

# JAIME BERIESTAIN STUDIO

## “TO WORK IN DESIGN IS A MATTER OF SEDUCTION”

*Since arriving 17 years ago in our country, Jaime Beriestain has established himself as one of the most prestigious interior designers not only in Spain, but outside its borders. His work is identified by exquisite finishes, sophistication and his personal vision in working with fine materials.*



Initially, Beriestain's desire was to complete his training as an interior designer in Barcelona, where he completed a postgraduate degree in interior design at BAU. However, his plans to return to Chile changed, when he won an interior design contest for the remodeling of the Hilton Diagonal Hotel and two touristic hostels in Barcelona. It was then (2001) that Jaime Beriestain decided to open his studio in Barcelona and embark on his design journey.

Currently, the Jaime Beriestain Studio enjoys national and international prestige, thanks, in part, to the noteworthy projects he's developed over his 25 year career. During the initial phase of his career in Chile, Beriestain had the honor of designing the residence in Santiago and in Cachagua of the former President of Chile, Sebastián Piñera, as well as the private residence of Cecilia Bolocco-Menem (former wife of the President of Argentina, Carlos Menem) and the Marriott Residences in Santiago, too.

**Jaime Beriestain's flat in Barcelona**

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Since 2001, Jaime Beriestain's work in Barcelona has included: the design of the Spanish Embassy in Niger, the renovation of the Ritz Hotel in Barcelona and the remodeling of the Hyatt Regency Hotel in La Manga, which was awarded Spain's Best Hotel & Golf Resort in both 2014 and 2015. In addition, Beriestain was also responsible for overseeing the interior design of Rolling Stones member Ron Wood's house, in Barcelona.

Last February, Jaime Beriestain received the Interior Designer of the Year award in recognition of his professional work, rigor and impeccable design by the prestigious Spanish version of Architectural Digest.

**Jaime Beriestain receiving the Interior Designer of the Year award from Architectural Digest (Spain) in 2016**



At present, Beriestain is immersed in high quality projects carried out from his namesake studio, which boasts a team of 25 architects and interior designers. Some of the studio's current projects include: the Vincci Mae Hotel (Barcelona), the 5 star hotel chain of The One Hotels (Barcelona, Lisbon and Venice), the 5 star hotel chain of the Almanac Hotels (Barcelona, Vienna, Zagreb) and the comprehensive renovation and redesign of restaurants, clubs and bars of the Princesa Sofía Hotel (Barcelona) and the new 5 start Hilton Hotel in Tangier. The Jaime Beriestain Studio is also developing unique private housing projects in Barcelona, Geneva, the Bahamas and Ibiza as well.

**Hotel The One, Lisbon**



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## His beginnings as an interior designer

**Jaime Beriestain** developed his sensibilities as a youngster growing up in the Matta neighborhood of Santiago de Chile — an area that mixed both Chilean and European decadence. He discovered the world of interior design during his childhood through art books, Hollywood movies and decorating magazines. The young **Beriestain** was amusing himself by moving around the furniture of his home to create new spaces. Interior design and the creation of new spaces were like a fun, new game for him and he created from cardboard and other materials. Between the ages of 10 to 14 he also attended painting and drawing classes and he surrounded himself with interior designers and discovered the fascinating world of craftsmen, which continues to play a strong influence even in his present day work.

**Beriestain** began to work in 1991 in the field of interior design in Chile. By 1996, he struck out on his own and opened his own office. In 1999, **Beriestain** moved to Barcelona to complete his training, and two years later, in 2001, he opened his studio and first Showroom in Barcelona, where he exhibited and sold restored vintage furniture. It has become a well-known pit stop in the city.

Three years later, this space became the basis for the **Beriestain's** great project: the **Jaime Beriestain Concept Store and Café**. At the end of 2013, **Beriestain** inaugurated a gorgeous space of 550 m2, Cafe meets Showroom. Likewise, the administration and management of the Cafe provides a new perspective in the design projection of new restaurants and public spaces.

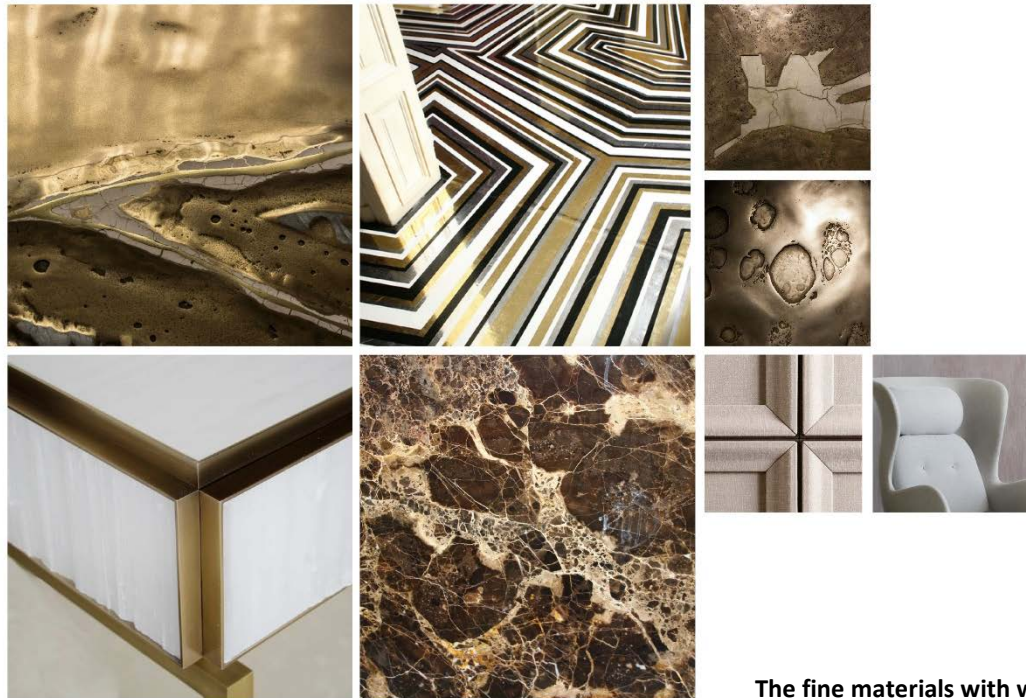


Jaime Beriestain Concept Store and Café, Barcelona

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## His inspiration and method of work

**Jaime Beriestain** possesses a keen visual memory that allows him to retain all the images, gestures, attitudes, encounters and aromas he comes into contact with. He is able to mix past memories with innovative materials. Memory and memories are certainly a valuable resource for **Beriestain's** work — the inspiration for his work comes from these memories and ideas as well as current or remote experiences. Curiosity drives **Beriestain** and is also a major source of inspiration in his work.



When designing a new space, **Beriestain** aims to understand the needs and limits of each of his clients. He tries to follow their personal tastes, even if they are not explicit, in order to meet their needs. Paradoxically, in projects where he is faced with more restrictions and limits, **Beriestain** finds himself being at his most creative.

As an interior designer, he considers each project as unique unto itself — it represents a creative challenge, and Beriestain likes to collaborate in this process with his team of professionals. He is passionate about fine materials, and he uses them to obtain sophisticated and avant-garde mixtures. One of the most important challenges for Jaime Beriestain in any project he embarks on is the treatment of light in different spaces in order to achieve warm, welcoming sensation.

The fine materials with which Jaime works



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Since a young age, **Beriestain** has been interested in artisan work. During the beginning of his professional career, he gained an in-depth understanding of this work by being in contact with local artisans. In turn, they helped him learn the process of production, as well as again knowledge and understanding of the materials, their benefits and their different textures. This love of craftsmanship is ever-present in **Jaime Beriestain's** work, and is also part of a future dream: the creation of a trade school.



Jaime Beriestain in the process of creating his handcrafted crockery

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**Beriestain** is a fervent admirer of the work of architects such as Oscar Niemeyer and David Chipperfield, and artists Peter Halley, Josef Albers, James Turrell, Olafur Eliasson and designer Piero Lissoni.

Jaime Beriestain can be summed up as curious, restless, demanding and disciplined. The outstanding results in his work can be derived from his observation, precision and integrity in all that he does. His tastes are eclectic but the imprint is timeless. The goal is to recreate a warm and welcoming atmosphere, where people feel at ease.

*“Good taste is respect for others, respect for tradition and respect for social norms.”*

**Jaime Beriestain**

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