

& Tradition[®]



Press Release

Momento^{JH46}

Jaime Hayon

August 2024



JH46

Product category

Throw

Production process

Coloured threads are woven together to create intricate designs. There are four colours in the weft and two colours in the warp.

Environment

Indoor

Materials

100% Organic Cotton

Impact

Made from 100% certified organic cotton, crafted following environmental and social responsibility standards.

Variants

Midnight Blue, Red Dawn

Dimensions (cm/in)

H: 180cm/71in, W: 130cm/51in

Design year

2024

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Momento^{JH46}

Jaime Hayon

From painting to throw: Jaime Hayon adds to his signature collection of home objects with two new soft furnishing pieces.

Celebrated for its intention to spark a sense of simple joy, Jaime Hayon's Momento collection for &Tradition introduces pops of colour to interiors in his signature buoyant aesthetic. Now, the product family expands with the addition of two dynamic throws, showcasing two distinct, complete artworks for their design.

Created for &Tradition, Hayon's Momento collection—named after the Spanish word for 'moment'—is a playful collection of home décor items designed to encourage us to slow down and savour life's simple pleasures.

"Momento has something to do with love, it has something to do with this idea of giving yourself a little moment to enjoy. These are objects that are already a part of your life – they are objects that you want to have near you," Hayon elaborates. "When I thought about the elements in the Momento collection, I thought they should be simple pieces that we could use in any situation that means something to us."

Throw JH46

Like other pieces in the Momento collection, Hayon's signature language is communicated clearly in the Momento Throws. Inspired by day and night, Hayon envisaged slow mornings with good coffee while in the embrace of the Red Dawn design, while Midnight Blue is fitting for tranquil evenings of relaxation. Made from 100% organic cotton, their natural composition ensures they are soft and comfortable.

A multipurpose piece, the eye-catching designs mean that each variant can double up as an artwork. With the simple addition of an attachment suited for both the throw and the location of choice, owners can choose to display Midnight Blue or Red Dawn on their walls, as part of their personal collection.

"The throws seemed like a natural progression for the Momento collection to me." Hayon comments. "While the ceramic designs and stainless steel jug stand as pieces I describe as having a visual comfort, the throws offer a physical comfort. The two new additions continue to expand the idea of having the slow and meaningful moments with oneself that inspired me to create the Momento collection."

Jug JH38

The Momento Jug is the culmination of years of product research into creating a no-spill vessel with the perfect pouring form, a beautiful and functional addition for serving water or other beverages to friends and family.

Available in two variants: Polished Stainless Steel, a classic tableware finish that gently absorbs the light and reflects its surroundings, and lacquered Ivory, a high gloss finish with a polished stainless steel interior for a contemporary look. The Momento jug can hold up to 1L of liquid and the statuesque silhouette lends an air of elegance to the table.

“The Momento Jug is designed to be both practical and beautiful,” comments Hayon. “It is perfect for everyday use; its iconic shape and elegant finish make it a timeless piece.”

Candleholders JH39

The Momento Candleholder pays homage to the classic candleholder form, historically designed to be carried from room to room, melding a nostalgic aesthetic with a contemporary twist. Slip-cast and glazed with precision by artisans in Portugal, the JH39 Candleholder is a testimony to Hayon’s dedication to exceptional craftsmanship and comes in four colours inspired by his artwork. While Azure and Poppy Red bring vibrant, statement hues, Ivory and Red Brown introduce rich, sophisticated tones to interiors.

Designed to add a pop of colour in both residential and hospitality settings, the four variants fit the common taper candle size and create a warm and inviting ambiance when lit.

“We wanted to create a collection that was both nostalgic and modern,” explains Hayon. “The Momento Candleholder adds a bold, block colour element to anywhere from bookshelves to coffee tables and windowsills, while paying tribute to the beauty of the past.”

Vase JH40-JH41

The sculptural shapes of each Momento Vase can often be identified in Hayon’s paintings, the two distinct pieces exhibit a strong and playful identity. Both equally iconic in form, the JH40 comes in a soft Cream, while the JH41 is available in a bold Emerald green – two shades chosen for their versatility and relationship to the fresh colours of flora. Serving a purpose beyond aesthetics alone, the slim-neck design of the Momento vases require users to be selective when placing flowers in the chamber, encouraging a moment of mindfulness while constructing a bouquet.

“The idea behind the Momento vases was to bring a ‘visual comfort’ into your hands. When you look at the vases, you’re drawn to touch them, and when you touch them, you then want to feel them,” comments Hayon.

A Spanish artist and designer who set up his own studio in 2000, Jaime Hayon has designed countless pieces of furniture, lighting fixtures and home accessories, hotel interiors, retail shops, a line of ceramics, shoes and his own collection of timepieces. With designs showcased in prominent museums around the world, Hayon is at the forefront of a new wave of talents blurring the lines between art and design.



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With the planet and the people at the core, we strive to always act conscientiously.