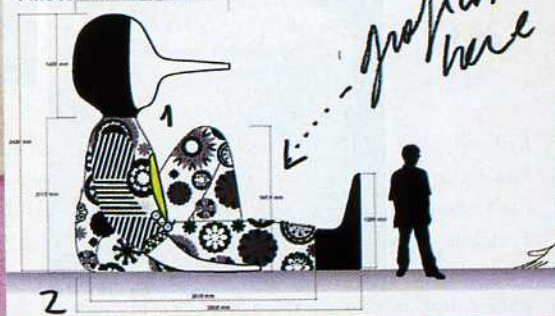




Sketch from Hayon's diary inspired by Pinocchio for Bisazza



MORE ON HAYON...

THREE WORDS THAT DESCRIBE YOU BEST Energetic, stubborn and hopefully positive

YOUR MOST OFTEN USED WORDS Thanks, *genial* (Spanish for "great") and *ascolta* (Italian for "listen")

THE LAST THING YOU DESIGNED FOR YOURSELF Probably the Camper shoes. On this occasion I must admit that I designed a shoe, which I would like to wear!

YOUR MOST FAVOURITE CITY IN THE WORLD I love the London vibe and the energy in Tokyo

JAIME HAYON

Sometimes out of the box and at others, OTT but never without wit. It is his willingness to look beyond the norm that makes his work stand apart



From Top Mixing art with industrial application, the installation for Bisazza at Salone 2007. Unique shaped vases for Bisazza add fun to everyday living, The Single Poltrona for BD Ediciones de Diseno is inspired by classical MGM musicals
Website: www.hayonstudio.com



Call him a dream merchant if you will but he's made a success of selling them. We asked him to tell us his tale, and he said, "We would need several chapters for that. Stories are never so simple..." Here's leafing through a few pages from his life...

ELLE DECOR: Tell us about your experience of working with some of the biggest design houses?

JAIME HAYON: I must say I have been lucky enough to collaborate with brands that I like and admire. Every company has a soul and it is normally reflected on the owners and the people who work there. For me, the greatest are those who are not afraid to experiment and are willing to take risks.

ED: What are your inspirations?

JH: I have a fascination for lost worlds and for nature but there are also many other things that seduce me. Gastronomy has become an inspiring thought! While working on a new project, I establish a theme I am attracted to. I keep diaries of everything and am constantly drawing – it's always my starting point.

ED: Who are your design heroes?

JH: I love Koons – his unexpected use of materials, the humour of photographer Erwin Wurm, sculptures of Classical Canova, architecture of Siza, minimal perfection of Jasper Morrison and the humanity of Hella Jongerius pieces.

ED: How many hours do you work in a day?

JH: It's very hard to tell, but believe me, I work many. The hours are long but that is fine as long as you are having fun. I work with optimism and that's why perhaps, a normal working day for me is always filled with great surprises.

ED: What projects are you currently working on?

JH: A handful! There is no time to get bored. We have recently finished a restaurant in Madrid, which was very engaging, a few Camper shops in Milan and Paris. I am also working on new collaborations along with an exclusive shopping ground in Dubai.

ED: What is the worst criticism you have heard about yourself, by whom?

JH: I have heard some although one develops a way of not letting it get to you. Criticism is important, even more when it is constructive. When it is just meant to attack, I have a deaf ear for it.

ED: What is the best compliment you have received and by whom?

JH: From my mother telling me how proud she is of me.

ED: If not a designer, what would you be?

JH: I could be anything: A cook, sailor or even a carpenter. Creativity has nothing to do with what you do but with who you are. ♦

Pragnya Rao