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JANUARY 2017

Caesarstone reveals its first instalment of a yearlong collaboration with Jaime Hayon.

Stone Age Folk at Interior Design Show Toronto

January 19th -22nd



Caesarstone presents *Stone Age Folk* by Jaime Hayon at IDS-image credit Vicky Lam

January 2017: Leading quartz manufacturer **Caesarstone** unveils its first instalment of a yearlong collaboration with world renowned designer **Jaime Hayon** at Interior Design Show Toronto, January 19th -22nd for their 2017 Designer Collaboration Programme, which has, since 2013, pushed the boundaries of experiential design with work from nendo, Raw Edges, Philippe Malouin and Tom Dixon.

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 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



This year, Hayon creates a whimsical Caesarstone universe titled, **Stone Age Folk**.

The installation features seven new furniture pieces, in which, through Hayon’s craftsmanship and use of traditional high-end stone marquetry, Caesarstone’s signature quartz is crafted in an exciting new way. The installation welcomes visitors in an open, white gallery space where the pieces displayed include “face cabinets”, large scale “bird-like dining tables” and smaller scale coffee tables featuring animated characters alongside a mask. Each handcrafted and uniquely designed piece transforms the material, typically used for kitchen and bathroom surfaces into a highly decorative and precious material used as a fantastical component in creating Hayon’s world.

The installation heavily reflects the overall inspiration of the year-long collaboration, which takes elements from fauna, the natural world, and folklore from different cultures, ranging from Hungarian myths to various African influences. These references, along with Hayon’s signature playfulness, curiosity and unique creativity make for a fresh and visionary take on Caesarstone quartz.

Interior Design Show Toronto is only a glimpse into Hayon’s universe. For Milan Design Week, April 4th– 9th 2017, Caesarstone will return to Palazzo Serbelloni, where in 2015 Phillipe Malouin created his memorable swings installation. This year, Jaime Hayon will continue developing Stone Age Folk into an architectural scale installation.

“This year’s designer collaboration with Jaime Hayon has resulted in exquisitely crafted pieces giving way for the future of design. His all-immersive plunge into experimenting with Caesarstone materials further exposes 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.**

“In working with Caesarstone, I became curious about what’s doable through material and technology. Caesarstone material inspires designers and creatives to think of new ideas and bring novelty and innovation through creativity. This is what the installation for Caesarstone is about- this sort of combination of ideas, from folklore to fauna to colour to material to stone to furniture, ideas which result in unique pieces that can be functional or completely surreal and non-functional. Its about mixing the ingredients with our own intuition to create a new world, inspired by the possibilities of the material.” **Jaime Hayon, Designer.**

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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

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,

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& 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 "Top100" 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

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