

# MAGIS

Archeo by Jaime Hayón



# Jaime Hayón



## Profile:

Spanish artist-designer Jaime Hayón was born in Madrid in 1974.

After studying industrial design in Madrid and Paris he joined Fabrice – the Italian design and communications research centre founded by Benetton – in 1997, directing the design department until 2003. Hayón set up his own studio practice in 2000, and dedicated himself fully to his personal projects from 2003 onwards. Today he is one of the most acclaimed creators across the globe.

Hayón's esteem and knowledge of artisan skills and his inherent creativity have allowed him to push the boundaries of many media and functions, resulting in collections for a diverse range of clients. His interest in the conservation of craft skills has led his path to converge with those of high-end traditional companies who care about the evolution of their work. He has created furniture ranges for Fritz Hansen, Magis, Established and Sons, Bisazza, B.D. Barcelona, Se London, Bernhardt Design, Ceccotti and Moooi. Hayón has also designed various lighting collections for Metalarte and in collaboration with Swarovski and Baccarat. He has created accessories for Piper Heidsieck, Gaia and Gino and The Rug

Company. In 2013 he designed his first wristwatch collection for the new Swiss watch brand OROLOG. These collections have put Jaime at the forefront of a new wave of creators who blur the lines between art, decoration and design, and of a renaissance in finely-crafted, intricate objects in the context of contemporary design culture.

In addition 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 for the creation of special objects and both functional and non functional elements.

His work has appeared in the most prestigious art and design publications worldwide, and he has won numerous awards. Time magazine declared Hayón to be one of the 100 most relevant creators of our time, and Wallpaper magazine has also listed him as one of the most influential creators.

With offices in Italy, Spain and Japan, Hayón's main interest is to keep finding new perspectives and challenges.



# Design and

Archeo, the new collection of low tables/stools designed by Jaime Hayón, explores the boundary between industrial production and archaeological imagery.

Archeo presents itself as a collection of multifaceted sculptural objects, characterised by a deliberately irregular geometry. The surfaces, ever-changing and dynamic, reveal a different aspect with every glance, evoking forms eroded by time and silhouettes reminiscent of ancient artefacts, as if they had just emerged from the earth.

As result of in-depth research into materials, the collection features a texture that recalls the materiality of stone worn down by natural forces. This result is achieved through the use of rotational-moulded polyethylene, a technology that allows for great creative freedom, enabling the combination of formal complexity and aesthetic richness.

The colour palette draws inspiration from earth tones: clays, rocks and smooth surfaces that convey visual depth and a strong connection with nature. At the same time, the versatility of the pieces — which can be used as side tables, stools or outright sculptural statements — ensures they blend seamlessly into contemporary spaces.

“With Archeo, I wanted to create an object that seemed to have a soul shaped by time,” says Jaime Hayon. “It’s about exploring the beauty of imperfection. Working with Magis has enabled us to transform our vision of materiality and erosion into a tangible part of everyday life: an object that can become part of people’s lives, like a story waiting to be written.”

Suspended between past and present, the Archeo collection defies a single definition. It blends memory and modernity, leaving room for personal interpretation, and every form tells a story.



# Engineering



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Jaime Hayón



# Information



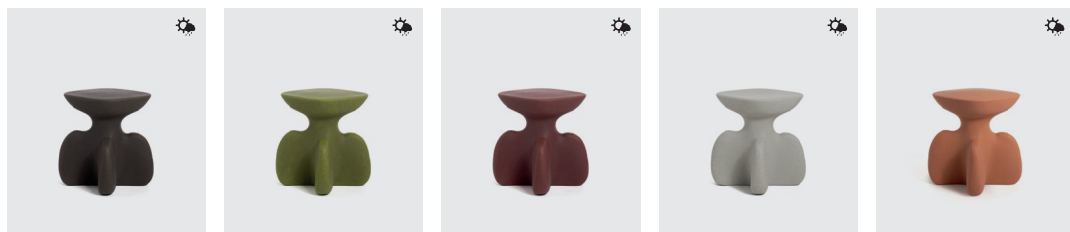
# Product

“You have to have good partners to make good design. People who believe in the exercise of creating beautiful things and challenge the profession every day. Magis has been amazing about that. We share thoughts, we discuss production methods, ideas and possibilities. We make many prototypes that never happen — and sometimes we make things that do, like this one.”  
— Jaime Hayón

## **Technical information**

Low table/ stool in rotational-moulded polyethylene. Suitable for outdoor use.

LOW TABLE / STOOL H 38,7 CM



clay brown

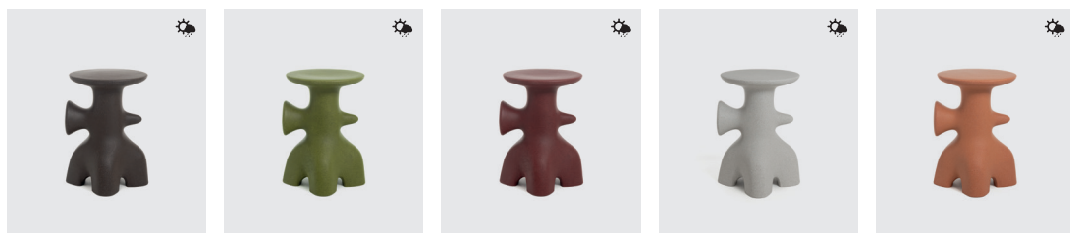
nature green

porphyry red

stone grey

terracotta orange

LOW TABLE / STOOL H 46,7 CM



clay brown

nature green

porphyry red

stone grey

terracotta orange

Material /

Polyethylene /



clay brown

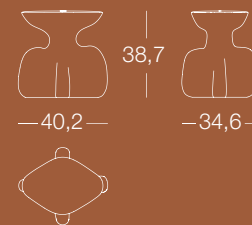
nature green

porphyry red

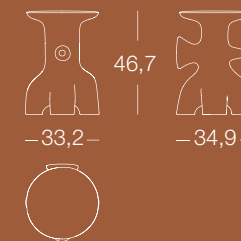
stone grey

terracotta orange

low table / stool h 38,7 cm



low table / stool h 46,7 cm



PRODUCT CARE

We recommend using a soft rag, either dry or wet. When needed, use ph-balanced soap diluted in water. Do not use abrasive sponges as they may leave scratches. Avoid using acidic products, solvents and products containing ammonia. The product is manufactured using polyethylene of different densities and properties, which may result in a non-uniform surface. The presence of slight marks or imperfections is to be considered as normal and is an intrinsic feature of the design. The surface irregularities in the piece geometry are intentional and contribute to its aesthetic appeal. Therefore, they are not to be taken as defects. Periodic maintenance and cleaning allows the products to keep their original look and lengthens the duration of their performance.

WARNING

Do not use different cleaning products from the ones mentioned above. Do not use the product in an improper way; do not place hot objects on it, stand on it or use the product as a ladder. Once disused, please make sure this product is disposed in an environment-friendly way.



