

FOR IMMEDIATE RELEASE

NOVEMBER 2016

**Design Museum Holon unveils Jaime Hayon's "Face Mirror", uniquely created for the Museum, at Funtastico Exhibition
30 November 2015 to 30 April 2016**

The exhibition covers the last 10 years of work by Jaime Hayon and includes "Face Mirror", a large scale unique wall hanging mirror constructed using Caesarstone marquetry.



Image by Liah Chesnokov

To mark the Design Museum Holon's 5th anniversary, Jaime Hayon created a unique design piece for the Museum's permanent collection as part of the most extensive solo show of his work to date. Kindly donated to the Museum by Caesarstone, a developer and manufacturer of premium quartz surfaces, this was exclusively added to the show and reflects Hayon's passion for giant primitive masks, evoking ancient history and an animal-like shape.

"What this piece tries to show is the character, heaviness and the direction of the material. It is both a functional and sculptural piece. In reality, though, the Mirror is a mask, because it represents a type of culture and I wanted it to reflect my own cosmos. Every culture, folklore and civilization has masks, which makes me wonder: what would happen if you found a mask 2000 years from now? People have interpreted masks in different ways throughout history. This piece incorporates my own aesthetic for it. Masks are usually envisaged as something behind which you cover yourself. Instead, this piece is both a mask and a mirror. People can both cover behind the mask, whilst at the same time reflect themselves with it. The playfulness of it becomes interesting and a source of curiosity." - Jaime Hayon, Designer

New South Wales
Head Office, Showroom & Warehouse
Unit 3/1 Secombe Place,
Moorebank NSW 2170

Showroom
84 O'Riordan Street
Alexandria
NSW 2015

Victoria
Showroom & Dist. Centre
57 Corporate Drive
Heatherton
VIC 3202

Queensland
Showroom & Warehouse
26 Business Street
Yatala QLD 4207

Build & Design
Centre Brisbane
66 Merivale Street
South Brisbane
QLD 4101

Western Australia
Showroom
Home Base EXPO, 55
Salvado Rd, Subiaco
WA 6017

Warehouse
14-18 Quantum Link,
Wangara WA 6065

South Australia
Warehouse
214 Victoria Road
Largs Bay SA 5016



"True to its vision to serve as a leading hub for innovation in the field of design and commitment to pioneering a creative arena for the exploration and examination of design principles and interpretations Design Museum Holon embraced the opportunity to create an original new work with Jaime Hayon. This is the first time the museum is working together with an international leading designer especially to create a new piece for the museum collection. The fact that the third partner in this creative triangle is a cutting edge and innovating Israeli company, Caesarstone, make this project even more exciting." – Galit Gaon, Design Museum Holon Chief Curator

On view from 30th November 2015 until 30th April 2016, the Funtastico Exhibition covers the last 10 years of work by Jaime Hayon. One of the leading designers of our generation, he works at the confluence of design and art, creating his own fantastic worlds in a style that may be portrayed as 'baroque', 'eclectic' or 'surrealistic'.

The exhibition presents product, furniture and interior design pieces including the iconic *Green Chicken*. This work was created for the Shanghai show 'Contrasts and Contradictions: Chapter 1' (2006) raising the design vs. art dispute of creativity being limited by functionality. *The Tournament* – a colossal chess set handcrafted and handpainted by Hayon – is another prominent exhibit. Inspired by the Battle of Trafalgar, the piece was built for the Design Festival London (2009).

The exhibition is organised by the Groninger Museum, the Netherlands. Curators: Mark Wilson and Sue-an van der Zijpp.

For more information please visit www.caesarstone.com.au

.....END.....

For more information on Caesarstone products please contact:

Linda Hannah, Marketing Communications Manager
 M: 0408 973 276
 E: linda.hannah@caesarstone.com.au

New South Wales
 Head Office, Showroom & Warehouse
 Unit 3/1 Secombe Place,
 Moorebank NSW 2170

Showroom
 84 O'Riordan Street
 Alexandria
 NSW 2015

Victoria
 Showroom & Dist. Centre
 57 Corporate Drive
 Heatherton
 VIC 3202

Queensland
 Showroom & Warehouse
 26 Business Street
 Yatala QLD 4207

Build & Design Centre Brisbane
 66 Merivale Street
 South Brisbane
 QLD 4101

Western Australia
 Showroom
 Home Base EXPO, 55
 Salvado Rd, Subiaco
 WA 6017

Warehouse
 14-18 Quantum Link,
 Wangara WA 6065

South Australia
 Warehouse
 214 Victoria Road
 Largs Bay SA 5016



Note to Editor

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

1300 119 119

New South Wales
Head Office, Showroom & Warehouse
 Unit 3/1 Secombe Place,
 Moorebank NSW 2170

Showroom
 84 O'Riordan Street
 Alexandria
 NSW 2015

Victoria
Showroom & Dist. Centre
 57 Corporate Drive
 Heatherton
 VIC 3202

Queensland
Showroom & Warehouse
 26 Business Street
 Yatala QLD 4207

Build & Design Centre Brisbane
 66 Merivale Street
 South Brisbane
 QLD 4101

Western Australia
Showroom
 Home Base EXPO, 55
 Salvado Rd, Subiaco
 WA 6017

Warehouse
 14-18 Quantum Link,
 Wangara WA 6065

South Australia
Warehouse
 214 Victoria Road
 Largs Bay SA 5016