

viccarbe

Aleta

Designed by Jaime Hayon

Catalogue - EN

2017



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.

ALETA

Elegance in the subtle

Collection designed by Jaime Hayon, 2017



If we look for a leitmotif in the Viccarbe collection, that would be the combination of synthetic structures and extra comfortable seats. The simplicity, the contemporary design of its chairs and armchairs comes from the hand of bases that have the precise material to define the use and the function, free of all useless adornment. On the other hand, comfort comes from subtle details on both the inside and outside of each piece. Aleta was born in this way, achieving a perfect balance capable of fulfilling the creative proposal of Jaime Hayon, and the evolutionary proposal of the Viccarbe collection.

"With the international vision, with the mixture of know-how, and of combining different ideas and dialogues, certain products were released with which we are very satisfied today.

As a designer—just like Viccarbe—I'm very functional. Not minimalist, but simple. (...) With Viccarbe, the idea was to find a mutual language. The turning point has perhaps been found by making a few more expressive forms on the chairs or tables we have made, finding a way, a balance for both. I believe that the real collaboration with companies is this: to find a balance."

"The simplicity, the contemporary design of its chairs and armchairs comes from the hand of bases that have the precise material to define the use and the function, free of all unnecessary adornment."



On this page, a picture of Burin table full black with two Aleta chairs metal base, black structure



Comfort comes from subtle details on both the inside and outside of each piece



On the left page, a picture of Burin table in black with Aleta chair, pyramid swivel base. On this page, Aleta chair, flat swivel base, and Aleta chair pyramid swivel base with casters

The limits between spaces are blurred. Conventional meeting rooms are no longer the only spaces where teams work to transform organizations. We feel more comfortable in familiar surroundings, in places similar to the living room, where we regain confidence in ourselves and feel like participating. We also feel comfortable in relaxed environments such as a café, where we can hold informal meetings where we can take a stance and strengthen ties with other colleagues in the organization.



Aleta & Work

Office — The Aleta chair was born to materialize the perfect balance between functionality and creativity. Aleta works perfectly in any situation: having lunch in a restaurant, an extended meeting at the office or working from home.



Project on top: Vocoon Headquarters, Cleveland
Interior Design: Vocoon. Pictures: Matthew Carbone

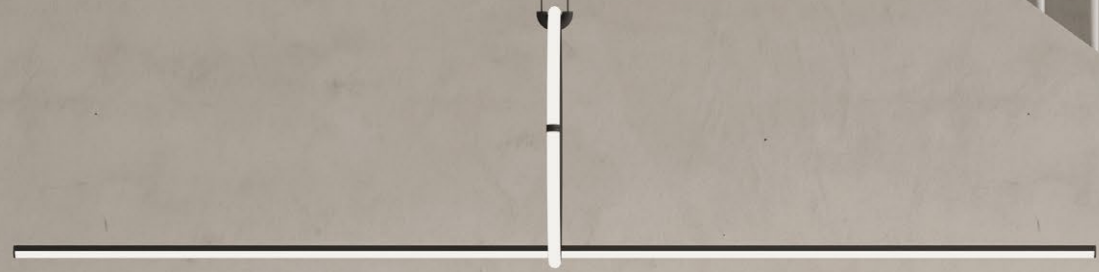
Project on the right: Savills Aguirre Newman
Headquarters - Coffee area



Project on this page: Savills Aguirre Newman
Headquarters - Coffee area

ALETA WOODEN BASE

Warm, elegant, contemporary... The versatility of a chair does not only lie in its initial design. It also lies in the possibility of incorporating different finishes in it. Aleta and its wooden base allow us to play with ambiguity. They give us the possibility to create multipurpose spaces where we are not limited by the use, but inspired by the warmth of the finishes. In this case, it does not matter where we live our day to day life, but the comfort with which we approach it.



On these pages, featuring Burin table and Aleta chair with wooden base

Unwind Hotel Otaru, (Japan)

Hospitality — Unwind Otaru represents the renovation of an old building located in the prefecture of Hokkaido, north of Japan. Its vintage aesthetic combines perfectly with the contemporary furniture and finishes chosen for the new layout. As with the Aleta collection, achieving the right balance is fundamental.



Project on these pages: Unwind Hotel Otaru, Japan
Interior Design: LINE-Inc. Pictures: Kenji Masunaga, Kozo Takayama
Special thanks: Interiors Inc



Projects on the left page: Tago Mago Restaurant, Valencia.



Projects on the right page: La Chipirona Restaurant, Valencia by La Galería Estudio. Picture: Ángel Segura





Projects on these pages: La Chipirona Restaurant,
Valencia by La Galería Estudio. Picture: Ángel Segura



Projects on the left page: La Cabra Restaurant, Madrid. Interior Design: Mecanismo. Photographer: Kavi Sánchez

Projects on the right page: The Härg, Estonia. Interior design: Ace of Space + Aap Piho. Dealer: Studio Living. Photographer: Terje Ugandi



Projects on these pages: Centre Pompidou Café Le Central, Paris.
Project: Hayon Studio.
Pictures (interiors): Nienke Klunder





Project on these pages: Reinassance hotel, Barcelona





Project: Club Alma Sensai, Madrid
Interior Design: Mar Vera for Welcome Design
Photography: Paloma Pacheco Turnes



Project: Casa Decor
Interior Design: SINMAS Studio



On these page featuring Aleta with wooden base and arms and Trestle table



Aleta Lounge Chair



Aleta Lounge Chair
metal base

Aleta Lounge Chair
wooden base

Aleta Lounge Chair
metal base & armrests

Aleta Lounge Chair
wooden base & armrests

Aleta Stool



Aleta bar stool

Aleta high bar stool

Aleta swivel
bar stool

Aleta swivel bar stool
high backrest

Aleta swivel bar stool
& armrests



Aleta counter stool

Aleta counter stool
high backrest & armrests

Aleta swivel
counter stool

Aleta swivel counter stool
& high backrest

Aleta swivel counter stool
high backrest & armrest

Aleta Table



Aleta low table

Aleta Chair



Aleta chair
metal base

Aleta chair
metal base & armrests

Aleta chair
metal base

Aleta chair
metal base & armrests



Aleta chair
wooden base

Aleta chair
wooden base & armrests

Aleta chair
swivel base

Aleta chair
swivel base & armrests



Aleta chair
pyramid swivel base

Aleta chair
pyramid swivel base & armrests

Aleta chair
flat swivel base

Aleta chair
flat swivel base & armrests



Aleta chair
pyramid swivel base & casters

Aleta chair
pyramid swivel base
with casters & armrests

Aleta chair
five casters base

Aleta chair
five casters base & armrests

Let's talk

We want to help you find the best designs for your project. Contact us and our team will get back to you as soon as possible.

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