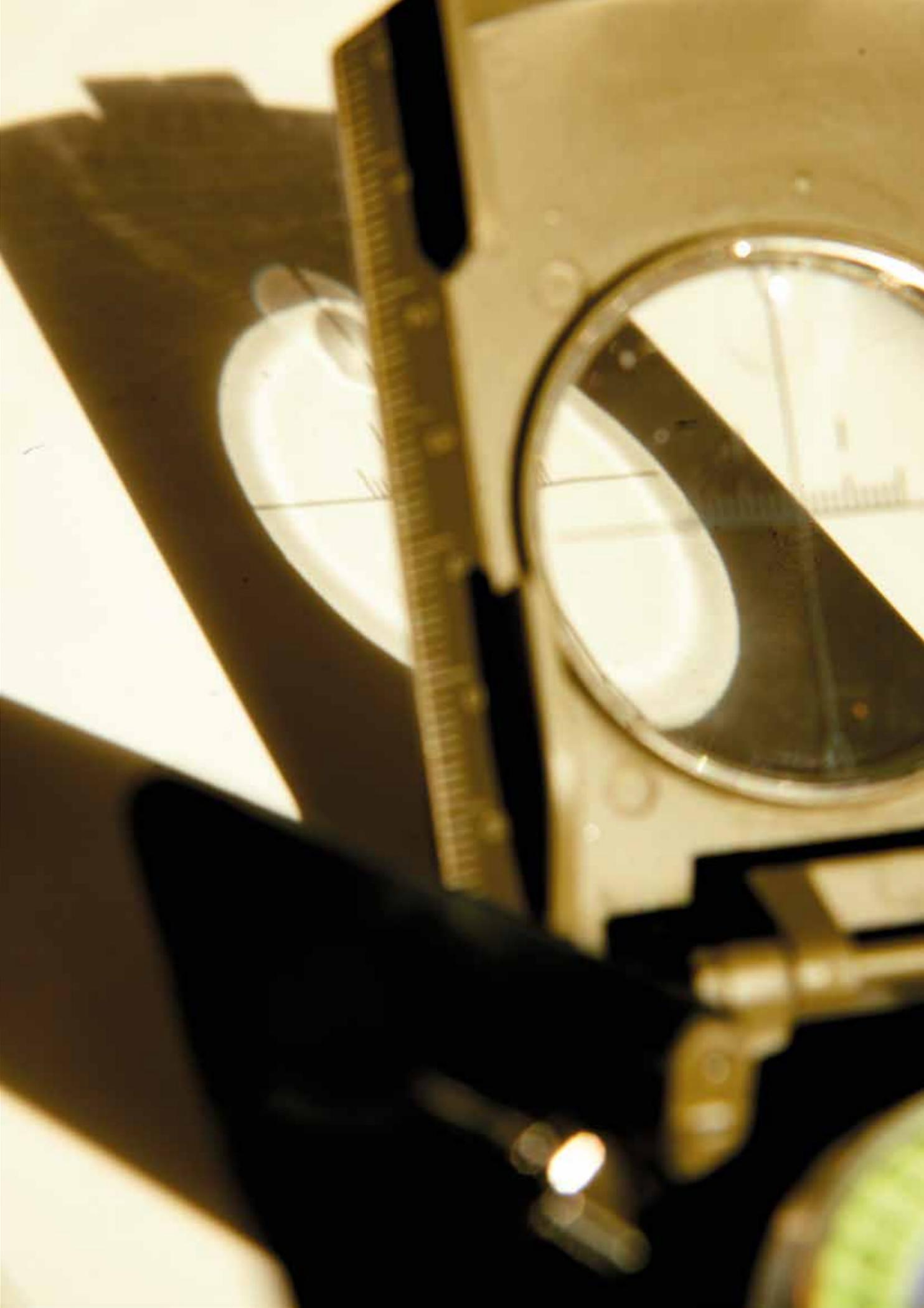
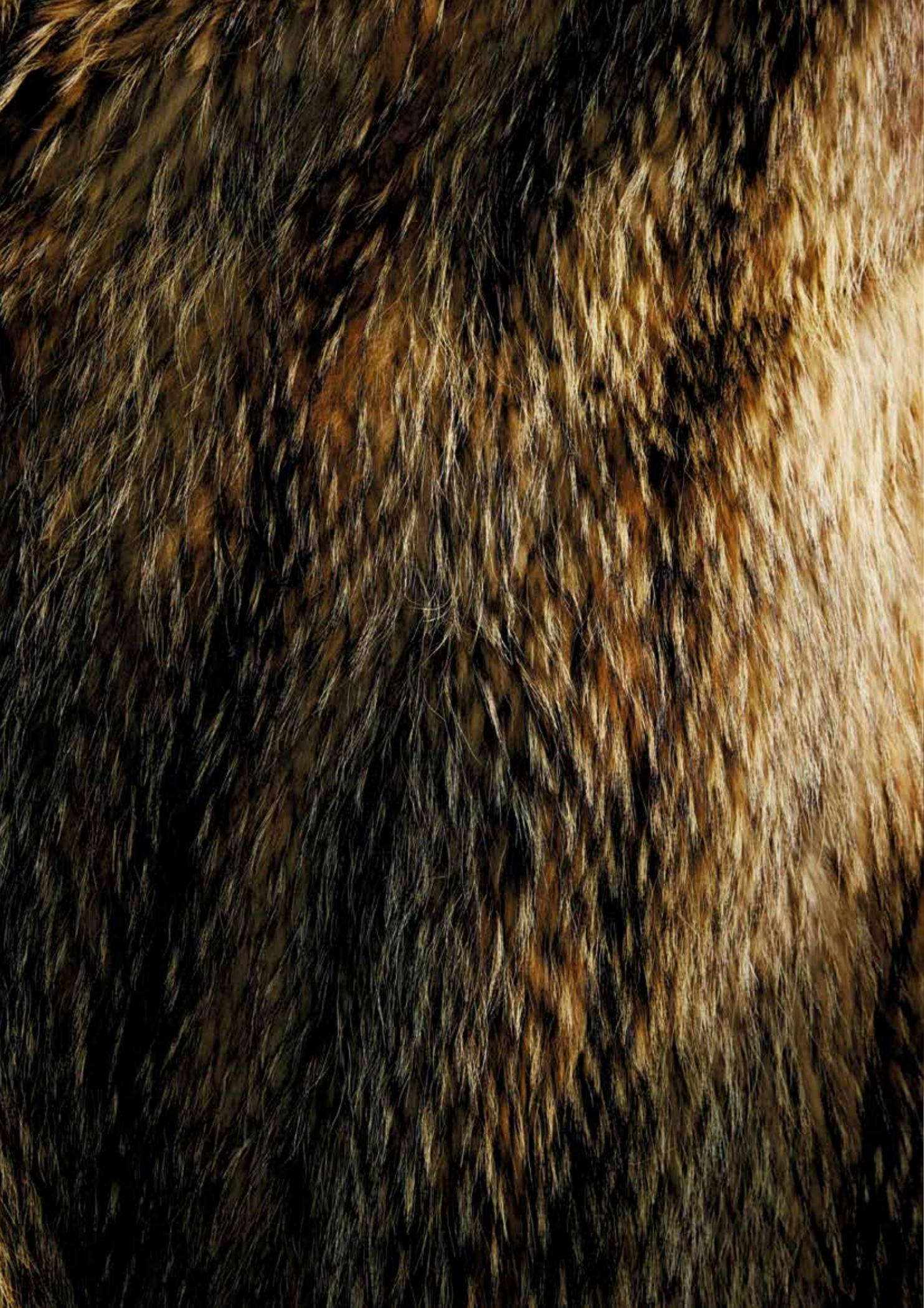


Swiss Design Map Milano



















22A





Swiss Design Map Milano



Dear Milan Design Week visitor,

Thank you for your interest in the Swiss Design Map Milano!

The Swiss Design Map Milano: what is the thinking behind it?

Events like the Salone del Mobile and the Fuorisalone have long been an important showcase for Swiss design schools, firms and young designers.

To increase their collective impact and visibility, the Swiss Design Map draws attention to the many exhibits with a connection to Swiss design. This initiative developed jointly by the Consulate General of Switzerland in Milan and Switzerland Tourism allows visitors to take in the diversity, creativity and innovation of contemporary Swiss design at a glance.

The specially conceived map pinpoints exhibits with link to Switzerland.

Want to find the booth of a Swiss firm at the Salone in Rho? Don't know where to find a Swiss event at the Fuorisalone? In Brera, Tortona or at Ventura Lambrate—the Swiss Design Map will take you where you want to go.

Want to know more about Swiss design schools and firms and the trendiest Swiss designers? This brochure created to accompany the map provides additional insights into Swiss design.

Can't get enough of Swiss design? Why not take a break to visit one of Switzerland's thriving cities with their numerous masterpieces in contemporary architecture and fascinating art museums? Discover more in this brochure and take a look at the back of the map for a preview of this summer's 'Swiss Cities Designed for You' campaign.

The Swiss Design Map Milano is part of an ongoing operation by the Consulate General of Switzerland in Milan to introduce Switzerland as one of the world's top spots in terms of innovation and economic competitiveness, as a destination for an unique lifestyle experience and—you might be surprised to discover—a country bringing forth fresh creative talent in the industries for which Milan is famous: food, fashion and design.

I would like to thank all of the partners who have made this initiative possible.

Enjoy your trip into the world of Swiss design! I hope you will have as much fun with the Swiss Design Map Milano as we had making it happen!

Félix Baumann
Consul General of Switzerland to Milan

April 2017

Since its emergence in the 1950s, Swiss design has come a long way; it has exerted considerable international influence, and Swiss contemporary designers excel worldwide. For this reason, *Presence Switzerland*, the public diplomacy unit of the Swiss Government, regularly supports communication projects all over the world using this amazing visual language that is design—Swiss design.

This time, *Presence Switzerland* has chosen to back the Swiss Consulate General in Milan in its efforts to—literally—put Swiss designers, schools and companies at the *2017 Milan Design Week* on the map. By creating this tool, we offer Swiss exhibitors the opportunity to increase their visibility and networking potential. But we also want to inspire international visitors and professionals at the Design Week with Swiss design, innovation and creativity. We are extremely happy that almost a dozen visionaries have accepted the consulate's invitation to be part of the first SWISS DESIGN MAP MILANO.

I am convinced that this publication will improve your understanding of Swiss design and the driving forces behind it—the 'Swissness' in Swiss design.

Nicolas Bideau
Head of Presence Switzerland, Federal Department of Foreign Affairs

April 2017

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Architonic

It's a jungle out there: we live in a world where furnishings, fittings and materials proliferate. It's become a full-time job, keeping track of what's out there. That's where Architonic comes in. With our international network of architecture and design professionals, all keeping an expert eye on what's new and, more importantly, what's good, we've hand-picked the finest designs the market has to offer. Only manufacturers and brands that meet Architonic founders Nils Becker and Tobias Lutz's selection criteria are given the possibility of presenting their products on Architonic. In short, we do all the research, so you don't have to.

The bigger picture: a design product isn't something that exists in isolation. At Architonic, we believe that the relation between product and the architectural space to which it's applied is fundamental to a successful project. That's why we've pioneered the linking of architectural projects with the furnishings, materials and fittings that have been used in their execution, resulting in a completely new information resource for architects and planners, as well as for designers and manufacturers.

We are Architonic: with our head office in Zurich, Architonic AG is an internationally based team of architects, designers, IT experts and marketing professionals. Our key aim is to generate up-to-the-minute and relevant expert information and knowledge, and to distribute this across the Architonic community of architects, designers, researchers, manufacturers and retailers.

With a carefully considered showcase of over 300.000 premium design products and materials, Architonic is the number-one online community for architects, designers, home-owners and design enthusiasts. 16 million visitors a year choose Architonic as their guide to the very best of current design.

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What does Milan and the Milan Design Week mean to you?
A worldwide creative moment and statement.

What distinguishes Swiss and Italian creativity?
Maybe more sense of joyfulness in the Italian creativity.

In your understanding what is “Swissness” and how does your firm relate to this notion?
To be close to the materials and know-how.

What makes your practice special?
We think with the hands.

Which direction should we look towards?
To look to the future by taking the cultural and know-how heritage into account.

The last sight that made you emotional...
Everyday our creations follow emotions.

atelier oi was founded in 1991 in La Neuveville, Switzerland, by Aurel Aebi, Armand Louis and Patrick Reymond. atelier oi has been striving to dissolve barriers between genres and foster cross-disciplinary creativity for 25 years. Over the course of their achievements, architecture, design and set design have intertwined on an international scale. Transdisciplinarity, team spirit and an intimate rapport with the material are their watchwords. Born of an intuitive and emotional affinity with the act of shaping different materials, their projects have been recognised the world over. Between experimentation, cultural exchanges and events devoted to their creations, they design for Artemide, B&B Italia, Bulgari, Danese, Foscarini, Moroso, Pringle of Scotland, Röthlisberger, USM, Victorinox, Louis Vuitton, Rimowa and many others.

atelier oi
Moitel
Rte de Bienne 31
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CASA GIFU II at Amy-d Arte Spazio
Via Lovanio 6
20121 Milano
Opening Hours: 04.04–09.04.2017 H10.00–21.00
Opening: 04.04.2017 H18.00 (by invitation only)

ECAL/University of Art and Design Lausanne

More Rules for Modern Life

Via dell'Orso 16
20121 Milano
Opening Hours: 04.04–09.04.2017 H11.00–20.00
Press Preview: 03.04.2017 H16.00–18.00

ECAL presents: The Future Sausage by Carolien Niebling

SaloneSatellite
Fiera Milano
20017 Rho
Stand SO2
Opening Hours: 04.04–09.04.2017 H09.30–18.30

ELITE HOTEL by ECAL

Elite Gallery Milano
Via Marco Formentini 14
20121 Milano
Opening Hours: 04.04–09.04.2017 H10.00–21.00
Opening: 05.04.2017 H18.00–22.00 (by invitation only)
Press Preview: 05.04.2017 H17.00–18.00

IKEA Festival

(with the participation of ECAL)
Let's Make Room for Life
Officina Ventura 14
Via Privata Giovanni Ventura 14
20134 Milano
Opening hours: 04.04–09.04 H10.00–20.00

The Punkt. Urban Mobility Project

(with the participation of ECAL)
Palazzo Litta
Corso Magenta 24
20123 Milano
Opening Hours: 04.04–09.04.2017 H11.00–21.00

What does Milan and the Milan Design Week mean to you?

We have a very special relationship to this city and this fair, as we have been coming here for almost twenty years. This is one of the very top events on our yearly schedule. We are extremely proud of having been granted the 2014 Milano Design Award for best exhibition with Delirious Home.

What distinguishes Swiss and Italian creativity?

These are two highly creative countries with design traditions and know-how. Italy may have that extra touch of style, while Switzerland is rather renowned for its rigour and precision.

In your understanding what is "Swissness" and how does your school relate to this notion?

Creativity, precision and rigour are typical Swiss values and our School entirely subscribes to these.

What makes your practice special?

Most of ECAL projects are exhibited all around the world. Our graduates work for the best brands and design studios. Last year they won more than 100 awards in various competitions. Furthermore, ECAL projects have a very high degree of finish, which always impresses. This is due to the skills of the students, to our state-of-the-art infrastructure as well as to our many partnerships with renowned companies.

What makes a good campfire story?

How a small local art and design school based in Lausanne became one of the best in the world.

Which direction should we look towards?

The right one, obviously!

Enjoying international renown and featuring regularly among the world's top ten universities of art and design, ECAL is directed by Alexis Georgacopoulos. The school currently offers six Bachelor programmes (Fine Arts, Cinema, Graphic Design, Industrial Design, Media & Interaction Design, Photography), five Master programmes (Fine Arts, Film, Photography, Product Design, Type Design) and two Master of Advanced Studies (MAS) in Design for Luxury & Craftsmanship and in Design Research for Digital Innovation (with EPFL+ECAL Lab). ECAL also offers a one-year Foundation Course to prepare students for entrance to the different Bachelor's programmes.

ECAL/University of Art and Design Lausanne
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What does Milan and the Milan Design Week mean to you?

Milan Design Week is the design world's rendez-vous, we speak of design, we live design, we breathe it! It's a time to create trends and soak in all the latest novelties. It's also the occasion to make contacts and to display our knowledge through innovating and unusual products. A giant festival where any idea is inspiring, where anyone can be part of the audience, and where every kind of piece can find a stage.

What distinguishes Swiss and Italian creativity?

As the leading region for furniture design and fashion in the world, Italy suggests the soft-edged and warm lines of the Mediterranean style.

Swiss companies are well-known for operating primarily in the areas of precision engineering. Challenges for Swiss designers are manifold. "Swissness" must remain a recognized and valuable brand that still stands for quality, precision and on-time delivery. It is also essential to be able to produce an impacting and clear visual communication. Finally, there's the need to open up to new ideas and styles.

In your understanding what is "Swissness" and how does your firm relate to this notion?

Based on deliberate choice and respect for its origins, Elite makes its products in Switzerland. This means the company works on maintaining Swiss expertise and respect for quality while protecting employment. Swiss-made is also a sign of quality for the client and assures a product that was designed according to strict standards. Quality, craftsmanship and know-how are at the heart of Elite's history. Today we combine our 120 years of experience with modern technology, innovation and research to create beds with unparalleled comfort and design.

What makes your practice special?

Because it has always valued handwork in order to assure constant quality and control, Elite selects natural materials for its products and, insofar as possible, regional suppliers. Management and production are also sensitive to environmental issues and act to reduce the daily environmental footprint. In our various production sites located by Lake Geneva, between the expert hands of specialized craftsmen are born boxsprings, mattresses but also headboards, thus perpetuating an ancestral savoir-faire.

Which direction should we look towards?

For Elite, the key is innovation for a durable economy. In collaboration with Advanced Schools and Universities, Elite works on several projects and concentrates its efforts on product improvement research, in particular with regards to sleeper's health. With the creation in 2011 of Smart Lease, the hotel business model, Elite creates a bed management system based on the principle of economic functionality. The enterprise remains owner of the bed while only commercializing its usage.

The tracks that got you on the right way...

At Elite we consider the bed as being the piece of furniture par excellence. The bed has always played a central role, and it is often, like an heirloom, passed down from generation to generation. If comfort is the ultimate priority, the harmony of colors and materials, formal elegance and the balance of proportions confers on a bed its real identity and signature.

Our philosophy at Elite is based on the return to a more authentic life style. Even while technology improves, patience, expertise and the best materials are needed.

Elite SA was founded in 1895 by Jules-Henri Caillet, master saddler and upholsterer. In 2006 the founder's grand-daughter passes the reins to François Pugliese. The current director and owner banks on Swiss made quality and innovation to develop the enterprise. Over the past few years, the boxspring gains ground and with it a comfort well-known to high-end private customers and hoteliers. Elite beds are unique and audacious creations. Made to measure with and infinite care for detail and a perfect Swiss finish, Elite beds transcend their purely ergonomic functions to achieve a deserved acclaim and their status as a core Elite product.

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1170 Aubonne
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ELITE HOTEL by ECAL
Elite Gallery Milano
Via Marco Formentini 14
20121 Milano

Opening Hours: 04.04–09.04.2017 H10.00–21.00

Opening: 05.04.2017 H18.00–22.00 (by invitation only)

Press Preview: 05.04.2017 H17.00–18.00

Geberit e Pozzi-Ginori

What does Milan and the Milan Design Week mean to you?

Milan Design Week means for Geberit and Pozzi-Ginori an unmissable appointment, a unique showcase to highlight products and to support the launch of new innovative ones, to communicate brand values, and to reach a wide audience of professionals and end users.

What distinguishes Swiss and Italian creativity?

Creativity is an attitude, it is the ability to be creative and innovative. Its uniqueness is in the way each company understands and develops this process within and the quality of the related output. Our way to be creative is a mixture of different elements, how we translate our passion for design and technology in order to inspire and excite customers all over the world. No matter if it's Swiss or Italian, for Geberit, creativity is a wide concept that inspires our daily work, our way to innovation, our aim to technology and our ideas of design.

In your understanding what is "Swissness" and how does your firm relate to this notion?

Geberit is a Swiss company and Swiss engineering skills are legendary. Precision, technical know-how and focus on innovation characterize Geberit products and systems. Swissness stands for daily research for improvement, refinement and optimization of all the company processes, the quality of products and services, answering the evolving needs of our customers, focusing on simplicity, timelessness and elegance. We are therefore able to offer products that are a perfect balance between elegant design and outstanding function, answering the needs for cleanliness, usability and comfort, concrete benefits for our customers.

What makes your practice special?

Geberit bases its historical success on a few significant elements: product, service, function and design. Our mission is to propose innovative solutions and thanks to this attitude, our brand awareness has become solid and we are recognized as a special and reliable partner by our clients. Our uniqueness is based on a simple element, the ability to listen to the markets and to translate relevant needs into concrete benefits and then into product features.

Which direction should we look towards?

Geberit is the leading brand for flushing systems and our cisterns have represented Geberit's core business for many years. During this time we have improved our technical product range with the introduction of design elements. Geberit, after the acquisition of Sanitec in 2015, can offer a wider range of design products thanks to the strong brand awareness of Pozzi-Ginori, an historical Italian leading brand in bathroom ceramics. Thanks to the strengths of the brands and the deep knowledge of both Geberit and Pozzi-Ginori, today we can offer complete innovative and design solutions both behind and beyond the bathroom walls.

The last sight that made you emotional...

When Sergio Brioschi presented us his project for the installation of Fuorisalone 2017 we were absolutely excited and it has been really emotional. *IN_FLUENS Hidden Ways. Clear Forms* truly represents what Geberit is today, how we combine in a balanced way aesthetic, design with innovation, technology and outstanding function. That's our uniqueness and that's exactly what we want to show: "behind and beyond the wall" in all the limitless possibilities.

Geberit Group is the Swiss leader in the field of sanitary products and it operates as an integrated group with a very strong local presence in most European countries. Since 1874 Geberit represents the pioneer of sanitary technologies and flushing systems. In 2015 Geberit acquired the Finland-based bath and toilet firm Sanitec and Pozzi-Ginori is the Italian brand of the group. Pozzi-Ginori represents the history of Italian art and design in bathroom ceramics and its origins date back to 1735 in Florence. Thanks to the strong awareness and deep knowledge of both brands, today we can offer complete, innovative and design solutions both behind and beyond the bathroom walls.

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IN_FLUENS Hidden ways. Clear Forms
Swiss Corner
Piazza Cavour
20121 Milano
Opening Hours: 04.04-09.04.2017 H11.00-21.00

HEAD – Genève Haute école d’art et de design

Located in the heart of the city, HEAD – Genève, Geneva School of Art and Design, is one of the most important training institutions of art and design in Europe with 700 students from over 40 countries. Teaching methods are highly varied, focusing on specific projects and run by prominent international personalities. HEAD features bachelor’s and master’s level courses, in visual arts, cinema, graphic design, interior architecture & space design, media and interactive design, fashion, jewelry, watch and accessory design.

Interview on the right by Jean-Pierre Greff, director.

HEAD – Genève
Haute école d’art et de design
Boulevard James-Fazy 15
1201 Geneva
head-geneve.ch
com.head(at)hesge.ch
+41 79 445 87 92

What does Milan and the Milan Design Week mean to you?

Milan remains the key place to unearth the latest trends and take the pulse of contemporary design. A European school that is setting the standard like HEAD must be present here. This is an opportunity for us to showcase the creativity and skills of our students. Indeed, each year, they challenge themselves to reinvent specific projects: *Conversation Pieces* in 2014, a fully designed apartment from living spaces to furniture; *The Animal Party* which explored our relationship with animals in 2015 or *Re-Think the Eames* in 2013, a multi-screen immersive environment depicting Eames innovative works.

What distinguishes Swiss and Italian creativity?

Swiss creativity lies in the exceptional richness, dynamism and “youthfulness” of its higher education institutions. As for Swiss design, if I stick to generalities, I think a certain number of characteristics do exist. A sort of *Swiss touch*; a design aesthetics that is intentionally simple, spare and even, somewhat minimal, far from the Italian baroque expansiveness. For me, “Swissness” equals to simplicity and leads to radicality, economy of means and efficiency, all combined with perfect execution. It can, on occasion, be playful but it remains unpretentious and serious design.

In your understanding what is “Swissness” and how does your school relate to this notion?

Swissness is anchored in a long tradition of Swiss design. It is purified design, achieving maximum visual or functional effect with a minimum of means. On the academic level, Swissness means excellence in the field of professional training with strong links to the professional world: USM brand—a Swiss icon—work with our students for instance. But also, in a more prospective way, students reinvent the Swiss cuckoo clock using cutting-edge technology and rigorous craftsmanship—a project that we’ve shown all around the world and here in Milan last year.

What makes your practice special?

At HEAD, we make things. Making is our doing. It is also how we think. We make intangibles as well as tangibles, and we reframe debates by designing prototypes and experiences that give new perspectives onto our contemporary world. Our creative process gives us great freedom in reacting to these new realities and inventing new solutions and alternative realities that have not yet been imagined..

Which direction should we look towards?

We show an exhibition dedicated to the idea that people need to have play in their lives—that play is a highly positive and social practice—and yet it has been co-opted by smart screens and objects that pull us away from each other, rather than bringing us together. So, as a response to a world quickly filling up with screens and buzzing gadgets, we have decided to invent a “Salone ludico”, where objects and experiences coax visitors into new forms of interaction through play.

If your project were a multi-purpose knife, what tools would it be made of?

Let’s say a Fondue fork or an ad hoc Hotspot... More seriously, design is now everywhere. Traditional interior design that used to deal with spaces, furniture and household items now covers all kinds of objects. Customer needs and expectations have expanded. And so have the role and scope of designers. Young designer skills become more complex. Argumentative, conceptual, communication and commercial skills added to technical, creative, imaginative skills. In short, an XXL Swiss knife!

Salone Ludico
Via Goito 7
20121 Milano
Opening Hours: 04.04–09.04.2017 H11.00–20.00
Opening: 04.04.2017 H18.00–21.00
Press Preview: 03.04.2017 H14.00–16.00

Reinforce Expose by Gramazio Kohler Research

Reinforce Expose. The inner forms of tomorrow.
Gramazio Kohler Research
Via Vecchio Politecnico 3
20121 Milano
Opening Hours: 05.04–08.04.2017 H11.00–20.00
09.04.2017 H11.00–18.00
10.04–06.05.2017 H10.30–17.30
Opening: 04.04.2017 H18.30

Fabio Gramazio and Matthias Kohler are architects with multi-disciplinary interests ranging from computational design and robotic fabrication to material innovation. In 2000, they founded the architecture practice Gramazio & Kohler, where numerous award-winning designs have been realised. Current projects include the design of the Empa NEST research platform, a future living and working laboratory for sustainable building construction. Opening also the world's first architectural robotic laboratory at ETH Zurich, Gramazio & Kohler's research has been formative in the field of digital architecture, setting precedence and de facto creating a new research field merging advanced architectural design and additive fabrication processes through the customised use of industrial robots.

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What does Milan and the Milan Design Week mean to you?
Milan features a thriving design culture and a deeply rooted sensibility for fashion. Being occupied with research in architecture it acts as a joyful counterpart to the slow and steady development of our projects.

What distinguishes Swiss and Italian creativity?
There has been an intensive exchange between northern Italy and Switzerland for hundreds of years. Architects and designers have been crossing boundaries bringing their design language to the other country. We would therefore say that *what unifies* both countries is a strong emphasis on Gestaltung and design.

In your understanding what is “Swissness” and how does your firm relate to this notion?
Swissness is often associated with simplicity and elegance based on a careful design of the detail. It is also rooted in a design culture based on the actual making. Working in the field of digital fabrication and robotics in architecture at ETH Zurich we emphasize the importance of innovation as a key aspect of Swissness.

What makes your practice special?
As the chair for architecture and digital fabrication in architecture Gramazio Kohler Research has pioneered the use of industrial robotic arms in architecture and construction.

Which direction should we look towards?
If you only look in one direction you might easily miss what you are looking for. Observation needs to be radial, yet focused once we have found what we were looking for.

If your project were a multi-purpose knife, what tools would it be made of?
It would be a much anticipated invention if multi-purpose knives came with a robotic arm in the future. However, we say the industrial robotic arm we have been using for over ten years is the multi-purpose knife of digitally driven construction in architecture.

Showroom Kartell by Laufen
Via Pontaccio 10
20121 Milano

Opening Hours: 04.04–09.04.2017 H10.00–19.00
Opening: 04.04.2017 H19.00–21.00

Laufen at La Posteria
Viale Giuseppe Sacchi 7
20121 Milano

Opening Hours: 04.04–08.04.2017 H11.00–20.00
09.04.2017 H11.00–18.00

Long Night: 05.04.2017 H11.00–23.00

The personality of this highly traditional Swiss brand reflects a symbiosis of design, quality and functionality. LAUFEN is one of the world's leading manufacturers with a global distribution network. The company's core competence is its knowledge in the area of sanitary ware manufacturing: LAUFEN has been using the oldest malleable material known to man to make innovative sanitary products in state-of-the-art plants with legendary Swiss precision and sophisticated design.

Laufen Bathrooms AG
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What does Milan and the Milan Design Week mean to you?

Salone del Mobile and the Design Week are the most important date for the design industry, where trends are launched and the interior sector decides what will be in showrooms in the coming months and years. During its Design Week, Milan is definitely an appointment that cannot be missed.

What distinguishes Swiss and Italian creativity?

In the twenty-first century it is no longer possible to link creativity to a flag because there are no limits to it. Laufen is a company who is Swiss by origin but has international dimensions and addresses itself to an absolutely world-wide market.

In your understanding what is "Swissness" and how does your firm relate to this notion?

The concept of Swissness stands for attributes which Swiss products are endowed with. Quality, a specific design and a straightforward approach to function are just three. In a nutshell: people expect a "Swiss" product to have a certain uniqueness in terms of aesthetics and function.

What makes LAUFEN products unique at the first glance is that their Swiss design unites two major design trends: emotional Italian design from the south and the northern tradition of design precision and clarity. It must be said though that our design management team steps in when our international designers stray from the path of Swissness, or products are in danger of becoming faceless. Swissness is also about daring to seek unconventional solutions. As a small country, the Swiss are used to doing their own thing. By this Laufen, is a trendsetter in the bathroom industry.

What makes your practice special?

The uniqueness of our products comes in general from an overall vision of the company both on the aesthetic and on the ethic side oriented not only to the single piece but to the brand in its completeness.

Which direction should we look towards?

Laufen continues to grow by expanding in international markets and has a clear future vision. We continue to innovate and to develop new, exciting products and we invest in our brand name throughout the world. Our priority is to consolidate our high-end positioning strategy, which enables our long term development and investment.

What makes a good campfire story?

A good campfire story is a story that first surprises you, then engages you and then makes you meditate on it: it should be able to touch you and excite you but must also leave something to ponder after you've heard it.

Switzerland Tourism

Swiss Cities designed for you.

Switzerland does not just impress with its unique landscapes but it is also a haven for art and design lovers. Swiss cities are true urban masterpieces brimming with cultural surprises where you can enjoy world-class art, design and photography without the usual crowds.

Basel, walk of art: the “Rehberger-Weg”

The trail links two countries, two municipalities, two cultural institutions—and countless stories. It runs between Weil am Rhein and Riehen, between the Fondation Beyeler and the Vitra Campus. Guided by “24 Stops”—24 waymarkers created by the artist Tobias Rehberger—walkers can explore a uniquely diverse natural and cultural landscape.

Bern, on the trail of Paul Klee through Bern

Bern is much more than Switzerland’s city of politics: the quality of art and culture is superlative. The Zentrum Paul Klee houses the largest collection of work by this world-class artist, who spent half his life in Bern. Visitors not only admire his pictures, they also get to pick up a paintbrush themselves.

Lugano, a city of artistic innovation

Sunshine, relaxation, Mediterranean climate and food all form part of Lugano’s great appeal to visitors—but the city has much more to offer. In recent years, Lugano has gathered a community of young local artists who, enriched by experiences abroad, have returned to the city to expand its artistic horizons.

Lucerne Festival: the finest classical music since 1938

The world’s leading orchestras and conductors, the KKL Culture and Convention Centre by the renowned architect Jean Nouvel, the views of the Old Town, lake and paddle steamers: there are many reasons for falling in love with the Lucerne Festival.

Winterthur, a city on the move: exploring industrial culture by bike

Winterthur was once the industrial capital of Switzerland. The industrialists left not only a magnificent legacy of museums and art collections, but also a flourishing industrial culture. Today, the former factory buildings are places of creativity.

Zurich, from industrial district to hotbed of design

In recent years, a former industrial district in the west of Zurich has found new life as a home for culture and creativity. One of the highlights is the “Museum für Gestaltung”, whose collections focuses on design, graphics, applied art and posters. From March 2017, the museum is staging a special exhibition on Switzerland’s pioneering tradition of tourism poster design.

Lausanne, dance at every turn

From the Ballets Russes during the First World War to the prestigious Prix de Lausanne founded in 1973, and from the Béjart Ballet Lausanne to the contemporary dance of Philippe Saire, the city on Lake Geneva welcomes all kinds of dance.

Geneva, Quartier des Bains: one of Europe’s most innovative art districts

In the Quartier des Bains, visitors find not only the MAMCO, Switzerland’s largest museum for contemporary art, but also countless galleries and attractive cafes.

Switzerland Tourism is the official international marketing organisation for the promotion of Switzerland as vacation and conference destination.

Switzerland Tourism
Via Palestro 2
20121 Milano
svizzera.it/designweek
info(at)myswitzerland.com
00800 100 200 30

Swiss Cities Designed for you at “F” Design Week
Magna Pars Hotel
Via Vincenzo Forcella 6
20144 Milano
Opening Hours: 04.04–09.04.2017 H15.00–21.00

USM at Salone del Mobile
Salone del Mobile
Fiera Milano
20017 Rho
Padiglione 20
Stand F14
Opening Hours: 04.04–09.04.2017 H09.30-18.30

USM at Mudec – Museo delle Culture
Ora Blu
Via Tortona 56
20144 Milano
Opening: 05.04.2017 H19.57 (by invitation only)

USM at Spotti
Viale Piave 27
20129 Milano
Opening Hours: 04.04–08.04.2017 H10.00-19.00

More than a century ago, USM was known as a pre-eminent producer of iron works and window fittings. In 1961, Paul Schaerer, grandson of USM founder Ulrich Schaerer, chose to take the company in a new and dramatic direction by transforming the factory from a large, manually-oriented metal production plant into a modern, industrial enterprise. To achieve this goal, Schaerer commissioned Swiss architect Fritz Haller to design a building that would accommodate the Münsingen-based company's factory and provide ample space for administrative offices. The facilities modular architecture inspired Haller and Schaerer in the conception of flexible storage solution to accompany the firm's growth prospect. In 1965, the two men created the pioneering furniture product known today as USM Haller Systems. Today USM has subsidiaries in 5 and sales partners in over 40 countries.

USM
U. Schärer Söhne AG
Thunstrasse 55
CH-3110 Münsingen
usm.com
info(at)usm.com
+41 79 259 74 45

What does Milan and the Milan Design Week mean to you?

For us the Italian market itself has been very important for decades. As Münsingen is only a good three train-hours away from Milano we are also geographically close to this distinguished design hub and maintain close ties with many partners there. The Milan Design Week is a great occasion for us to show how our company is innovative and forward-thinking and it is a place to meet existing and potential business partners.

What distinguishes Swiss and Italian creativity?

We don't think that country-specific forms of creativity exist. Creativity is a process and we are being inspired by our clients and partners worldwide. We base creativity on our experience and our clients' needs and also merge it with inputs from other industries.

In your understanding what is "Swissness" and how does your firm relate to this notion?

For us Swissness means quality in the first place. We have been producing our products in Switzerland from the very beginning and even today, with so many insecurities such as our currency for example, we are proud to say that we still entirely produce in Switzerland. The final assembly of our products takes place at the clients' and we rely on the good services of our qualified sales partners. We invest a lot in training, which is for us one of the foundation pillars of good quality.

What makes your practice special?

The USM Haller furniture system turned 50 in 2015 and yet it is still a contemporary and timeless classic. For our anniversary we regarded the occasion as the perfect moment to have a look at the future. Modularity is the key to the success of USM Haller, and it is precisely this value that we turned into the key concept of an international culture initiative. 'Rethink the modular' was all about modularity. In this project we explored questions like "How does a young generation of designers and architects work with this concept, in today's world where flexibility is so highly valued? And what will the system of the future bring?" The results were beautiful and interesting at the same time and confirmed that USM is indeed a true investment for the future.

Which direction should we look towards?

The digitalization is a big topic for us as for many others in the industry. We will be focusing on strengthening our online tools such as the configurator, our website and the online shops. However, our products, their optimization and further product developments will always be our main priority. We see a lot of change in the office spaces for example and we are developing concepts to meet these new needs and open up new target groups.

What makes a good campfire story?

Back in the days when we received our first orders we had not yet developed a reliable pricing system. So to calculate the price of our furniture we compared it with the VW Käfer, at that time the car to have, meaning that we broke down the price per kilo and adopted it for the USM Haller furniture.

ECAL Lausanne Graduates

Decha Archjananun
MAS in Design for Luxury
& Craftsmanship
Another Perspective 5 by COTTO
Ventura Lambrate
Via Privata Massimiano 23
thinkk-studio.com

Cesare Bizzotto, Manuel Amaral Netto
& Tobias Nitsche (FROM)
MA Product Design
SaloneSatellite
20 Years of New Creativity
Fabbrica del Vapore
Via Giulio Cesare Procaccini 4
fromindustrialdesign.com

Jean-Philippe Bonzon
BA Industrial Design
SaloneSatellite
20 Years of New Creativity
Fabbrica del Vapore
Via Giulio Cesare Procaccini 4
jpbpd.ch

Hyung-Moon Choi
MA Product Design
Studio Millionroses
SaloneSatellite
Rho Fiera Milano
Stand C2
studio-millionroses.com

Joséphine Choquet & Virgile Thévoz
(Thévoz – Choquet)
MAS in Design for Luxury
& Craftsmanship
Marble Matters by Bloc studios
5Vie
Via Edmondo de Amicis 9
thevoz-choquet.com

Sébastien Cluzel (SCMP Design Office)
MA Product Design
SaloneSatellite
20 Years of New Creativity
Fabbrica del Vapore
Via Giulio Cesare Procaccini 4
scmpdesignoffice.com

Kaja Dahl
MAS in Design for Luxury
& Craftsmanship
Everything is Connected
Ventura Lambrate
Via Privata Giovanni Ventura 6
atelierkajadah.com

Christophe Guberan
BA Industrial Design
SaloneSatellite
20 Years of New Creativity
Fabbrica del Vapore
Via Giulio Cesare Procaccini 4
christopheguberan.ch

Maxime Guyon, Quentin Lacombe,
Calypso Mahieu, Nicolas Polli,
Jean-Vincent Simonet
BA & MA Photography
Fuori catalogo – Five Photographers
give an interpretation of five objects
by Vico Magistretti
Fondazione Vico Magistretti
Via Vincenzo Bellini 1
vicomagistretti.it

Grégoire Jeanmonod, Elric Petit,
Augustin Scott de Martinville
(BIG-GAME)
BA Industrial Design
CASTOR collection for Karimoku
New Standard
Salone del Mobile
Rho Fiera Milano
Stand A07
big-game.ch

Stefano Panterotto & Alexis Tourron
(Panter&Tourron)
MAS in Design for Luxury
& Craftsmanship
Passages. A project about heat
by Panter&Tourron
Ventura Centrale
Via Ferrante Aporti 15
pantertourron.com

Julie Richoz
BA Industrial Design
No Taste for Bad Taste, 40 Masterpieces
of French Design
Institut Français Milano
Corso Magenta 63
julierichoz.com

Guillaume Sasseville
(+ Lambert & Fils Studio)
MAS in Design for Luxury
& Craftsmanship
Collection Mile
Salone del Mobile Euroluca
Rho Fiera Milano
Stand B37
sssvll.com

Daniel Wehrli
MA Product Design
SaloneSatellite
20 Years of New Creativity
Fabbrica del Vapore
Via Giulio Cesare Procaccini 4
danielwehrli.ch

Giorgia Zanellato & Daniele Bortotto
(Zanellato / Bortotto)
MA Product Design
Redor (for Nilufar Gallery)
Nilufar Depot
Viale Vincenzo Lancetti 34
zanellatobortotto.com

16 ECAL Industrial and Product Design
graduates
The New Readymade by NOV Gallery
Spazio Rossana Orlandi
Via Matteo Bandello 14/16
novgallery.com

FHNW Basel Graduates

Christine Baumann
BA Industrial Design
Dopper
Ventura Lambrate
Via Privata Oslavia 1
designaffin.ch

Benjamin Bichsel, Nadja Zoller
BA Industrial Design
Kambucha
Ventura Lambrate
Via Privata Oslavia 1

Mikko Thewes
Masterstudio Design, Industrial Design
Recycling Fiction
Ventura Lambrate
Via Privata Oslavia 1

HEAD – Genève Graduates

Fanny Dupanloup, Manon Portera,
Cécile-Diama Samb
BA Interior Architecture
The New Readymade by NOV Gallery
Spazio Rossana Orlandi
Via Matteo Bandello 14/16
novgallery.com

Beat Lippert
BA Visual Arts
SuperDesign Show
Via Tortona 27
beat-lippert.ch

Independents

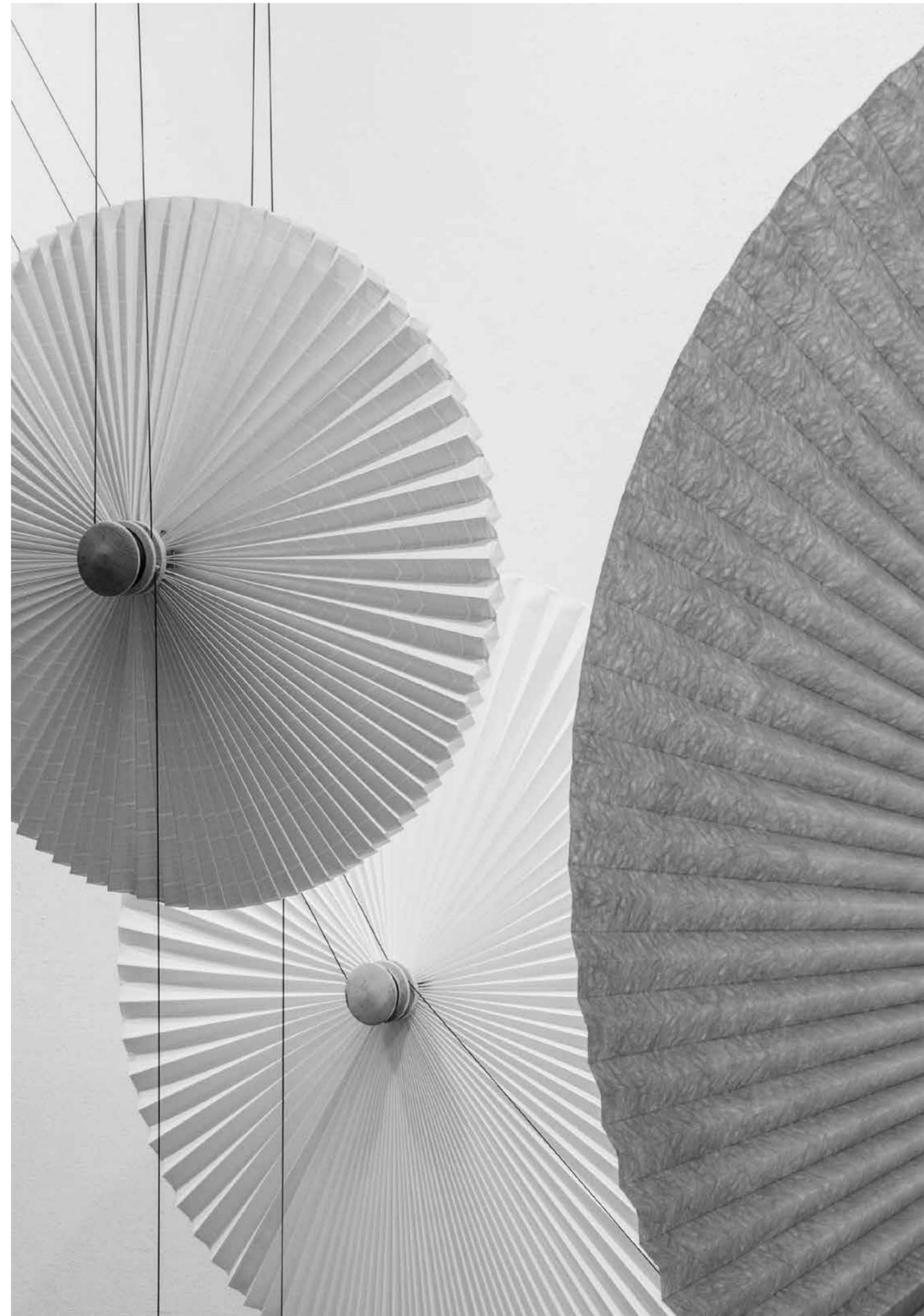
Florian Hauswirth
Chiostro della Facoltà di Teologia
dell'Italia Settentrionale
Via Cavalieri del Santo Sepolcro
nodusrug.it

Werner Widmer
Hahnenfuss
MARS Milano
Via Guido Guinizelli 6
marsmilano.com

Architonic



Architonic Lounge,
Cologne, 2008.



ECAL/University of Art and Design Lausanne



A



B

A
More Rules for Modern Life
A selection of pieces by ECAL Bachelor Industrial Design and Bachelor Fine Arts students under the guidance of Christophe Guberan and Stéphane Kropf. An exhibition curated by John M. Armleder.

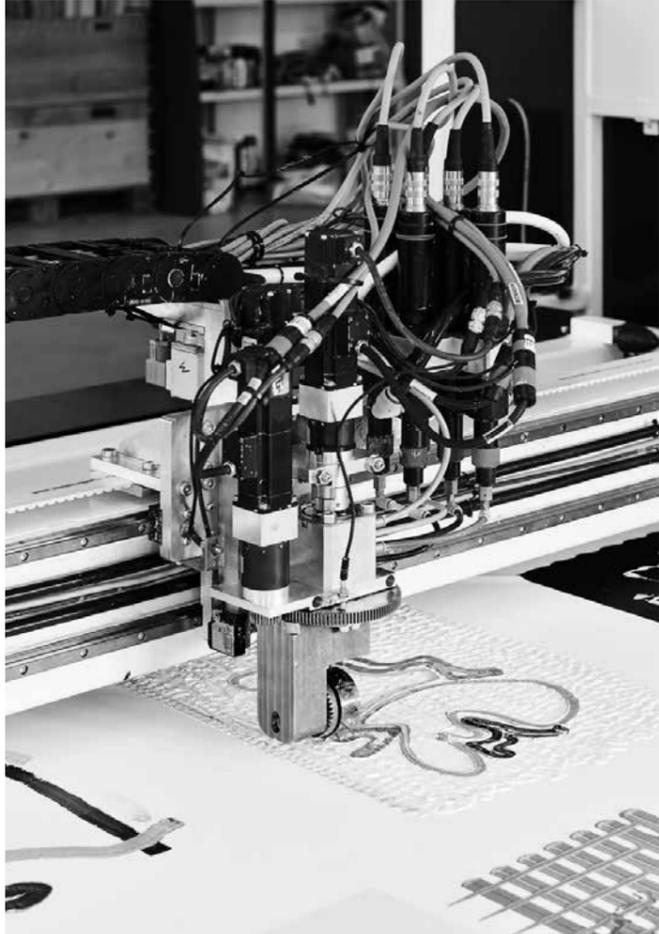
B
ECAL presents: The Future Sausage by Carolien Niebling
A research project conducted at ECAL by Carolien Niebling, ECAL Master Product Design graduate. It explores the design and taste of the future sausage, while critically discussing alternatives to meat consumption worldwide. Tasting available at the stand.

C
ELITE HOTEL by ECAL
The Swiss bed manufacturer Elite presents a collection of bedroom furniture, linens and accessories for hostelry made in collaboration with ECAL, under the guidance of designer Chris Kabel.

D
IKEA Festival
IKEA invites LMX, a collective of ECAL Bachelor Fine Arts and Bachelor Media & Interaction Design students, to produce acrylic paintings with a programmable machine.



C



D

A, C, D pictures by ECAL/ Younès Klouche.

Elite



A



B



57

Geberit e Pozzi-Ginori

The new Geberit AquaClean Tuma offers freshness and comfort for every home. Thanks to its compact form, the new shower toilet created by designer Christoph Behling makes optimum use of space. With its attractive cover, which is available in various colours and materials, it gives even small bathroom enhanced aesthetic appeal and transforms them into an oasis of well-being in no time at all. Available both as a complete solution and as a WC enhancement one, Geberit AquaClean Tuma offers high standard comfort functions: Whirlspray shower technology, lady wash, WC seat heating and odour extraction, dryer, remote control, individually adjustable spray arm position... Moreover, with the additional Rimfree® WC ceramic appliance, AquaClean Tuma meets the latest standards in terms of hygiene and easy care.

Christoph Behling for Geberit, Geberit AquaClean Tuma, 2017.



HEAD – Genève Haute école d'art et de design



A



B

A
Penultimo
Designers: Jessica Friedling,
Margaux Charvolin
As visitors enter, they are
greeted with an interactive
apparatus for concocting
various elixirs. Visitors con-
nect to the remote controlled
cocktail process through
a game on a smartphone.

B
Penumbra
Designers: Israel Viadest,
Margaux Charvolin
Penumbra is an interactive
storytelling machine that
explores the concept of time
through the physical and
the ephemeral.

C
Ximoan
Designers: Laurent Monnet,
Yoann Douillet, Patrick Arthur
Donaldson
Ximoan is a cooperative game
inspired by the Aztec funeral
ceremonies. A player is lying
with a virtual reality helmet
and must exit the Aztec hell
as soon as possible in order
to reach Heaven.

All pictures by HEAD – Genève,
Michel Giesbrecht.



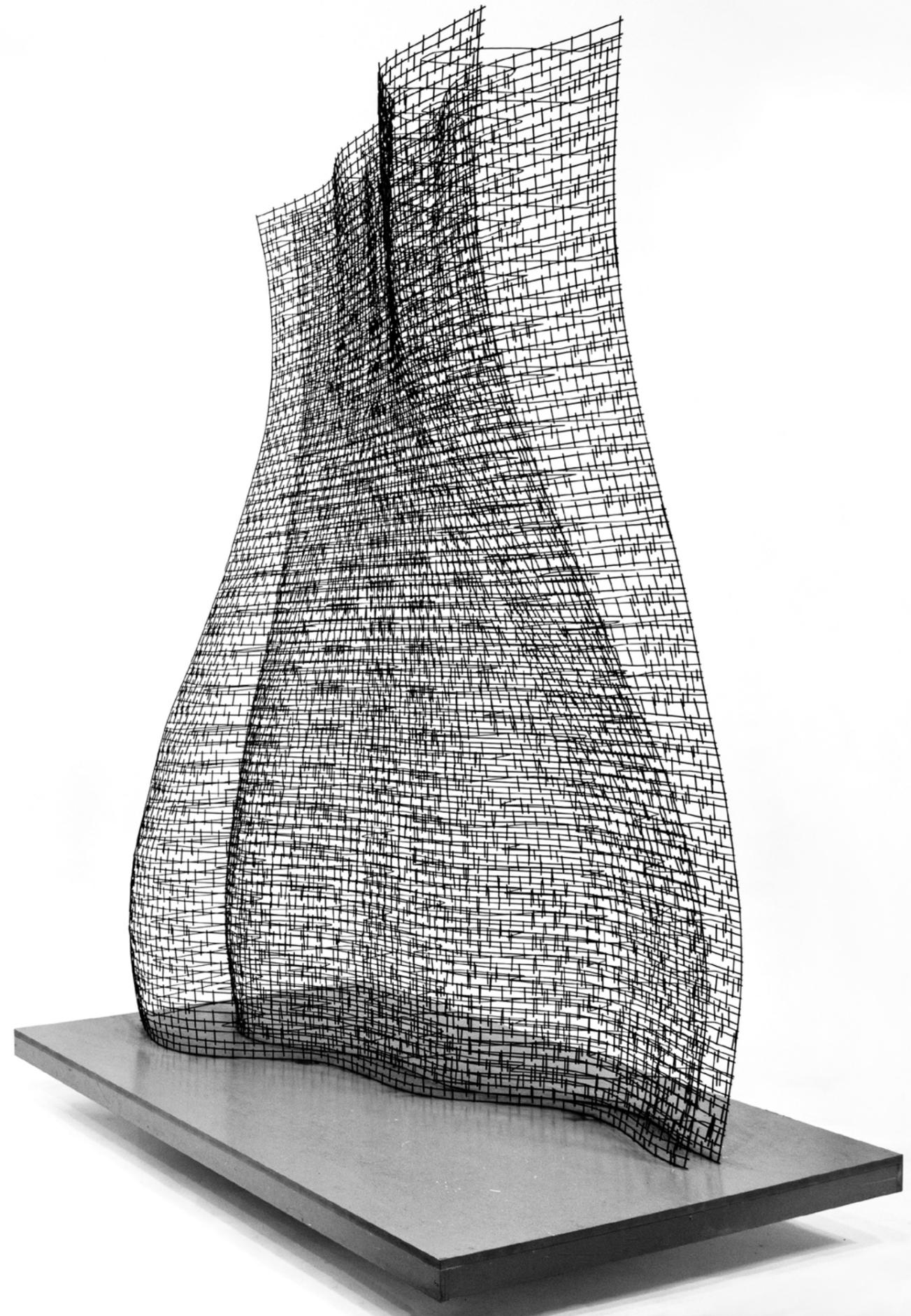
C

61

Reinforce Expose by Gramazio Kohler Research

Welded undulating meshes, dissolved knots of space-frames, brute steel, gracious forms—architecture, art or just construction; man made or the result of algorithms and robots? 'Reinforce Expose' presents building elements that were robotically constructed by Gramazio Kohler Research at ETH Zurich, a pioneering group of architects investigating the potential of industrial robots in architecture and digital fabrication. Aimed at provoking major shifts in the construction industry and the way we design architecture the presented selection of objects serendipitously appears within an arts and design context tapping into the history of steel sculptures, defying their purely functional logic. Without traces of the robotic fabrication process, the mute objects are both strikingly profane and mysteriously complex. They are more than displays of realism and reinforcement cages, yet, share their fate. Destined to be hidden they are exposed, revealing the beauty of the inner forms of tomorrow.

Gramazio Kohler Research
Reinforce Expose, 2017.



Laufen



Switzerland Tourism



USM

USM Modular Furniture Paul Schärer & Fritz Haller



USM
Modular Furniture, 1965.

Swiss Design Map
Milano

A project by the Consulate General of Switzerland in Milan,
in collaboration with Switzerland Tourism and under the
patronage of the City of Milan.

Consul General of Switzerland in Milan: Félix Baumann
Adjunct Consul General: Elisa Canton Pittella
Consul General Assistant: Sabrina Risi



Art Direction and Design: Dallas
Photography: Francesco Nazardo
Interviews: Francesco Tenaglia

With the participation of:
Architonic AG
atelier oï
ECAL/University of Art and Design Lausanne
Elite SA
FHNW Basel
Geberit e Pozzi-Ginori
HEAD – Genève Haute école d’art et de design
Istituto Svizzero
Laufen Bathrooms AG
Switzerland Tourism
USM U. Schärer Söhne AG



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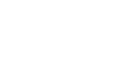
Swiss Design Map
Milano

Un progetto del Consolato generale di Svizzera a Milano,
in collaborazione con Svizzera Turismo e patrocinato dal Comune
di Milano.

Console generale di Svizzera a Milano: Félix Baumann
Console generale aggiunto: Elisa Canton Pittella
Assistente del Console generale: Sabrina Risi

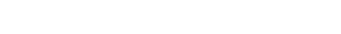
Art Direction e Design: Dallas
Fotografia: Francesco Nazardo
Interviste: Francesco Tenaglia

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**Design Week
04–09 April 2017**

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