

Swiss Federal Design Awards

26th October 2012
— 27th January 2013

An exhibition by the
Museum Bellerive
and the Swiss Federal
Office of Culture

Information

Museum Bellerive
affiliated to the Museum für Gestaltung Zürich
Höschgasse 3 – 8008 Zurich
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www.museum-bellerive.ch

Exhibition runs from
26th October 2012 – 27th January 2013

Opening times
Tues – Sun, 10.00 – 17.00
Closed on Mondays
Holiday opening times:
Closed on the 24th, 25th and 31st of
December 2012 and 1st January 2013

Press conference
Wednesday, 24th October 2012, 10.00
at the Museum Bellerive

Vernissage
Thursday, 25th October 2012, 19.30 at the
Museum Bellerive

Further information on this year's award winners,
with texts and picture material, will be made avail-
able in late September 2012 at:

www.swissdesignawards.ch

Images of the award winning work can be down-
loaded from our website by users with the correct
password:

<http://www.bak.admin.ch/presse>
Login: stampa
Password: sda2012

Press contact
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The exhibition

The exhibition *Designpreise der Schweizerischen Eidgenossenschaft 2012* is a presentation of work by the winners of the Swiss Federal Design Awards and this year's three winners of the Grand Prix Design. It provides visitors with the ideal opportunity to become acquainted with current design output. The exhibits include designs from the fields of fashion, graphic design, photography, mediation and product design by young and by established designers, as well as the teaching of design. Some of these objects were commissioned, whereas others are autonomous projects. They give an insight into the fields that designers are currently working in Switzerland.

The Swiss Federal Design Awards

The Swiss Federal Design Awards are Switzerland's highest-profile national competition aimed at promoting design, and have been held annually by the Swiss Federal Office of Culture (SFOC) since 1918. The intention is to provide a platform, helping the award winners to advance their professional careers and to present their work to a wider public.

From the over 288 dossiers that were submitted, the SFOC has selected 20 entrants (26 designers) from the fields of graphic design (7), fashion design (4), photography (4), product and object design (3) and mediation (2). Award winners can choose between 25,000 Swiss francs in prize money, a six-month residency with a high-profile firm or studio residencies in New York free of charge.

This year, the competition was run for the first time without an age restriction (an age limit of 40 years of age previously applied). A look at the list of award winners shows that approximately one-fifth are over 40 years of age (reflecting a similar proportion in the nominations).

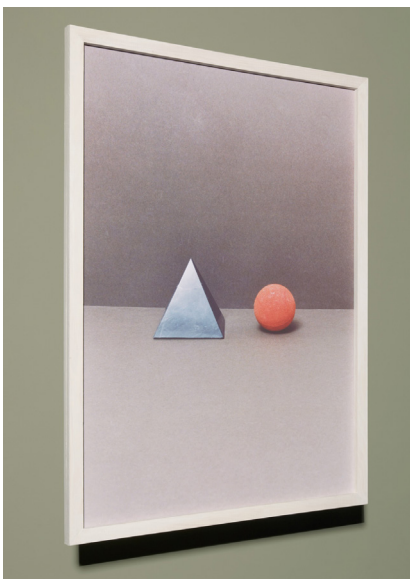
Grands Prix Design

For the past five years, the SFOC has awarded the "Grand Prix Design" in addition to the "Swiss Federal Design Awards". This award is given to designers or established design firms that have contributed to the reputation of Swiss design on a national or international level. The Grand Prix Design is a fine addition to the SFOC's package of measures to actively foster, support and recognise the Swiss design scene. In 2012, three Grand Prix Design awards are being granted.

Winners of the
Swiss Federal Design Award
2012



Jan Abellan (1986)
Graphic Design



Lena Amuat and Zoë Meyer (1977/1975)
Photography



Ludovic Balland (1973)
Graphic Design



David Bielander (1968)
Product and object design



Laurenz Brunner (1980)
Graphic Design

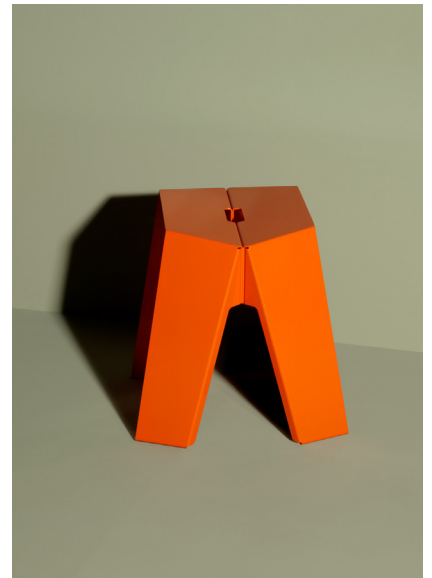


Natalie Bringolf Hayes and Christine Irion
(1964/1965) *Graphic Design*



Emmanuel Crivelli, Philippe Jarrigeon and
Sylvain Menétrey (85/82/79) *Mediation*

Winners of the
Swiss Federal Design Award
2012



Thai Hua (1974)
Product and object design



Gregor Huber and Ivan Sterzinger
(1978/1977) *Graphic Design*



Sophie Huguenot (1982)
Photography



Dominic Knecht (1983)
Fashion and Textile design



Nicolas Le Moigne (1979)
Product and object design



David Mamie and Nicola Todeschini
(1975/1978) *Graphic Design*



Mariel Manuel (1987)
Fashion and Textile design

Winners of the
Swiss Federal Design Award
2012



Noha Mokhtar (1984)
Photography



Cyril Porchet (1984)
Photography



Sabine Portenier and Evelyne Roth
(1971/1970) *Fashion and Textile design*



Esther Rieser (1977)
Graphic Design

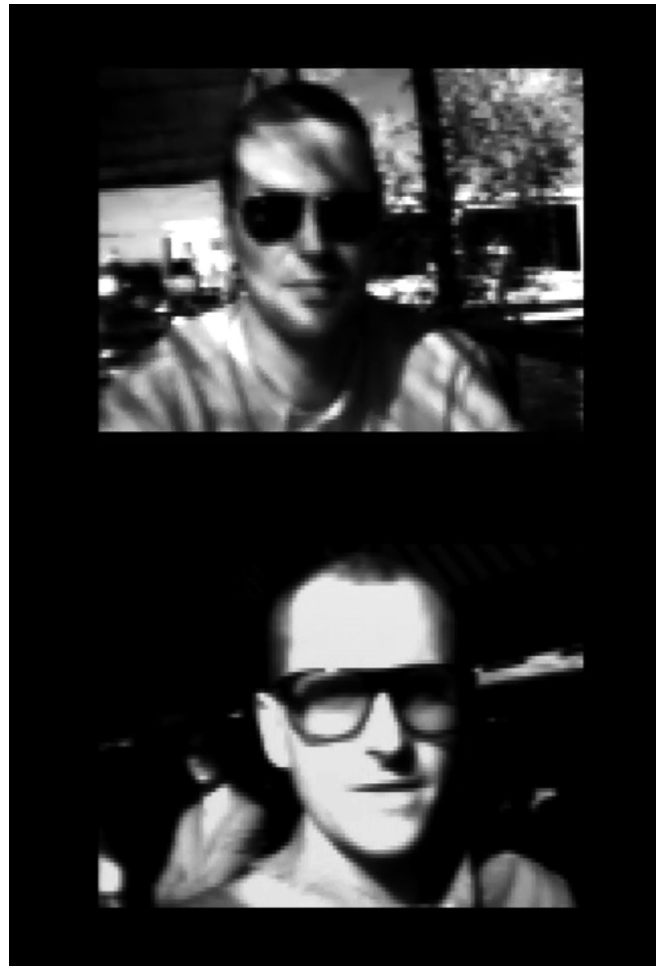


Xavier Erni and Thuy-An Hoang
(1983/1986) *Mediation*



Julian Zigerli (1984)
Fashion and Textile design

Winners of the
Grand Prix Design
2012



Gavillet&Rust

Gilles Gavillet and David Rust, 1973/1969

Graphic designers, Geneva and Lausanne

Gilles Gavillet and David Rust founded their firm, Gavillet&Rust, in 2001. They work primarily in the field of culture, specialising in editorial design and corporate identity. Since 2004, the two designers have worked closely with the art book publisher JRP|Ringier, initially designing the newly-founded publishing house's visual concept and creating the parameters for a number of book series. Their further projects have included creating the corporate identity for last year's Venice Biennale and a brand identity for Jay-Z's company Roc Nation.

With their Optimo digital type foundry, they have added a further string to their bow: the development and marketing of typefaces. In their capacity as typographers, they are among the most prominent Swiss exponents of contemporary typeface design. The Swiss Confederation is honouring Gilles Gavillet and David Rust for their significant contributions to Swiss graphic design on a national and international level.



Franco Clivio, 1942
Product designer and teacher,
Zürich

After completing his studies at the Hochschule in Ulm in the 1960s, Franco Clivio went on to design products for firms such as Gardena (garden products), Lamy (stationery) and Siemens. He collects anonymously designed objects in order to demonstrate “a different kind of seeing”. These are products that show a startling degree of functionality, intelligence, good use of materials and quality. This collection is continually added to and has proved invaluable over the more than 20 years during which Franco Clivio has lectured at the Hochschule für Gestaltung Zürich. His method of transmitting knowledge is unique. He tirelessly encourages students under the motto: “motivate, understand, see”, always with an eye to practical application. He has supervised the development of several intakes of notable designers.

The Swiss Confederation is honouring Franco Clivio for his significant contribution to Swiss design and for his activities as a designer and educator.



Karl Gerstner, 1930
Graphic designer, advertiser and typographer,
Basel

Karl Gerstner is a graphic designer and an eminent exponent of Swiss typography. In the 1960s, he studied at the Gewerbeschule Basel under Emil Ruder. His role as co-founder of the advertising agency GKG (Gerstner, Gredinger and Kutter) has resulted in his work being seen around the world. The GKG has long been one of Switzerland’s best-known advertising agencies. Gerstner’s pioneering work — in particular, his designs for Geigy, based in Basel — makes him one of the most important exponents of modern commercial graphic design in Switzerland. Gerstner’s best-known work includes his book *Programme Entwerfen*, published in 1963 — containing four essays, in which he explains the basic principles of his design method. Instead of setting out step-by-step formulas, the book provides a universal system for developing individual solutions, anticipating technological developments at the very beginning of the computer age. His premature legacy has been housed in the Graphics collection at the Swiss National Library since 2006. The Swiss Confederation is honouring Karl Gerstner for his pioneering role in Swiss graphic design — a phenomenon whose influence has extended far beyond Switzerland.

Swiss Federal Design Commission and exhibition team

The Swiss Federal Design Commission
The jury consists of the seven members of the Swiss Federal Design Commission elected by the Federal Assembly plus two invited experts. At the first stage of the competition, the members of the Swiss Federal Design Commission and the experts assess the dossiers submitted and select a shortlist for the second stage. In the second stage, the original items are judged and the design award is made. To do this, the jury compares them with items from the same discipline and, in an interdisciplinary context, with work from other fields.

Chair

Patrick Reymond

designer, architect, Atelier Oi, La Neuveville

Members

Laurent Benner

visual designer, London and Zurich

Lionel Bovier

publisher JRP|Ringier Kunstverlag, Zurich

Christoph Hefti

textile designer, Brussels and Paris

Annemarie Hürlimann

*art historian and exhibition curator,
Zürich and Berlin*

Renate Menzi

*curator of the design collection,
Museum für Gestaltung Zurich*

Heidi Wegener

organisational consultant, Meilen

Experts

Andi Gut,

jewellery designer, Pforzheim

Marianne Müller,

*photographer and head of the Department
of Photography at the ZHDK, Zurich*

Curators

Patrizia Crivelli, art historian, Bern

Jacqueline Greenspan, Zurich