

SWITZERCULTCREATIVE™

**SwitzerCultCreative presents Sé Collection II by Jaime Hayon
at IDS Vancouver,
28th September – 1st October 2017**



Sé Collection II by Jaime Hayon

From 28th September – 1st October, Vancouver design gallery SwitzerCultCreative™ will present a selection of pieces from Sé Collection II by leading talent **Jaime Hayon** at The Interior Design Show (IDS) Vancouver. The Spanish-based artist and designer will also take to the show's Caesarstone Stage on 29th September as a **headline speaker**.

“It’s an honour to be able to showcase Jaime’s work with Sé Collection II. The pieces speak to his whimsical inspiration of musical instruments and insects; a great combination that we believe the IDS Vancouver audience will be sure to resonate with.” – Adam Bellas, Partner, SwitzerCultCreative™

Hayon’s flair is evident in the collection, inspired from strong curvilinear shapes - violins, flutes, beetles, the harp; combined with his unique creative expression in mixed mediums. The variety of materials used shows the versatility of each piece while maintaining originality as a statement piece.

The signature pieces on display include, the Arpa Armchair; a piece of furniture that reinvents the classic club wing armchair as a sculptural form with a shapely metal skeleton. Other key pieces include Bala, a series of different sized side tables, which perfectly marry an Italian-made ceramic base and Carrara marble top; and Tambor table, a monumental lacquered steel structure with polished marble top.

ENDS

CONTACT:

For further information, interview opportunities and high-res images, please contact:
Adam Bellas, SwitzerCultCreative™ adam@switzercultcreative.com 604.736.3020

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NOTES TO EDITORS:

About SwitzerCultCreative™

The SwitzerCultCreative™ mission is the discovery, promotion, marketing and development of modern, original designs for living.

Through our extensive network of designer showrooms in Canada and the United States we provide the opportunity for a carefully curated grouping of original designer Brands to increase brand recognition and develop their market.

In our new Vancouver Showroom and Gallery we are passionate about showcasing both established Brands and new innovative collections of furniture, lighting, accessories and textiles. Our vision for our flagship showroom is to provide the opportunity for designer Brands new to Vancouver and western Canada to flourish and grow.

Our client services team under the leadership of Adam Bellas places the highest value on customer-focused relationships where the satisfaction of our clients is the highest priority.

We strive to offer a carefully curated grouping of home furnishings that are of high quality, authentic design in a friendly and fun atmosphere.

In the same way that we care about the food we eat, who grows it and whether it is organic or not, we place the highest importance on knowing every detail of the products we promote.

- We know how the items are made and finished
- We know the creator and builder of the products
- We know the materials used in the furniture, lighting and accessories
- We know the products are environmentally sustainable

The SwitzerCultCreative™ goal is to provide home furnishing products that help people create personal environments that provide peace, tranquility and positive energy – while ensuring high-quality products that are eco-conscious.

About Jaime Hayon

Spanish artist-designer Jaime Hayon was born in Madrid in 1974. After studying industrial design in Madrid and Paris he joined Fabrica – the Benetton-funded design and communication academy in Italy- in 1997 where he directed the design department until 2003. Hayon set up his own studio practice in the year 2000 and dedicated himself fully to his personal projects from 2003 onward, today he is one of the most acclaimed creators worldwide.

His singular vision was first fully exposed in ‘Mediterranean Digital Baroque’ at London’s David Gill Gallery, followed by many exhibitions and installations set up in major galleries and museums worldwide in venues like the: Vivid Gallery, Mak Vienna, Groninger Museum, Aram Gallery, London’s Design Museum, Mudac Museum, Gallery Thomas in Munich, Walker art center, Centre Pompidou, as well as the Basel Art Fair, to name a few, attracting the attention of prestigious art collectors worldwide. Today his works are in the permanent collections of some of these institutions.

Hayon’s esteem and knowledge of artisan skills and his inherent creativity has allowed him to push the boundaries of many mediums and functions, resulting in collections for very diverse clients. His concern for the conservation of craft skills has joined his path with high-end traditional companies concerned with the evolution of their work. Examples of this are his collaborations with Baccarat, Choemon in Japan, Bosa Ceramiche and Lladro.

He has created furniture ranges for iconic danish company Fritz Hansen, Magis, Established and Sons, Bisazza, B.D. Barcelona, Se London, Bernhardt Design, Ceccotti and Moooi. Hayon has designed various lighting fixtures collections for Metalarte and also in collaboration with Swarovski and Baccarat. He has created accessories for Piper Heidsieck, Gaia and Gino and The Rug Company. He designed his first wristwatch collection for a new Swiss watch brand OROLOG which launched in late 2013. These collections have put Jaime at the forefront a new wave of

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creators that blurred the lines between art, decoration and design and a renaissance in finely-crafted, intricate objects within the context of contemporary design culture.

Adding to his acclaimed intramurals for Madrid's La Terraza del Casino restaurant and Camper footwear stores, Jaime is currently working on interiors for leading hotels, restaurants and retail establishments around the world that have become platforms to create special objects and functional and non functional elements.

Most recently, he has completed the Nirav Modi Flagship boutique in New Delhi, Octium – a jewellery shop in Kuwait, the Faberge Salon in Geneva, Switzerland and the Info Center for the Groninger Museum in the Netherlands. Hayon's latest Restaurant, Le Sergeant Recruteur in Paris, is a good example of elegance and artistic approach to the interior world. Jaime is launching his new 'Monochrome' Timepiece Collection for Swiss watch brand OROLOG during the London Design Festival 2014.

His work has appeared in the most prestigious art and design publications worldwide. He has won numerous awards including 'Best Installation' by Icon Magazine, "100 Top list" and 'Breakthrough Creator' by Wallpaper Magazine, Elle Deco International Award 2006 and 2012, Elle Deco Germany: 'Best International Designer' 2008, 'BEST DESIGNER' for ELLE DECO JAPAN in 2008, AD RUSSIA 'DESIGNER OF THE YEAR' 2009, MAISON OBJET DESIGNER OF THE YEAR 2010, among many others. In 2008, Jaime was guest of honour at Belgium's Interieur Biennial, the youngest person ever to receive the accolade. Time magazine included Hayon as one of the 100 most relevant creators of these times and Wallpaper magazine has listed him as one of the most influential creators too.

With offices in Italy, Spain and Japan, Hayon's main interest is to find challenges and new perspectives continuously.

About Sé

When Sé began in 2007, co-founder Pavlo Schtakleff had a goal – to reclaim the glamour and quality of 20th century furniture and to become a dynamic and innovative presence in the world of contemporary luxury design. Sé's vision was to invite some of the world's best design talent to produce collections, akin to an art gallery or a couture house, the ultimate object being to build a catalogue of highly-crafted and beautifully-finished objects, made of the finest, noble materials, by the best craftspeople in Europe. With timeless forms, a curvaceous aesthetic and a spirit of play, Sé pieces are now feted for their characterful, sculptural profiles, and their ability to captivate the senses.

Since its beginnings, this European design brand has stayed true to its founding ethos and to date, Sé has created three editions from the French designer Damien Langlois-Meurinne, the Spanish-born Jaime Hayon and Slovenia-based Nika Zupanc, all of which have been highly acclaimed.

Under Sé's stewardship, each designer brings their own sensibility and character, while harnessing a personality, polish and sheer sense of finish that is undeniably Sé. All Sé pieces are the products of the most exacting collaborations. They are sensual, tactile and cerebral, inviting the gaze and the touch as well as engaging the mind.

Headquartered in London and fabricated across Europe to the highest technical standards, Sé aims to make furniture that not only delights, but also that will become tomorrow's heirlooms.

www.se-collections.com