

## THE THIRD EYE

*To create objects the way Jaime Hayon does, a designer needs a special talent that only a few have: He sees things differently to how they really are. The Spaniard has now got it down to a fine art, and at just 35 he has already made it into the top league of the most sought-after designers in an extremely short space of time.*

Text LISA THALHAMMER



Jaime Hayon is “really really”: That means that the London-based Spaniard is full of enthusiasm, especially when talking about good design. In Jaime’s case, the word “really”—which gains intensity by being repeated—could be replaced by “very” or “super” and then it would sound like this: “The people are super super scaled to work with wood in a very very special way.”

“The people” he is talking about are the team of the Italian Ceccotti Company, a small family business in the heart of Tuscany, that Jaime is particularly fond of. It’s not only because that is where the best pieces, which he feels will be the highlights of the year, are being meticulously produced from wood, but also because he values the family atmosphere. “I was never somebody you could commission like a normal designer. I work more like an artist.”

Hayon understands that it is no longer good design’s duty to subject itself to the whims of an industry. It is much more important to follow a path that recognizes—and makes the most of—the possible in the impossible. To do this, Jaime looks for companies that are prepared to take risks with him, to transcend boundaries. “The greater the risk you take, the greater your fame if you are successful.”

So as not to misunderstand him: Harmonious, interpersonal relationships are definitely not among his priorities. He mostly prefers people who disagree with him, who see things completely differently. Jaime Hayon is always on the lookout for a challenge, a risk. Perhaps that’s why he ended up in this business: “People say,

designers solve problems. But I say: Each and every new piece we design is a new problem.”

That people are prepared voluntarily to go along with him can be seen in the unbelievable resonance Jaime’s work has met within the past few years from companies like Camper, Gaia & Gino, Swarovski, and Bisazza, as well as Metaltarte that will soon surprise us all with a collection of extremely colorful, tropical lamps.

But just where do the ideas come from with which he repeatedly challenges conventions? His gift is that he doesn’t look at things the way they are but in a different way: “I have a third eye in my forehead. That’s the point.” A

### GALLERY PRICES

€1,000–40,000

### GALLERIES

David Gill Galleries, London  
Iguapop Gallery, Barcelona  
Maxalott Gallery, Barcelona  
Stay gold Gallery, Brooklyn NY  
Vessel Gallery, London  
Vivid Gallery, Rotterdam

### RECOMMENDATION

The 35-year-old is hot property at the moment. His limited editions should prove to be a sound investment.



top: *Jet Set Installation for Bisazza*, 2008, painted glass fiber with mosaic and colored glass detailing, length: 9 meters; above: *Mediterranean Digital Baroque*, 2003, colored ceramic cactii (metal clad support material), variable sizes; mural: partly vinyl, hand drawn