

Press Release, February 2010

## Design in Zürich

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- **Contemporary Design in Zürich**

Freitag, Fabric Frontline, En Soie, Alprausch, Amok, Beach Mountain, Christa de Carouge, Fidelio, Fidelio 2, Rabatt, Stefi Talman, Asphalt, Hausfink, Könix, Götte Optik, Neumarkt 17, Wohnbedarf, Saus & Braus, Littershark trash cans

- **Attractive Design From Past Eras**

Aladin Antik, Bogen 33, Second-Hand Designer Store, Echo Artdeco, Hannibal Wohnladen, Timetunnel, Zürich Museum of Design, Bellerive Museum, Le Corbusier Center – Heidi Weber House, Haus Konstruktiv, Zürich Architectural Forum, Winterthur Museum of Commerce, Institute for History and Theory of Architecture at the Federal Institute of Technology Zürich

- **Design Bars & Restaurants**

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- **Design Competitions, Fairs and Training**

For further information about the individual stores, bars, restaurants, hotels, trade fairs and events, see [www.zuerich.com](http://www.zuerich.com)

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### Images

[www.swiss-image.ch](http://www.swiss-image.ch), login picture database (Username: zuerich, Password: town)  
[media.zuerich.com/portal/presse](http://media.zuerich.com/portal/presse) (Username and Password on request, Contact: Daniela Strobel, [daniela.strobel@zuerich.com](mailto:daniela.strobel@zuerich.com))

### Film material

[www.zuerich.com/en/page.cfm/filmmaterial](http://www.zuerich.com/en/page.cfm/filmmaterial) (Username and Password on request, Contact: Daniela Strobel, [daniela.strobel@zuerich.com](mailto:daniela.strobel@zuerich.com))

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### Informational literature

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Fax +41 44 215 40 44  
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[www.zuerich.com](http://www.zuerich.com)

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[hotel@zuerich.com](mailto:hotel@zuerich.com)  
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## Contemporary Design in Zürich

**Zürich's international character attracts designers of fashion, shoes, jewelry, fabrics and furniture to the city with top quality of life. Swiss design has many of its roots along the banks of Lake Zürich. Here, sharp ideas come into being, which stand out as a result of their simple, clear-cut forms. Around one-twelfth of all those working in the city of Zürich are in some way involved in the spheres of creativity and culture.**

### **Bags, Accessories and Even a Store Made From Recycled Materials**

In 2006, a new "Freitag Shop" was erected in the trendy Zürich-West quarter, as the epitome of the recycling philosophy. Seventeen rusty freight containers, piled one on top of the other, rise high up into the sky and, with 1,600 bags distributed over four different levels, they house the largest selection of individual, recycled freeway bags in the world. Right next door, the Freitag brothers produce the colorful bags and accessories on the premises of what used to be the Maag cogwheel factory. The items are made exclusively of recycled material taken from the streets; truck tarpaulins are cut by hand by bag designers, and, together with the inner tubes of bicycle tires, old safety belts and airbags, are transformed into absolutely unique objects that are functional, waterproof and robust.

Freitag Shop, Geroldstrasse 17, 8005 Zürich

### **Enchanting Silk Fabrics**

Zürich's silk tradition dates back to the Middle Ages. After the Reformation, religious refugees from the South settled in Zürich, bringing with them deep-founded expertise and valuable business relationships. Subsequently, Zürich developed into a leading textile center. The raw materials were imported and the finished products exported – for the stringent clothing customs forbade the women of Zürich from wearing elegant fabrics. In the 1980s, "Fabric Frontline" and "En Soie" revived Zürich's silk tradition and started producing haut couture garments. Siblings Elsa, Maya and Andy from "Fabric Frontline" combine the Swiss feel for handicraft and detail with modern design and the spirit of the times. Their silk accessories are characterized by delicate floral motives and abstract patterns. Thus the Zürich silk clan is not just preserving traditions, but also cultivating an affinity for luxury textiles all over the world.

Fabric Frontline, Ankerstrasse 118, 8004 Zürich

En Soie, Strehlgasse 26, 8001 Zürich

### **From Men's Skirts to Residing in Clothes**

These days, in Zürich revealing one's legs is no longer a prerogative reserved for women. "Amok" men's skirts are now inspiring the modern man to wear what is traditionally regarded as an exclusively female garment – and that with 60 different models made from viscose, linen or polyester. Sweaters, shirts, waistcoats and pants complement the range. For "him", "Fidelio" offers a selection of brand names from Bikkembergs to Rogan, for "her" from Acne to Viktor & Rolf. Particularly favorably-priced labels can be found at "Fidelio 2". Bargain-

hunters will find themselves in seventh heaven at “Rabatt” (Discount). Slogans as well as various motives – for example, fighting stags – catch the customer’s eye at “Erfolg”. “Alprausch” draws its inspiration from Switzerland's natural beauty; with its snow- and street wear range, the emphasis is on simple cuts and maximum functionality. In 1985, “Alprausch” owner, Andy Tanner, founded Switzerland's first snowboard store, “Beach Mountain”. Nowadays, Zürich is home to four Beach Mountain shops, and there are four more outlets elsewhere in Switzerland. Ida Gut, a master in fashion design, produces simple yet elegant collections in discrete colors, and sells them in her own store, which goes under the name of “rundum”. She uses washable, state-of-the-art, high-tech materials, such as artificial leather and neoprene. Indeed, when it comes to fashion, in Zürich the possibilities are virtually boundless. In keeping with the motto, “Residing in Clothes”, Christa de Carouge, one of best-known Swiss fashion designers, transforms garments into veritable items of architecture. The fabrics she uses are predominantly black – black is her favorite color – and invariably of the finest of quality.

Alprausch, Werdmühleplatz 4, 8001 Zürich

Amok, Ankerstrasse 61, 8004 Zürich

Beach Mountain at Jelmoli, Seidengasse 1, 8001 Zürich

Christa de Carouge, Mühle Tiefenbrunnen, Seefeldstrasse 231, 8008 Zürich

Fidelio, Münzplatz 1, 8001 Zürich

Fidelio 2, Nüscherstrasse 30, 8001 Zürich

Rabatt, Badenerstrasse 75, 8004 Zürich

### **Art Gallery of Shoes**

Stefi Talman invents “objets du désir” and creates them with her very special flair for unusual materials and modern forms; the result is a spectacular collection of ladies’ shoes and accessories. Striking shoe designs can also be found at “Asphalt“, while “Hausfink” (Slipper) specializes in comfortable indoor footwear. For trainers, a visit to “Könix” is well worthwhile, where each model is displayed on its own little pedestal, mounted on the wall – more in keeping with an art gallery than a shoe shop.

Asphalt, Bäckerstrasse 58, 8004 Zürich

Hausfink, Rindermarkt 18, 8001 Zürich

Könix, Steinmühleplatz 1, 8001 Zürich

Stefi Talman, Oberdorfstrasse 13, 8001 Zürich

### **Furniture & Accessories**

The world’s first furniture designer store, “Wohnbedarf” (Home Requirements), opened its doors in 1931 and rapidly developed into a meeting point with an international ambience. Here, you can still buy the famous Le Corbusier armchair or the Barcelona Chair by Ludwig Mies van der Rohe. Trendy furniture and favorably-priced unique items are to be found at the interior design store, “Neumarkt 17”; at this sales outlet, which is built from three interconnected Old Town buildings, you can purchase, for example, the elegant, lightweight designer foil cupboard made of canvas, dating from 1994, or the “Züri Bank” benches designed by Kurt Thut. Temporary exhibitions on current furniture-design themes can be

admired in the showroom opposite. In 2006, Jörg Boner was presented with the “Gold Design Award Germany” for his “Dresscode” cupboard design which is also available at “Neumarkt 17”. Whether a chair, a lamp or a stand, Boner’s designs never fail to stimulate the imagination or trigger memories. The colorful products on sale at “Saus & Braus“, Zürich’s department store for design, bring a breath of fresh air into everyday life. A platform for predominantly Swiss labels, “Saus & Braus” unites fashion, handbags, jewelry, lamps and home accessories. Those who like to wear Zürich design on their nose will love the “Zürichhorn” eyewear collection by Götte – each pair of spectacles is crafted by hand. The models are named for the various Zürich districts – such as “Marc us em Seefeld” (Marc from Seefeld) and “Töbe vo Höngg” (Toby from Höngg).

Götte Optik, Bahnhofstrasse 100, 8001 Zürich  
Neumarkt 17, Neumarkt 17, 8001 Zürich  
Saus & Braus, Ankerstrasse 14, 8004 Zürich  
Wohnbedarf, Talstrasse 11, 8001 Zürich

### **The “Littershark” – a Sharp Design for Trash Cans**

If you need to dispose of any trash, you are sure to come across Zürich’s “Littershark” trash bins. They are made of stainless steel and the opening is reminiscent of the wide-open jaw of a shark, hence the name. This is sharp Zürich design at its very best. The “Littershark” is produced by Brüco AG, who **won the international competition organized by the city of Zürich to renew the city’s urban installations**. Within a short space of time, it has also conquered numerous other European cities.

### **Rex Vegetable Peeler – Potato Peeling Made Easy**

In 1936, an immigrant market trader and mechanic applied for a patent for a “vegetable slicer with adjustable knife”. This simple kitchen utensil, known as the “Rex vegetable peeler“, can still be found in every Zürich household and is manufactured by Zena AG, domiciled in the Zürich region.

**For more information:** [Press release Shopping](#); [Press release Zürich-West](#); [www.zuerich.com/goshopping](http://www.zuerich.com/goshopping); [www.kreislauf4und5.ch](http://www.kreislauf4und5.ch)

## **Attractive Design from Past Eras**

### **Furniture, Lamps & Co.**

The “Timetunnel” shop takes visitors on a journey back through time to the 1950s and 1960s – lamps shine down from the ceiling, colorful armchairs and couches invite visitors to relax for a while, while between the items of furniture are exquisite coats and sunglasses. However, here you can not only purchase retro designer pieces, but also get yourself a trendy haircut, for the boutique and the hairdresser’s salon are under one and the same roof. Out-of-the-ordinary home furnishings can be found every Saturday at the “Designmöbelbörse”, which sells used or end-of-the-line designer furniture. Thanks to this second-hand shop, elegant furniture and design objects can be acquired at affordable prices.

On offer is an across-the-board range extending from well-established classics right through to current collections by renowned designers and manufacturers. Another second-hand design store, "Bogen 33", stocks tables, chairs, armchairs, couches and sideboards, to name just a few. Besides classic design objects, "Hannibal Wohnladen" is home above all to garden furniture and select objects from the 1950s, '60s and '70s. "Echo Artdeco" is a treasure trove of art deco items, tubular steel furniture, lamps, sculptures, mirrors and pictures. "Aladin Antik" is the name of the specialist store for old lamps and glasses, offering over 2,000 old drinking glasses and more than 300 lamps and lights dating from between 1820 and 1940.

Aladin Antik, Seefeldstrasse 226, 8008 Zürich  
Bogen 33, Geroldstrasse 33, 8005 Zürich  
Designmöbelbörse, Räfelstrasse 29, 8045 Zürich  
Echo Artdeco, Talacker 41, 8001 Zürich  
Hannibal Wohnladen, St. Jakobstrasse 39, 8004 Zürich  
Timetunnel, Stüssihofstatt 7, 8001 Zürich

### **Zürich Museum of Design**

Design, visual communication, new media and architecture are all exhibition themes at the Zürich Museum of Design (Museum für Gestaltung Zürich). Further highlights include attractive ancillary events and museum-related educational activities. The building, constructed in 1933 by Steger & Egender, is under a preservation order, and is one of the most striking examples of the "Neues Bauen" style of architecture in Switzerland. The museum also houses four internationally important collections on the themes of design, graphics, art collections and posters, which are also open to the public on request and for a fee. It also comprises the Bellerive Museum, the poster room and the design room (not in use for the moment).

Museum für Gestaltung, Ausstellungsstrasse 60, 8005 Zürich

### **Bellerive Museum**

The Bellerive Museum in Zürich's Seefeld quarter arranges temporary exhibitions by international artists. Three times a year, the entire museum is turned upside down in order to present a variety of exhibitions showing what international artists have created within the broad field between play, decoration and usage. Such artists as William Morris, Emile Gallé, Diego Giacometti and Sonia Delaunay have all had works exhibited here. The exhibition rooms also feature contemporary fashion, design and lifestyle.

Bellerive Museum, Höschgasse 3, 8008 Zürich

### **Le Corbusier Center – Heidi Weber House**

Le Corbusier, one of the most influential Swiss architects of the 20th century, created his last structure, the Heidi Weber House, in Zürich. It represents a "Gesamtkunstwerk" – a complete work of art – that reflects the harmonic unity of Le Corbusier's architecture, sculptures, pictures, furniture design and texts. The house is also home to a collection of graphic works,

which can be viewed from June to September, on Saturdays and Sundays between 2.00 pm and 5.00 pm.

Heidi Weber House, Höschgasse 8, 8008 Zürich

### **Haus Konstruktiv**

The original Rockefeller Dining Room by the Swiss artist, Fritz Glarner, can be admired at the Haus Konstruktiv. It is one of the rare examples of concrete interior design in its original form. Glarner was personally contracted by Nelson A. Rockefeller to design the dining room for his New York city apartment.

Haus Konstruktiv, Selnaustrasse 25, 8001 Zürich

### **Zürich Architectural Forum**

The Architectural Forum offers an opportunity to discuss and debate themes related to architecture and urban planning. Set out as a hall of art rather than a museum, it focuses on the here-and-now rather than on architectural history. The Architectural Forum aims to have a say in shaping current planning and building policy. It is a stage, pulpit, auditorium and exhibition area all at the same time.

Architektur Forum, Neumarkt 15, 8001 Zürich

### **Institute for History and Theory of Architecture at the Federal College of Technology (ETH) in Zürich**

The Institute for History and Theory of Architecture at the ETH Zürich principally houses holdings from bequests and miscellaneous collections. Among the works of many well-known and important architects, the main emphasis is on the 19th century, with the Semper Archive and its fraternity; the turn of the century, including works by Karl Moser and Gustav Gull; and a collection of works by Swiss "pioneers" of modern architecture, such as Hans Hofmann, Alfred Roth and Hans Schmidt.

Institut for History and Theory of Architecture, ETH Hönggerberg, 8093 Zürich

### **Winterthur Museum of Commerce**

The Winterthur Museum of Commerce is devoted to handicrafts, art, commerce and industry. It provides an insight into the world of work, demonstrates materials and processes, and aims to make visitors more aware of the aesthetic attraction and history of items of practical use. Changing exhibitions and events take up various themes and current trends in the fields of applied art, graphics, design and manual & industrial production.

Winterthur Museum of Commerce, Kirchplatz 14, 8400 Winterthur

**For more information:** [Press release art & architecture](#); [www.zuerich.com](http://www.zuerich.com) / Experience Zürich / culture & sightseeing

## Design Bars & Restaurants

### Zürich-West

At the “Angkor“, located in the former foundry hall, “Puls 5“, guests can enjoy Asian dishes and beverages surrounded by a fishpond. Just a stone’s throw away is the “Labor Bar“, once a research laboratory for process engineering and now a TV studio, bar and lounge all in one. Across the street, gastronomes can treat themselves to the culinary delicacies served in the glass cube construction of the “LaSalle” restaurant, situated in the historic halls of the “Schiffbau“, where ships were once built. Here, old and new are united in a spectacular way. The “Nieturm Bar” is the perfect place to round off the evening, for here guests can enjoy not only delightful drinks, but also a magnificent view over the trendy quarter.

Angkor, Giessereistrasse 18, 8005 Zürich

Labor Bar, Schiffbaustrasse 3, 8005 Zürich

LaSalle, Schiffbaustrasse 4, 8005 Zürich

Nieturm-Bar, Schiffbaustrasse 4, 8005 Zürich

### Old Town and Inner City

One of the most chic meeting places in the city is the Kronenhalle Bar, which Robert Haussmann has adorned with a spectacular interior design. Bronze lamps by Alberto and Diego Giacometti transform the Kronenhalle into an overall work of art. Great jazz careers have been launched or reached their peak within the ancient walls of the Widder Bar, which has been renovated by Swiss architect Tilla Theus. In the bar of the Hotel Park Hyatt Zürich, the Onyx glass gives rise to an interplay of colors.

Kronenhalle-Bar, Rämistrasse 4, 8001 Zürich

Widder-Bar, Widdergasse 6, 8001 Zürich

Onyx-Bar, Beethovenstrasse 21, 8002 Zürich

### The Shores of Lake Zürich and Other Quarters

The “Kafischnaps” combines the traditional Zürich-style locale with modern, chic joie de vivre. Here, in what used to be a butcher’s shop, breakfast is served all day long, while in the evenings people from the neighborhood meet to enjoy a glass or two of locally-produced wine or beer, or a coffee with schnapps. A hint of sophisticated luxury and urbane socializing culture – such as for an after-work drink or an exquisite meal – can be found at “Nine”, in the Seefeld quarter. And “Ginger – more than sushi” is a restaurant serving Japanese cuisine at bar level; the name and concept were the main source of inspiration for designer Alfredo Häberli when he created the interior design and furnishings.

Ginger, Seefeldstrasse 62, 8008 Zürich

Kafischnaps, Kornhausstrasse 57, 8037 Zürich

Nine, Kreuzstrasse 26 /Seefeldstrasse 40, 8008 Zürich

**For more information:** [Press release gastronomy](#); [www.zuerich.com](http://www.zuerich.com) / Restaurants; [www.zuerich.com](http://www.zuerich.com) / Experience / Nightlife

## Design Hotels

### **al porto, Lachen**

The interior of the hotel at the al porto is the work of Italian star designer, Piero Lissoni. The designer rooms and suites are characterized by their elegant simplicity and light-hearted cheerfulness. The motto of the hotel is "Enjoyment, Design, Naturalness".

### **Du Théâtre**

In the 1950s, this elegant city hotel housed an important stage for German-language light theater. The rooms are individually equipped with a variety of designer furniture and present themselves in a harmonious, bright-and-cheery combination of straight lines and discreet playfulness. Thanks to the trapeze-shaped ground plan of the building, each room has different dimensions. The architect, Pia Schmid, created 15 different color concepts for the various floors and rooms.

### **Greulich**

An all-round experience awaits guests at the three-star hotel, the Greulich, in Zürich's Aussersihl quarter. This modern classic hotel, designed by architects Romero & Schaeffle, is geared towards the urbane class of guests. The complex of buildings houses 10 rooms and eight suites set in a peaceful courtyard, which also contains a gravel-pathed birch grove garden.

### **Lady's First**

This elegant villa, dating from the 19th century, houses a three-star boutique design hotel for the dynamic woman and the modern man. The establishment in Zürich's Seefeld quarter is characterized by its personal ambience, its art deco style and its idyllic inner courtyard.

### **Plattenhof**

The light and airy rooms, natural materials and attention to detail at the three-star hotel, the Plattenhof, quickly disperse any preconceived ideas of impersonal hotel ambience, and allow guests to leave the noise and hectic of everyday life far behind them. Each room has been equipped with specially designed furniture, which creates a spacious feeling by consistently reducing the furnishings to the minimum. Elegant oak parquet flooring combines charm with quality.

### **Sorell Hotel Zürichberg**

The newly renovated design rooms at the Sorell Hotel Zürichberg are not equipped with typical, run-of-the-mill hotel furniture, but rather with unique pieces. The warm gold and bronze shades, combined with muted red tones, feature repeatedly throughout this four-star hotel. Here guests can enjoy modern design enhanced by a magnificent panoramic view.

## **Wellenberg**

At the four-star Wellenberg hotel, the special experience already starts on entering, thanks to the elaborate door handle designed by Luigi Colani. This art deco hotel, situated in the heart of the Old Town, has an idyllic inner courtyard.

For more information: [www.zuerich.com](http://www.zuerich.com) / Hotels & Accommodation

## **Design Competitions, Fairs and Training Courses**

Talented designers and the latest design trends can be found in abundance at design competitions and trade fairs. Covering an area of 5,382 square yards, the international design fair, “Blickfang“, presents furniture, lighting, home accessories, fashion and jewelry to admire, touch and buy. In their stores along the “Design Mile“, renowned industrial, product and communication designers from the city of Zürich give an insight into the latest colors, forms and functions, offering a tour through Zürich's creative branch of industry. “Neue Räume” (New Rooms) is the name of the international living and furniture fair.

The “Designpreis Schweiz” (Design Award Switzerland) underscores the significance of Helvetian design; the top-quality, prize-winning works reflect the innovative impact of design as a business success factor. Furthermore, the “Dyson Swiss Student Award” is part of an international program to promote fledgling talent.

Kreislaf 4 + 5, May 8 – 9, 2010

Design Preis Schweiz, autumn, 2010

Blickfang, November 19 – 21, 2010

Designmeile, November 27, 2010

For more information: [Press release Shopping](#); [Press release Zürich-West](#); [www.zuerich.com/goshopping](http://www.zuerich.com/goshopping); [www.kreislaf4und5.ch](http://www.kreislaf4und5.ch); [www.blickfang.ch](http://www.blickfang.ch); [www.designpreis.ch](http://www.designpreis.ch); [www.neueraeume.ch](http://www.neueraeume.ch); [www.designmeile.ch](http://www.designmeile.ch)

## **Design Training Courses**

The foundation of the Kunstgewerbeschule (College of Art & Design) in 1878 was a milestone in the history of Zürich design. It meant that the realization that creative ideas call for specific creative training could now be put into practice. The college was subsequently renamed the School of Art and Design Zürich (hgkz). These days, Zürich offers some of the best art and design courses in the German-speaking region at one of the largest art colleges in Europe. In August 2007, the hgkz merged with the Zürich School of Music, Drama and Dance to form the Zürich School of the Arts, uniting under one roof a comprehensive range of study opportunities in the fields of design, film, art, media, music, dance theater and communications. The new buildings are currently being constructed on the site of the former Toni Dairy, and are scheduled to be completed by 2012. They will offer 3,000 study places, a terrace with restaurant facilities, sports fields and an open air stage.

For more information: [Press release Zürich-West](#); [Zürcher Hochschule der Künste](#)