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Press Release

Elefy JH28 - JH31

by Jaime Hayon
2019



JH28 & JH29



JH30 & JH31

Product category

Chair

Environment

Indoor

Materials

Copo PP Shell, with the option of upholstery (JH29, JH31).

Base finishes

JH28 & JH29: White, Black or Brass.

JH30 & JH31: Lacquered oak or lacquered walnut.

Shell finishes

JH28 & JH30: Black, White, Soft Beige, Midnight Blue, Copper Brown.

JH29 & JH31: Available in fabric, Leather and COM.

Dimensions (cm/in)

H: 77cm / 30.3in, W: 57.5cm / 22.4in,

D: 58cm / 22.8in, Seat height: 47.5cm / 18.5in.

Design year

2019

Press info

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Introducing Elefy, a shell chair inspired by the comforting curves of an elephant.

Elefy^{JH28 – JH31} by Jaime Hayon

Critically acclaimed artist and designer Jaime Hayon is renowned for his playful approach to design – like the ‘Elefy.’ Inspired by an elephant, this emblematic chair mirrors its muse’s large physical form. Viewed from behind, it’s easy to spot the swell of those two large ears, emerging in a rounded curve from the solid bulk of the chair’s body.

The similarities don’t end there. The base – available in metal or solid wood – echoes the creature’s four sturdy legs, while the shell comes in a range of contemporary colours and with the choice of full upholstery with either fabric or leather.

The impact of this evocative piece extends beyond its physical appearance. While the Elefy’s streamlined shape is distinctly contemporary, the chair was designed with comfort in mind. Instead of angular edges and an aggressive form, its cupping shape cozily envelops the sitter from all sides. Much like the gentle nature of an elephant, the chair was designed to encourage a sense of wellbeing.

“With the Elefy, I enjoyed the creative challenge of crafting an inanimate object in the shape of such a distinct animal,” explains Hayon. “While this piece is unconventional, it also takes comfort very seriously.”

Jaime Hayon is a Spanish artist / designer with offices in Italy, Spain and Japan. Known for his deep respect for artisan skills, finely-crafted details and a passion for play, Hayon is considered one of the most influential creators of our time, blurring the lines between art, decoration and design. A prolific designer always seeking new horizons, his scope of work extends from furniture, lighting and home accessories to hotel and retail interiors, as well as ceramics, shoes and timepieces.



Established in 2010, &Tradition is a Danish design company that marries tradition with innovation. Our unique portfolio of furniture and lighting spans designs from the 1930s to the present day and includes interior objects by internationally acclaimed designers.