

BENCHMARK

Benchmark introduces the Smile Stool by Jaime Hayon; Launching in line with Madrid Design Festival 2021

Remember to Smile. Launching in line with Madrid Design Festival 2021, the Smile Stool, designed by Jaime Hayon is a joyful and expressive piece for the home.

Celebrating the age-old tradition of craftsmanship in everyday objects, the Smile Stool combines durability and careful detailing with a generous materiality that imbues a wonderful tactility and warmth within each piece.



Crafted at Benchmark's UK workshops from solid American cherry, the soft geometry of the seat and gently curved profile of the underside invites touch. The playful 'Smile' doubles as the stool's carrying handle, while the natural grain of the timber adds to the character and expressive design of the face. Its four legs are hand turned, with two passing through the seat to form the stool's eyes, using traditional expressed-through tenon joints.

Developed by Jaime for Connected; an exhibition challenging creatives to design furniture that suits their new ways of working from and living at home, while exploring the ways creatives and makers have adapted their processes to work together during lockdown, this is the first time the Smile Stool has been available for purchase.

"We must all remember to Smile – it makes us happier, healthier and more hopeful", says Jaime of the design. The simplicity of its form demands perfect execution of construction and craft. This provides the Smile Stool a sense of longevity that will allow every piece to gather memories and meaning through successive generations.

Having completed Life Cycle Analysis (LCA) of the piece, it has a carbon footprint of (-1.97 kg CO2 equivalent) – making it better than carbon neutral. This means the carbon stored in the American cherry exceeds all carbon emissions during the processing of the timber and production of the stool, making it demonstrably sustainable.

The Smile Stool comes with Red List Free and Declare labelling. Offering complete transparency, Declare is an internationally recognised ingredients list for products that shows where it comes from, what it is made of and where it goes at the end of its life. Red List Free means that the piece is free of any harmful chemicals.

The Smile Stool will be available to purchase from 9th February via Benchmark's website and showroom, and select partners and design stores internationally. The Smile Stool is offered in solid American cherry, with a clear oil finish.

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About Benchmark

A powerhouse of craft, Benchmark are one of the UK's leading furniture-makers. Founded by Terence Conran and Sean Sutcliffe in 1984, the company has a mission to create furniture that contributes to human health and well-being, using natural, sustainable and non-toxic materials. With workshops in Berkshire and Dorset, Benchmark works with many of the world's leading architects and designers on commercial and residential projects. From forest to finished piece, Benchmark are positioned as a leader in sustainable enterprise. Their approach marries forward-thinking design with exemplary levels of craftsmanship and creativity, producing furniture that exudes natural warmth and soul.

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About Jaime Hayon

A Spanish artist and designer who set up his own studio in 2000, Jamie Hayon has designed countless pieces of furniture, lighting 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. Hayon, now operating offices in Italy, Spain and Japan, is keen on exploring new and expressive forms, while maintaining a deep respect for artisan skills, finely-crafted details and a passion for play.

For further information and high res images, please contact:

timothyab@benchmarkfurniture.com 01488 608038

