacobperes.com

Notes to Editors:

Since its launch in 2013, Caesarstone's **Designer Collaboration Programme** has pushed the frontiers of experiential design with works from nendo studio, Raw Edges, Philippe Malouin and Tom Dixon.

This year marks Caesarstone's 30th anniversary and a continued commitment to their high quality surfaces and design innovation.

About Caesarstone

Caesarstone manufactures high quality engineered quartz surfaces, which are used in both residential and commercial buildings as countertops, vanities, wall cladding, floors and other interior surfaces. The wide variety of colors, styles, designs and textures of Caesarstone® products, along with Caesarstone's inherent characteristics such as hardness, non-porous, scratch and stain resistance and durability, provide consumers with excellent surfaces for their

internal spaces which are highly competitive to granite, manufactured solid surfaces and laminate, as well as to other engineered quartz surfaces. Caesarstone's four collections of products — Classico, Motivo, Concetto and Supernatural — are available in over 50 countries around the world. www.caesarstone.com

About Jaime Hayon

Spanish artist-designer Jaime Hayon was born in Madrid in 1974. His artistic vision was first fully exposed in the 'Mediterranean Digital Baroque' and 'Mon Cirque' installations. These collections put Jaime at the forefront a new wave that blurred the lines between art, decoration and design and a renaissance in finely-crafted, intricate objects within the context of contemporary design culture. Jaime further defined his vision in subsequent solo exhibitions and shows at major galleries, and design and art fairs all over the globe. His wide client base spans diverse functions and mediums, including domestic furniture for b.d. barcelona, Cassina, Fritz Hansen, &Tradition, and Magis; lighting fixtures for Parachilna, Metalarte and Swarovski; and sophisticated objects for Bisazza, Lladró and Baccarat. He has also executed complete interiors for leading hotels, restaurants and retail establishments worldwide. Jaime currently resides in Valencia, with offices in Barcelona and Treviso (Italy). His work has appeared in the most prestigious art and design publications worldwide. He has won numerous awards, including multiple Elle Decoration International Design Awards, included by Wallpaper Magazine in its "Top 100" list and recognized by the magazine as one of the most influential creators of the last decade, and lauded as a "visionary" and one of the most creative icons by Times magazine. www.hayonstudio.com