



CAMPER TOGETHER JAIME HAYON /// MADRID



Camper presents a new Together shop in Madrid designed by Jaime Hayon. In this luminous space, located on the centenarian boulevard known as Gran Vía, the artist and designer has given free rein to his fantastic creative repertoire. The concept is absolutely unique, as everything from the furniture to the graphic elements was conceived and created specifically for this venue. / PHOTOS BY SÁNCHEZ Y MONTORO



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“This new project for Camper is inspired by classic circus elements. It has colour and fantasy. The result is a space full of life and light that invites people to dream. There are no corners, only curved forms. There is an interesting contrast between the walls covered in perfect, delicate Bisazza mosaic tiles and the rough, unfinished cement floor. The long, narrow centre table resembles a centipede and features a white marble surface. The coloured mirrors placed on the ceiling elongate perspective and give the store added warmth. These small touches of quality do not go unnoticed.” JAIME HAYON

Jaime Hayon (Madrid, 1974) is the youngest Spanish artist and designer to have earned widespread international recognition. He studied industrial design in Madrid and Paris before joining Fabrica, the Benetton Group’s communication research centre in Treviso, Italy, then directed by Oliviero Toscani, in 1997. He stayed at Fabrica until 2004, when he decided to strike out on his own. Hayon moved to Barcelona and began to design everything from toys to furniture collections for Spanish companies such as ArtQuitect, Metalarte and BD Barcelona Design. He also collaborated with various manufacturers, including Lladró, Bosa, Piper, Bisazza, Swarovski, Baccarat, Ceccotti, Magis and, most recently, Fritz Hansen.

Hayon currently works in London and is involved in projects around the globe. He has published his first monograph (*Jaime Hayon Works*, published by Gestalten) and continues to exhibit his more personal creations at art galleries, while also maintaining his professional ties to Camper, which were forged in 2006 when the Majorcan firm first introduced the Together concept in its shops. The Camper stores in London (Foubert’s Place), Palma, Majorca (San Miguel), Paris (Cherche Midi) and Milan (Montenapoleone) all bear his unmistakable signature. Hayon’s collaboration with Camper marked his first incursion into the field of interior design. In 2009 he came up with an elegant new design for a shop in Tokyo (Omotesando), the same that can now be seen on Madrid’s Gran Vía. Close by, on Calle Fuencarral, is another Camper Together store designed by Juli Capella.

Further information on Camper at www.camper.es and on Jaime Hayon at www.hayonstudio.com

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