



As far as creative work is concerned, the same applies to Zurich: If you can make it here, you can make it anywhere.

Legendary institutions, an inspiring vibe and international influences – it is no coincidence that Zurich is regarded as center of excellence in the matter of design.

- Design: institutions, events, protagonists
- Architecture: institutions, events, protagonists
- Fashion: events, protagonists
- zuerich.com/culture

Design – Zurich Style

Zurich design is everywhere in the world. Wherever you are, the next poster, logo or sign written in Helvetica is never far away – for example, on the New York subway signs. In 1957, the Haas Foundry commissioned the Zurich-born typeface designer Max Miedinger to produce a modern font - this was the beginning of an unprecedented typographic career. The international success of this typeface is inextricably linked to the aesthetics of Swiss Style. The founding father of the movement in the 1950s was the graphic designer Ernst Keller from Zurich. As a teacher at today's Zurich University of the Arts ZHdK, one of Europe's leading art schools, he taught generations of graphic designers that design should be as discreet as possible. His students were the creatives who developed and shaped the distinctive Swiss Style - above all the graphic artist and typographer, Josef Müller-Brockmann. The Zurich-based creative mind reduced design elements to their core statement and gave them a clear and clean visual aesthetic. Simply, a certain Swiss neutrality and love of order - driven by a lot of Zurich's forward thinking.

Functionality is the leading principle

With 23.7% of all creative people in Switzerland working in the canton of Zurich, in a way, Swiss Style is actually "Zurich Style". When exploring the typical style of the city – at the **Museum für Gestaltung**, for example – certain names and products are inevitable. Such as the Landi Chair created in 1938 by the designer and sculptor **Hans Coray** who attached great importance to functionality and simplicity and who, up to this day, is still regarded as a pioneer of industrial design.

Or, the sofa designed by **Alfredo Häberli** for Zanotta, which not only bears the name "Zurigo" but also all the characteristics of minimalism: the sofa, stripped down to its structure, symbolizes this reduction to the essentials (also very clearly recognizable in the interior of the **Rockefeller Dining Room** at Haus Konstruktiv). Up-and-coming product designers have also dedicated their work to this simplicity that is so typical for Zurich. **Thilo Brunner**, for example, who has won many awards, is the Art Director of the young and internationally recognized Zurich running shoe label On. He is the creator of the product's unmistakable look and feel: maximum functionality, minimal excitement.

Design Institutions

Museum für Gestaltung

The Museum für Gestaltung Zürich is the only Swiss museum that has been collecting objects of everyday life and artistically sophisticated design culture since 1875. The four collections – Design, Graphics, Decorative Arts and Poster – are of international importance, and, with more than 500,000 objects, rich in milestones of the aesthetic and technological development. Along the tram route 4, the exciting museum welcomes its guests in three locations – at the Ausstellungsstrasse, the "Toni Areal" and the Le Corbusier Pavilion.

→ museum-gestaltung.ch

→ emuseum.ch

→ Typo Walk- Schrift am Bau, 31.3.19 (Sprache: DE)

Zürich Tourism

Gessnerallee 3, CH-8001 Zürich

T +41 44 215 40 10, zuerich.com, #visitzurich

Graphische Sammlung ETH Zurich

The collection of the renowned ETH Zurich is one of the largest collections of prints and drawings in Switzerland. It contains some 160,000 high-quality artworks on paper from the 15th century to the present day. In addition to a focus on Old Masters, there are larger groups of works of Swiss prints and drawings from the 19th to the 21st century.

→ gs.ethz.ch

Design Events

Design Biennale Zurich // August

The Design Biennale Zurich introduces design as a discipline of the mind. During for days, productions taking place in various exceptional locations give an interactive answer to questions from the future. The Design Biennale Zürich invites its visitors to an active and challenging participation in this thought experiment; en route, six locations, 18 positions, one design meeting, talks and walks. A Biennale where everybody can discover, explore and experiment.

→ designbiennalezurich.ch

Criterion // November

Together with daring entrepreneurs and unconventional thinkers, the Festival Criterion is looking for the answers to the questions of our time. Criterion unites producers, researchers, businesspeople, creative minds and pioneers into a community that is working on solutions. Criterion is also a market for makers who believe in new solutions: with more than 180 stands and trend-setting products from the realms of design, technology, craftsmanship and food culture. From producers and dealers who assume responsibility.

→ criterion.ch

Kreislauf 345 // May

Zurich's districts „Kreis“ 3, 4, and 5 are vibrant and full of life. Here, old and new, design and demolition, the most exotic and the good old Zurich meet to become a colorful and edgy part of the city. Every year in spring, designers, artists, architects, fashion designers and restaurateurs open up their doors and offer an exclusive look behind the scenes of their studios and workshops.

→ kreislauf345.ch

Neue Räume 19 // November

The Swiss design scene meets at this fair for interior design to offer an insight into their work and get inspired by others. The international design fair shows new products from more than 100 exhibitors from 14 countries. This year, the fair marks its 10th edition.

→ neueraeume.ch

Blickfang // November

The international design fair for furniture, fashion and jewelry design exhibits precious and hand-picked findings. Both established crowd-pleaser and up-and-coming newcomers exhibit their products at Blickfang where the audience has the opportunity to meet the designers in person.

→ blickfang.com

Design Protagonists

Adrian Frutiger (1928–2015)

The typeface designer from Bern attended the Kunstgewerbeschule Zürich and created the famous font «Frutiger».

Philomena Schwab

According to the US financial magazine «Forbes», the game designer from Zurich ranks among Europe's 30 most influential people under 30 in the high-tech sector. The ZHdK graduate is the co-founder of the gaming studio «Stray Fawn», located in Zurich's district 5.

→ strayfawnstudio.com

Tobias Gutmann

The Swiss artist is touring the world with his performance «Face-o-mat». With his visual language based on a systematic use of forms, he creates individual out-of-this-world portraits. His performance excites the public from Paris to Shenzhen, to Melbourne and even Papua New Guinea.

→ tobiasgutmann.com

Ingo Giezendanner

Since 1998, the graphic designer GRRRR has been documenting urban spaces he lived in and travelled to. With his ink pencil, Ingo created an individual style in order to capture the glimmering urban life on the spot in black and white. A large multi-cultural panorama of the city can be seen at the Triemli hospital in Zurich.

→ grrrr.net

Ralph Schraivogel

He studied graphic design at ZHdK and opened a graphic art studio in Zurich in the 80s. With his posters, he strongly influences the image and communication of many local creative artists. His works have won numerous international awards and are exhibited in renowned museums such as the MoMA in New York.

→ ralphschraivogel.com

Dimitri Bruni, Manuel Krebs

They are young and successful: the artist duo Norm creates typefaces and books with their very unique and distinctive style. With works for the Köln-Bonn Airport or MTV, they made their mark quite quickly.

→ norm.to

Alfredo Häberli

Over the past 16 years, the designer with Argentinian heritage has received numerous design awards. In his museum-like studio in Zurich, he creates award-winning designs for international brands such as BMW, Camper, FSB, and Vitra. In 2008, the Museum für Gestaltung held a retrospective called «SurroundThings». His most expensive project to date was the work he did for the 25hours Hotel in Zurich West, for which he created more than 60 new products. In 2016, Haus Konstruktiv commissioned Alfredo Häberli to design a new interior for the Rockefeller Dining Room.

→ alfredo-haerberli.com

Trix and Robert Haussmann

With their work titled «Allgemeine Entwurfsanstalt», the married couple has been influencing the way people in Switzerland and abroad decorate their homes for more than half a century. They also decorated the world-famous Kronenhalle Bar.

→ trixundroberthaussmann.ch

Sebastian Marbacher

An award-winning furniture designer whose pieces seem almost sculptural – not like a piece of art but functional. His clients: Google Switzerland, Freitag lab, Artsy, the Federal Office of Culture, Kunst Halle St. Gallen.

→ sebastian.marbacher.com

Architecture – World-Class Building(s)

In the matter of architecture, Zurich is also one of Switzerland's most important producers of iconic exports. From stars like **Sophie Täuber-Arp, Max Frisch, Herzog & de Meuron, Santiago Calatrava** (soon with a new construction at Bahnhof Stadelhofen), or **René Burri**, to the scene's young talents, everybody of distinction went through **ETH Zürich**. The university for science and technology dates back to 1855 and was the first school to have a faculty of architecture. It therefore comes as no surprise, that many of Zurich's cutting edge buildings were designed by alumni of this renowned school. For example, **the annex of the Landesmuseum Zurich** by **Christ & Gantenbein**: «Rational Expressionism» is what they call the style of their both massive and playful extension of the «fairytale castle». This anti grandezza, which is so typical for ETH alumni, is also reflected in the **Prime Tower** by the Zurich-based office **Gigon/Guyer**: the gigantic high-rise covered in glass, at once discreet and powerful. But of course, there are also buildings in Zurich by world-class architects who did not attend ETH Zurich: Norman Foster's new wing of the **Dolder Grand**, for example, or the Pavilion Sculpture by **Max Bill** at the intersection of Bahnhofstrasse and Pelikanstrasse. We will also soon be able to enjoy the **extension of the Kunsthaus Zürich**, designed by David Chipperfield (planned completion in 2020), the re-opening of the **Le Corbusier Pavilion** in 2019, the gigantic building complex "The Circle" by Japanese star architect Riken Yamamoto at Zurich Airport (opening in 2020) and Mario Botta's new thermal baths in Baden (2021).

Living in the Future

For more than 100 years, Zurich has been developing innovative forms of housing that strongly influence the city and urban life, and are seen as reference objects for sustainable and fair housing beyond national borders. The award-winning and probably most ambitious cooperative project in Europe is the **Hunziker Areal** in the northern part of Zurich. The project promotes social diversity, ecological commitment and the participation of the public, which is reflected in the architectural design and the granting of tenancies. Other pioneering and often referenced residential projects are **Kalkbreite** and **Green City**.

- **Architektur-Guide** by Philipp Heer
- **Architektur App: Swiss Art to Go**
- **Augmented Reality App: Swiss Squares**

Architecture Institutions

Pavillon Le Corbusier

The world-famous architect Le Corbusier planned a «Synthesis of the Arts» at lake Zurich that shall serve as exhibition room for his artistic works: from oil paintings to drawings to furniture and sculptures. It was inaugurated in 1967 and is to this day dedicated to the architect's lifework. From May 2019 on, the building will be open again and managed by the Museum für Gestaltung.

→ pavillon-le-corbusier.ch

Architekturforum Zurich – Information on Contemporary Architecture

Located in a former garage in the middle of Zurich's Kreis 4 district, the Architekturforum Zurich views itself as an art gallery while at the same time offering a living space for the exploration of architecture and urban planning.

→ af-z.ch

ZAZ Zentrum Architektur Zürich

The ZAZ invites a broad audience to discuss the roles of space, architecture and the city in a laboratory-like exhibition and event space. Housed in a beautiful villa at Lake Zurich, the ZAZ brings the subject of space to life in a spectacular setting. The building, designed by architect Alfred Breslauer in 1931, impresses with its spacious rooms and arched windows facing the lake.

→ zaz-bellerive.ch

Enea Tree Museum

In a breathtakingly beautiful 75,000 m² park in Rapperswil on the waterfront of Lake Zurich, the world's only tree museum exhibits a large number of selected trees from the collection of the world-renowned landscape architect Enzo Enea. With this tree museum, Enzo Enea has realized his vision and carefully combined landscape, botany, architecture, art and design.

→ enea.ch/baummuseum

Hochparterre

There is no getting around the magazine «Hochparterre» in the architecture and design industry. For decades, the trade magazine has shown its flair for current topics. Those interested in architecture will undoubtedly find the right reading material in the Hochparterre bookstore.

→ hochparterre-buecher.ch

Architecture Events

Open House // September 2019

Architecture enthusiasts and curious city explorers should be sure not to miss this fascinating experience: during this weekend, various historical and contemporary buildings in Zurich will be opening their doors to the public at large. Visitors will have a unique opportunity to look behind the scenes and façades of these buildings and get an insight into how people live and work in Zurich. Around 80 outstanding private houses and apartments, theaters, churches, museums, offices, studios, workshops, and schools can be visited free of charge.

→ openhouse-zuerich.org

Architecture Protagonists

Max Bill (1908 – 1994)

Like no one before him, Max Bill left his mark on Concrete Art at the turn of the century far into the modern age. He was a member of the Akademie der Künste in Berlin and wrote books about Mies van der Rohe, Kandinsky and Le Corbusier. As a committed antifascist and environmental activist, he actively pursued political interests, which helped him first to a municipal council seat in Zurich and later to a seat on the Swiss National Council.

Max Frisch (1911 – 1991)

His literary work is well known far beyond the country's borders and has been awarded several prizes. What many do not know: he never finished his studies in German philology and literature, but devoted himself to architecture. The Max Frisch Bad, also known as Letzibad, will go down in history as one of his achievements.

Hermann Herter (1877 – 1945)

As a freelancer, he carried out various architecture competitions (Mustermesse Basel, Nationalbank Lucerne) starting in 1908. As Zurich's municipal architect (1919-1942), he designed, among others, the district office building V on Werdmühleplatz, the Sihölzli sports complex, the waterfront park Strandbad Wollishofen, the Paradeplatz and Bellevue tram stops. As consultant and judge, he influenced public housing constructions and private building activities. Furthermore, he brought in artists to make Zurich's city center more colorful.

Mathias Müller und Daniel Niggli

EM2N Architects based in Zurich with offices in Berlin are known for their expressive buildings offering room for the imagination. They are designed in a way, that they only reveal their true character over time. Credentials: Viaduktbögen, Hardbrücke Upgrade, Theater11, Community Center Aussersihl.

→ em2n.ch

Vera Gloor

The architect's office Vera Gloor AG shapes «New Urban Housing» in Zurich like no other. Their name is intrinsically linked to the gentrification of Zurich's district 4. With Vera Gloor, Zurich has now a flair of a modern big city. Since 1993, the office has carried out, from drafting to site management, innovative and uncompromising new buildings and remodeling.

→ veragloor.ch

Sabrina Mehlan, Petra Meng, Stefanie Wögrath

Illiz Architektur is known for their concepts that allow space to be. Issues such as sustainability and society are central for example, in public outdoor and indoor pools like the Strandbad Mythenquai or the Hallenbad Zürich-Leimbach, which are part of their portfolio.

→ illiz.eu

Zürich Tourism

Gessnerallee 3, CH-8001 Zürich
T +41 44 215 40 10, zuerich.com, [#visitzurich](https://twitter.com/visitzurich)

Tilla Theus

Tilla Theus, designated by the media as a star architect, has lived in Zurich since 1985. Her office specializes in the planning and construction of new buildings in a demanding urban context, in the conversion and refurbishment of landmarked buildings, as well as in interior design. She gained international attention with the ambitious renovation of the Widder Hotel in Zurich and the new FIFA headquarters.

→ tillatheus.ch

Fashion Design – Rebellion in Fashion

How to translate this mindset of the conscious non-design into fashion, where the focus usually doesn't lie on the functionality of a piece. While there are Zurich-based fashion designers who have dedicated themselves to a pure style that solely communicates through high-quality materials and clean lines, such as the recently deceased Christa de Carouge or Ida Gut and Dorothee Vogel, numerous young fashion designers distanced themselves from this cerebral understatement that is so typical for Zurich. Young designers such as Julian Zigerli, Julia Seemann or yvy, for example, create such sensational clothing that they even caught the expert eyes of superstars like Rihanna, Taylor Swift and Kylie Jenner. Especially the leather accessories by the label yvy that unite fetish fashion and craftsmanship, prove that in Zurich's world of fashion, function definitely follows form.

Made in Zurich

But it's also evident off the catwalk that the combination of Swiss quality and Zurich's sense of design enjoys worldwide recognition. This small excerpt from the list of successful Zurich labels stirs every fashion lover's blood: Freitag (their bag is featured in the MoMA design collection), carpets by Schönstaub, elegant footwear by Majordome, quirky streetwear by Alprausch or yoga apparel by Lola | Fred.

Fashion Design Events

Mode Suisse // August

Since 2011, Mode Suisse has been showing up-and-coming Swiss designers twice a year and is Switzerland's most important spotlight on new talents. Thanks to this show, newcomers are regularly promoted to national stars.

→ modesuisse.com

Kreislauf 345 // Mai

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→ kreislauf345.ch

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Viadukt night // September

The monumental listed train viaduct near Zurich's main station has been transformed into a 500-meter-long shopping strip. Once a year, the popular place to shop and experience culture remains open until late at night delighting its visitors with music, entertainment and tasty treats. On this special occasion, the fashion and accessory stores also sell special pieces that premiere on this evening.

Fashion Design Protagonists

Daniel and Markus Freitag // Freitag

Twenty years ago, the Freitag brothers made a bag out of used truck tarps and safety belts. Today, their products are international bestsellers, and their flagship store – the colorful and rusty Freitag tower made of 17 discarded containers – is one of the popular tourist attractions in district 5. Their latest masterstroke: dresses entirely made of compostable materials.

→ freitag.ch

Andi Stutz // Fabric Frontline

Once upon a time, Zurich became a rich city thanks to the silk industry. Zurich's King of Silk supplies international fashion designers with high-quality silk and cashmere accessories. The opera diva Cecilia Bartoli, Michelle Obama, Svetlana Medvedev and even Vivienne Westwood are among his faithful customers. The showroom is located in an idyllic backyard in the middle of the very hip district 4.

→ fabricfrontline.ch

Anna Meier // enSoie

The traditional brand is being carried into the new era by the young generation with a great deal of passion and savoir faire. enSoie has been an institution in Zurich's city center since 1974, and has become the place to go thanks to its eclectic, colorful style. The silk scarves, colorful ceramics, jewelry and dresses by enSoie are to this day an important style element of Zurich's creative establishment.

→ ensoie.com

Yvonne Reichmuth // yvy

She is one of the Top 100 Women in Business in Switzerland. She creates leather accessories that are worn by Hollywood stars and celebrities from the music industry. In 2018, she was also on the list of the 50 Most Stylish Women of the nation. Born in 1986, she is an up-and-coming entrepreneur based in Zurich who has made her way into the international scene.

→ yvy.ch

Eliane Heutschi // Savoar Fer

Born and raised in Zurich and daughter of an architect, she has been showing her collections at Paris Fashion Week for several years now. Not only was she booked as a model for a campaign by the one

and only Scott Schuman, American blogger and creator of «The Sartorialist», she also designs and creates fashion with a lace maker from Spiez and other craftspeople in order to convey a new understanding of tradition and modernity.

→ savoarfer.com

Sebastian Kruit, Christian Kaegi, Fabrice Aeberhard, Matthias Graf, Hannes Schonegger // QWSTION

QWSTION was founded in 2008, a new generation of bags. Established norms are constantly challenged, especially when it comes to design, functionality and production. Cooperation with other labels also take place.

→ qwstion.com

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