

# 大師級的設計新星

## Jaime Hayón

在鏡頭前總是不安分的西班牙設計師Jaime Hayón，比職演員還要專業。時而扮成粉紅邦妮兔，時而扮成小綿羊，時而又穿著浴袍大方秀出滿頭泡泡，演什麼樣什麼如他的真實身份一樣稱職：設計師，藝術家和管理者。看似童心未泯，近幾年才剛竄起的设计新星，實力和影響力足已媲美設計大師地位了。





## Jaime Hayón

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Jaime Hayón, 西班牙藝術家兼設計師, 1974年出生于馬德里。先後在馬德里和巴黎接受工業設計教育。1997年起, 他成為班尼頓集團, 位於Treviso的Fabrica傳播研究發展中心的傳播趨勢研究員。一年後, 他被集團總裁Luciano Benetton和傳播學大師Oliverio Toscani任命為設計學院院長, 特別管理室內設計, 平面刊物和識別設計。

2004年他開始獨立設計生涯, 從玩具, 家具, 室內設計和裝置藝術, 兼容並蓄的自我風格, 大膽創新打破藝術和設計間的藩籬, 成功地從一個管理者, 晉身為藝術家和設計師。

身為一個管理者, 他為英國政府和Experimenta策劃舉辦里斯本雙年展, 並在世界各地參與講座和課堂。而身為一個藝術家, 他第一次於倫敦David

Gill Gallery展出的裝置藝術家“Mediterranean Digital Baroque”即帶來相當大的成功, 而在倫敦和瑞士Vitra設計博物館都可看到他的作品。

目前他往返於巴塞隆納, 義大利和倫敦, 曾獲選Wallpaper世界10位最具突破性的創意家之一, 及2006年Elle Deco國際大獎。

Jaime Hayón, Spanish artist / designer, was born in Madrid 1974. He trained as an industrial designer in Madrid and Paris.

In 1997, he began working as a researcher in Fabrica, Benetton Group's communication research center in Treviso, Italy. A year later, he was appointed, by Mr. Luciano Benetton and communication guru Oliverio Toscani, head of the design department, where he oversaw the development of interiors for shops, exhibitions and restaurants as well as books, magazines and logo designs.

In 2004, he began his individual career and has kept his hands full with eclectic projects. From toys, to furniture and inte-



rior design as well as artistic installations, his boldness has been transcending the borders of the often separated worlds of art and design, merging his own style with ease between the two.

Being a multifaceted creator, Jaime's work has developed in diverse areas: from curatorial roles, to those of an artist, to that of a designer.

As a curator he has organized, along with the British Council and Experimenta, events of relevance like the latest edition of the Lisbon Biennial of design. He has also participated in conferences and lectures worldwide, evidence of his relevance as contemporary voice.

As an artist, his exclusive furniture design work was first brought to life at London's David Gill Gallery, where his "Mediterranean Digital Baroque" exhibit has enormous success. His work has also been shown at the Vitra design Museum and the Design Museum in London, where the bathroom collection was recently exhibited in the "tank" as the lead tendency representing European design.

Currently with base in Barcelona, Italy and London, Hayón has been awarded by Wallpaper as one of the 10 breakthrough creators worldwide as well as the 2006 Elle Deco International Award.



01	03 04
02	05

01. Salone Del Mobile (Milan Furniture Fair) in collaboration with Bisazza. 2007 Pixel ballet

02. Salone Del Mobile (Milan Furniture Fair) in collaboration with Bisazza. 2008 Jet set installation for Bisazza.

03-05. AQHayón 2005年為Artquitect設計發表的衛浴作品, 在設計界掀起一陣漣漪, 也將他推向潮流前鋒設計師之列。

## 我是地球人

總是不按牌理出牌的Jaime Hayón，令人好奇他的個性是否就像他的設計一樣有趣。問起他覺得朋友們應該會怎麼形容他，回答也是一絕：「大家都覺得我有無限的精力，帶點壓迫感。幸好，我聽到的都說我是一個滿單純的地球人。」

**dpi:** How do you introduce yourself to strangers and how could your friends describe you?

Jaime Hayón: Fortunately, I hear I'm pretty simple and own to earth guy. People normally describe me as full of energy and very driven.



## 永遠的家在西班牙

出身於西班牙的Jaime，曾留學並工作於法國及義大利，在異地生活的經驗中，怡然自得的遊走在這三個國家，他覺得每個國家都有相似處和不同的地方，也有其吸引他的特質，使他產生歸屬感。比如義大利人對於高品質材質的要求和貢獻，保持傳統文化的創新重現；法國人一貫的優雅姿態；而西班牙，則是無可取代的地方。

**dpi:** As your experience in Spain, France and Italy, how do you perceive the difference?

Jaime Hayón: As always, there are many differences and many similarities as well. Each country has its personality, its tastes and smells... I've felt comfortable in all three countries and feel a part of it in a way. I love Italian dedication to quality in the materials they use and on how they keep their traditions alive. I love how refined the French can be in their ways and Spain, well what can I say: Spain is the place I was brought up in and where my family lives. It's always home.



06	09
07	11
08	10 12

06 - 08. Showtime  
為BD Ediciones de diseño設計的家具系列。  
07. Metalarte  
09. Mediterranean Digital Baroque  
10. Conversation Vase IB  
11. The Lover  
12. Grid collection for GAIA & GINO

