



FOR IMMEDIATE RELEASE

April 2017

# 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 – 6.30pm



Caesarstone presents Stone Age Folk by Jaime Hayon – image credit to Tom Mannion

**April 2017:** Unveiled today at the neoclassical Palazzo Serbelloni, leading quartz manufacturer **Caesarstone presents "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.

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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 40 Caesarstone colours with metal and stained glass.

Within the historical backdrop of the Palazzo's Ballroom, Caesarstone's quartz material was 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 imbued 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, handcrafted 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 became 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.

*"The kitchen space is continuing its journey to the centre of the home and, what used to be the family's meeting point, is turning out to be a "future living room", a place where we entertain and host. As such, I feel that the kitchen space will become more expressive and personal and we will see designers and consumers' increasing adoption of maximalism and material richness to confer a unique and personal look and feel to the kitchen. We are inspired by the visionary work of Jaime and the way this demonstrates the 'boundless boundaries' of our materials and their application. I am proud to work for a company that creates a product that generates emotions."*

**Raanan Zilberman, CEO of Caesarstone**

*"A combination of art, design and architecture, this kaleidoscopic installation will be something that visitors have never seen before. There is a strong element of surprise in the visible contrast between the Napoleonic, marble-made palace and this beautiful pavilion, made with 21<sup>st</sup> century Caesarstone's quartz. Visitors entering this fantasy world will see the Caesarstone material perform in a way that incites new levels of creativity and have an amazing visual image of its 'arty' and luxurious qualities. I hope, with this very graphic and folkloric installation, to put a smile on people's faces and compel them to think that they are in Milan for the furniture fair, but they have just seen a 'funtastico' world."* **Jaime Hayon, Designer**

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**Notes to Editors:**

**Hashtag: #csmilan2017**

**Website: [jaimehayon.caesarstone.com](http://jaimehayon.caesarstone.com)**

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 30<sup>th</sup> anniversary and a continued commitment to their high quality surfaces and design innovation.

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## About Caesarstone

Caesarstone is a publicly traded company on the NASDAQ. The company's surfaces and products are sold in over 48 countries worldwide. Established in 1987, Caesarstone pioneered the original quartz surface and continues to be a leading developer and manufacturer of premium surfaces. Caesarstone surfaces consist of up to 93% quartz and utilize advanced technologies and proprietary know-how. The surfaces are highly functional, design forward and have endless application possibilities including kitchen bench tops, bathroom vanities, flooring, wall paneling, furniture and more.

With diverse collections – Classico™ and Concetto® there is no limit to choice. The unique and rich variety of colours and patterns gives each customer the ability to find their 'ultimate surface' and create their own unique interior environment. Caesarstone's extensive designs are constantly evolving and developing to meet the latest world trends and the highest level of international quality standards.

Caesarstone® quartz surfaces are available across all states of Australia and also New Zealand.

[www.caesarstone.com.au](http://www.caesarstone.com.au)  
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## 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](http://www.hayonstudio.com)

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