



**LONDON DESIGN FESTIVAL AND FORTNUM &
MASON ANNOUNCE MAJOR INSTALLATION BY
JAIME HAYON CELEBRATING 25 YEARS OF HAYON
STUDIO**

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22 August 2024 - London, UK: London Design Festival and **Fortnum & Mason** today announce details of an immersive installation by renowned artist and designer **Jaime Hayon**. Taking over the store windows and atrium of Fortnum & Mason's flagship store on Piccadilly, this vibrant display celebrates the British luxury retailers' longstanding commitment to design and craftsmanship and marks the 25th anniversary of Hayon's distinguished art and design studio.

Jaime Hayon's work takes root in a deep respect for tradition and international artistry, to which he applies his distinctive style and innovative approach. Drawing inspiration from a rich tapestry of geographical influences, ancient techniques, and common folkloric themes, Hayon is recognised as a pivotal figure in the dialogue between art, craftsmanship and design. He began producing his significant body of work 25 years ago, constantly developing his aesthetic across various disciplines, including design, sculpture, and painting.

The window installation titled 'Celebration I', will comprise of a retrospective of decades of radical creative innovation through silhouettes in motion, odd shapes, bright hues and friendly beasts, showcasing a wide spectrum of materials—ceramics, bronze, glass, and wood—each chosen as examples of Jaime Hayon's creative virtuosity.

The installation will also feature 'Malabarista,' an intricate laser-cut panel taking over the Fortnum & Mason atrium. Depicting a man juggling stars and celestial elements, 'Malabarista' symbolises Hayon's perspective on creativity as a dynamic juggling act, where materials and experiences serve as tools for artistic exploration.

Jaime Hayon describes his journey as akin to that of a juggler in life, skillfully playing with the myriad opportunities that come his way. Drawing inspiration from his travels, diverse cultures, and engaging conversations, Hayon's approach to creativity is rooted in hands-on experimentation and continuous learning.

Fortnum & Mason, an icon of British luxury and craftsmanship, has long been celebrated for its dedication to artistry and innovation. Continuing its tradition of inspiring installations with leading artists and designers, the renowned retailer presents 'XXX' as the latest in its series of collaborations with the London Design Festival. This installation follows from previous works, including 'Mellifera' by Arthur Mamou-Mani, 'iri-Descent' by Liz West, and 'Time for Tea' by Scholten and Baijings.

The 2024 installation marks Fortnum's most ambitious project to date, transforming both the atrium and window displays of its Piccadilly flagship. This expansive showcase not only highlights the creative synergy between the visionary Jaime Hayon and Fortnum & Mason but also invites visitors on an extraordinary journey through the realms of art, design, and imagination.

Liz Darran, Chief Creative Officer, Fortnum & Mason, said: *"Just like a trip to Fortnum's, Jaime Hayon's bold and playful work evokes a tangible sense of wonder and joy. Happily blurring the lines between art and design across his interiors, product designs, installations and paintings, Jaime reflects our own love for both modern creative approaches and traditional craft - and we're incredibly excited to be teaming up with London Design Festival this year, to welcome Jaime to Fortnum & Mason, and to share his endlessly colourful, arresting and expressive work with our customers."*

Jaime Hayon, said: *“For me, Celebration I is a way to look back on 25 years of Hayon Studio while also pushing forward into new creative territory. It crystallises everything I love - art, design, craftsmanship - all coming together in a way that I hope will inspire everyone who sees it. It’s an honour to be collaborating with Fortnum & Mason, known for their longstanding history of excellence, during the London Design Festival - and I’m thrilled to create something truly special together.”*

- ENDS -

NOTES TO EDITORS

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All images and assets can be [downloaded here](#).

ABOUT LONDON DESIGN FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, London Design Festival celebrates and promotes London as the design capital of the world.

London Design Festival has since earned the reputation as a key calendar moment of London’s autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

#LDF24

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ABOUT FORTNUM & MASON

Fortnum & Mason is essential for anyone seeking extraordinary food, joy-giving gifts, unforgettable experiences, and exceptional service. First founded in London in 1707, after Queen Anne permitted her footman William Fortnum to sell discarded candles from St James’s Palace, Fortnum’s has forged a close relationship with the British Royal household ever since. Fortnum & Mason holds two Royal Warrants, one from His Majesty The King and one from Her Majesty The Queen.

A London retail institution and pioneer in the hospitality sector, innovation has always been a central pillar at Fortnum’s. From inventing the Scotch Egg and providing supplies to the 1922 Everest expedition to beekeeping in Piccadilly’s rooftop hives and launching the Food & Drink Awards to celebrate people and talent, Fortnum’s has been a trusted

disruptor and authority in the food & drink space, at home and internationally, from the very beginning.

Every year, millions of people from around the world visit the Piccadilly flagship to enjoy Fortnum's famous Afternoon Tea and shop its extraordinary food, gift and fragrance halls. The iconic brand is celebrated for its teas, Scotch eggs, hand-made chocolates, and wicker hampers – each playing a large part in its centuries of history – and remains committed to imagination and discovery today.

In April 2023, Fortnum's opened its Food & Drink Studio as a space dedicated to the search for extraordinary food and drink experiences. Visitors can enjoy unmissable masterclasses and intimate dining experiences hosted by some of the world's best chefs, watch live demonstrations led by major names in food and drink, and listen to illuminating conversations with makers and creatives who share our passion for all things delicious.

Proud of its storied past and innovation, Fortnum's mission remains to make joy for every customer, whether they're shopping in-store or from around the world at the award-winning www.fortnumandmason.com. Follow Fortnum's on Instagram and Facebook (@fortnums)

ABOUT JAIME HAYON

Jaime Hayon (b. 1974), Madrid-born creative all-rounder, stands at the forefront of contemporary design and art. His work transcends traditional boundaries, merging the freedom of contemporary art with the tangible engagement of traditional crafts and the functionality of design. He is known for his holistic and intertextual approach, reflecting his belief that every detail is an opportunity for unique and experimental creation.

For the last 25 years, his work had blended bold shapes, colors, and motifs, and has been shown in prestigious galleries and museums worldwide. Hayon's deep commitment to craftsmanship and creative innovation has fostered collaborations with major brands, elevating him as a leading figure who merges art with design. His achievements have earned him international awards, reflecting his significant impact on contemporary design culture.

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