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Federal Office of Culture: outstanding designers honoured

Swiss Grand Award for Design 2020 goes to:



Ida Gut



Monique Jacot



Kueng Caputo

Federal Office of Culture: outstanding designers honoured

The Federal Office of Culture has chosen the fashion designer Ida Gut, photographer Monique Jacot, and product designers Sarah Kueng and Lovis Caputo as the winners of this year's Swiss Grand Award for Design. The award is conferred on the recommendation of the Federal Design Commission. The winners are active in widely differing fields, and their outstanding work reflects the diversity of Swiss design. The awards will exceptionally be presented in autumn together with the Swiss Grand Award for Art/Prix Meret Oppenheim and the Jan Tschichold Award.

Swiss Grand Award for Design 2020

Ida Gut is one of Switzerland's best-known fashion designers and renowned as a virtuoso in her field. Her label stands for unique tailoring, high-quality materials, expert craftsmanship and professional continuity. She has run her shop in the heart of Zurich since the mid-1990s, combining design and sales with extremely productive results. She has devised clothing concepts for a number of large companies, including work outfits for Migros and uniforms for Swissôtel.

Photographer Monique Jacot comes from a generation for whom photography is an act of humanistic engagement. Her photojournalism has appeared in various publications both in Switzerland and abroad, including *Die Woche*, *Schweizer Illustrierte*, *DU*, *Annabelle* and *ELLE*. Her reportages on women's professions in Switzerland in the 1980s introduced feminist issues into the world of Swiss documentary photography. For the last few years she has mainly been working on more abstract photography projects. The work of Kueng Caputo is characterised by great diversity, an appreciation of craftsmanship and colourfully humorous perspicacity. Product designers Sarah Kueng and Lovis Caputo create both high-end objects and do-it-yourself designs that blend a self-reflective approach with an awareness of the volatile

challenges of the design world. They are widely known for their "Sand Chairs" series, consisting of coloured stools made from sand and mortar; "Never Too Much" stone-effect bowls made of leather; and their 2016 ceramics collection for Arita.

Launched in 2007 and endowed with CHF 40,000 in each case, the Swiss Grand Award for Design highlights the work of well-known designers that exemplifies the quality and relevance of Swiss design practice nationally and internationally.

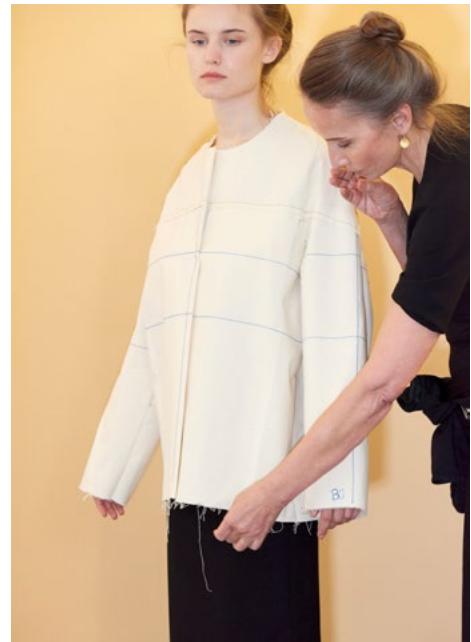
This year the laureates will be honoured together this autumn with the laureates of the Swiss Grand Award for Art/Prix Meret Oppenheim (to Marc Bauer, Barbara Buser & Eric Honegger and Koyo Kouoh) and the Jan Tschichold Prize (to Maximage).

Swiss Design Awards 2020

The competition and exhibition Swiss Design Awards 2020 will not take place in the usual form in this year marked by the current pandemic. The finalists of the Swiss Design Awards will each receive 10,000 Swiss francs in recognition of their selection to the second round of the competition. In the week of 14 September, the Swiss Design Awards will produce various formats, which will be made available to the public digitally during that week and as a publication later in the year. ●

Ida Gut, born 1964, Zurich

FASHION DESIGNER



© BAK / Marc Asekharine

In the almost 30 years that Ida Gut has been designing clothes, she has consistently cultivated an outstanding signature style. As one of Switzerland's most famous fashion designers, she has created a label that stands for unique patterns, high-quality materials, handcrafted excellence, and professional continuity. Gut grew up in Appenzell; having trained as a dressmaker, she completed her studies at the Zurich University of the Arts. She designed her first collection in 1993 and opened her first store in the heart of Zurich three years later. Since 2007 she has her studio-cum-retail store in Zurich's District 4, combining her skills in design and sales with great proficiency. Known for her unparalleled mastery in patternmaking, she designs every one of her items with a mixture of curiosity, discipline, and expertise, and an unerring eye for no-frills beauty. Every detail of the overall design and materials has to be right. Ida Gut designs clothing with architectural precision. The meticulous choice of high-quality, distinctive but still utilitarian materials and fabrics is another important hallmark of Ida Gut's designs.

"I like the idea of being able to perceive how a piece of clothing is constructed, its complexity. Veiled yes, but not completely covered up." — Ida Gut

Since 2000 she has also been creating lines of clothing, which she did for the first time for the staff of the Swiss pavilion at the Expo 2000 in Hanover, and subsequently for some 40,000 employees of the Migros supermarket chain as well as for Swissôtel and Swissair. The latter were never realised due to Swissair grounding.

All of her pieces are made in Switzerland. Having production facilities nearby allows for smoother and

more flexible processes, especially since Gut has opted for steady, regular production in contrast to fast fashion with its frenetic carousel of micro collections. This also facilitates fulfilling additional orders. This is the only way individuality can be guaranteed.

"Ida Gut has matched her creativity to a business model that allows her high-quality, exquisitely minimalistic and captivating designs to achieve the perfection she considers essential. Her garments are as individual as her clients and yet she sets up a dialogue between them, transforming her specially conceived shop into a sensual place of encounter and exchange." — Christoph Hefti, member of the Federal Design Commission until 2019

At a time when the fashion industry is under great pressure, Gut's unconventional, high-quality products, sold with personal and expert advice in an unparalleled retail atmosphere, are a surefire guarantee for long-term continuity. ●

Monique Jacot, born 1934, Neuchâtel

PHOTOGRAPHER



© Monique Jacot / Fotostiftung Schweiz, © BAK / Marc Asekhamé

The oeuvre that Monique Jacot has created in the course of the past sixty years is marked by an empathetic signature, testifying to her beginnings in humanist photography. In 1956, upon graduating from the Ecole des arts et métiers (School Of Arts And Crafts) in Vevey, where she studied under the German photographer Gertrude Fehr, Jacot immediately offered her work to the press. Having published her first photographs in *La Gazette Littéraire*, French Switzerland's main outlet for cultural information at the time, she set out for Zurich, where she established excellent contact with the German press. Her photojournalism has appeared in various publications both in Switzerland and abroad, including *Die Woche*, *Schweizer Illustrierte*, *DU*, *Caméra*, *Réalités*, *Times*, *Geo*, *Annabelle*, *Vogue* and *ELLE*.

cause. Between 1984 and 1999 she worked on three reportages on women's professions in Switzerland — *Femmes de la terre*, *Printemps de Femmes* and *Cadences. L'usine au féminin* — introducing feminist issues into the world of Swiss documentary photography.

"Committed, curious, artist and poet, Monique Jacot photographs what she is, Monique Jacot is what she photographs: a resolutely free woman." — Tatyana Franck, member of the Federal Design Commission

Having made a name for herself in Swiss photography thanks to her classical work in black-and-white, Jacot boldly set out, late in life, in a different direction, venturing into the third dimension and taking an increasingly abstract and poetic approach. Her oeuvre bears witness to an independent mind, to an artist who works out-of-the-box, following a path between auteur photography and visual play in the pursuit of interests that transcend passing trends and developments. ●

"Activism is linked to my life story as a woman. At all times I have been independent, autonomous, active. I wanted to bear witness to the labor conditions of women around the world. I have always thought of myself as on a par with men. Yet I was also aware that women were being confined to certain roles." — Monique Jacot

Monique Jacot traveled extensively throughout her career. She began working for the WHO (World Health Organization) in 1959 on missions that enabled her to travel to various countries in Africa and the near East, notably Yemen. In addition to commissioned work, Jacot pursued several projects of her own, which she then submitted to the press. During the sixties, she produced a trilogy on girls, which led her to Prague, France and England. The many events she covered over the years reinforced her interest in the feminist

Kueng Caputo

Sarah Kueng, born 1981, Affoltern Lovis Caputo, born 1979, Zurich

PRODUCT DESIGNERS



© BAK / Marc Asekame

Sarah Kueng and Lovis Caputo — professionally known as Kueng Caputo — have been working together for twelve years. Their work is characterised by great diversity, an appreciation of craftsmanship and colourfully humorous perspicacity. Their joint diploma thesis at the Zurich University of the Arts already won them a Swiss Design Award in 2009. This was followed by a residency in New York for Sarah Kueng and one in Japan for Lovis Caputo. The New York Salon 94 gallery invited them to present their work and soon afterwards chose to represent them. Suddenly Kueng Caputo found themselves sucked into the then burgeoning market for collector's items in design. In the years that followed, a Danish gallery, Etage Projects, also started representing them, and they received invitations from galleries, alternative art spaces, museums, trade fairs, and biennials.

"The works of Kueng Caputo are renowned for the exceptionally high quality of their designs. Their studio is full of unexpected form, colour and material combinations, seemingly the outcome of a light-hearted process of research. At first glance, one might suppose this excellence to be the product of playful instinct and technical skill alone — were it not for their firm opinions on many of the burning issues of the day. That combination is more vital now than ever." — Jörg Boner, chair of the Federal Design Commission

Product designers Sarah Kueng and Lovis Caputo create both high-end objects and do-it-yourself designs that blend a self-reflective approach with an awareness of the volatile challenges of the design world. They also teach regularly at national and international design schools, seizing the opportunity to inquire into the conventional practice of design and find future-oriented solutions.

In addition, they often work with specialized artisans, whose knowledge should be preserved and fostered. In 2016, for instance, as part of a Japanese development project they created their ceramics collection for Arita. Kueng Caputo are increasingly concerned with the social relevance of their endeavors, for the longer they navigate the business world as independent designers, the more acutely aware they become of the currents and forces that are at work. Kueng Caputo see the Swiss Grand Prix Design as an opportunity to take stock. As Caputo puts it, "The prize gives us the freedom and time to question, to reexamine certain things, to reposition ourselves after twelve years, to think about what direction to take next." And Kueng seconds that, "It gives us a chance to think about what we as human beings and designers have to do, given the situation in the world today." ●

Publication

To mark the occasion of the award, a limited edition book is published annually with in-depth interviews, essays and numerous pictures to honor the winners. Since 2015, a series marking the best of Swiss design history has thus been created. The book is launched in autumn and is also available by request swissdesign@bak.admin.ch.

Swiss Grand Award for Design 2020, 56 pages.
(German/French/English)

With extended interviews and texts by: Mirjam Fischer, Corinne Gisel and Nathalie Herschdorfer
Design: Krispin Heé, Berlin/Zurich
Photos: Marc Asekame, Zurich/Paris
Book production: mille pages, Mirjam Fischer

Visual materials on the award winners are available for download on the website: www.bak.admin.ch/sgpd

Online and social Media

Blog: swissdesignawardsblog.ch
Archive: schweizerkulturpreise.ch/design
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Launched in 2007 and endowed with CHF 40,000 in each case, the Swiss Grand Award for Design highlights the work of well-known designers, experienced design firms and innovative manufacturers that

exemplifies the quality and relevance of Swiss design practice nationally and internationally. The Swiss Grand Award for Design promotes and strengthens the design scene and honours the tradition of Swiss design.

Laureates 2007–2019

2019

- Rosmarie Baltensweiler (Lamp designer and entrepreneur)
- Connie Hüsser (Interior stylist)
- Thomi Wolfensberger (Lithographer)

2018

- Cécile Feilchenfeldt (textile designer)
- Felco (manufacturer of pruning shears)
- Rosmarie Tissi (graphic designer)

2017

- David Bielander (jewellery designer and artist)
- Thomas Ott (comic-book artist and illustrator)
- Jean Widmer (graphic designer and art director)

2016

- Claudia Caviezel (graphic designer and art director)
- Hans Eichenberger (product designer)
- Ralph Schraivogel (graphic designer)

2015

- Luc Chessex (photographer)
- Lora Lamm (graphic designer)
- Team'77 (Erich Gschwind, André Gürtler, Christian Mengelt, typographers)

2014

- Erich Biehle (textile designer)
- Alfredo Häberli (product designer)
- Wolfgang Weingart (typographer)

2013

- Trix und Robert Haussmann (product designers)
- Armin Hofmann (graphic designer)
- Martin Leuthold (textile designer)

2012

- Franco Clivio (product designer)
- Gavillet & Rust (Gilles Gavillet, David Rust, graphic designers)
- Karl Gerstner (graphic designer)

2011

- Jörg Boner (product designer)
- NORM (Dimitri Bruni, Manuel Krebs, graphic designers)
- Ernst Scheidegger (photographer)
- Walter Steiger (footware designer)

2010

- Susi und Ueli Berger (furniture designers)
- Jean-Luc Godard (filmmaker)
- Sonnhild Kestler (textile designer)
- Otto Künzli (jewellery designer)

2009

- Robert Frank (photographer)
- Christoph Hefti (textile designer)
- Ursula Rodel (fashion designer)
- Thut Möbel (furniture design)

2008

- Holzer Kobler Architekturen (Barbara Holzer, Tristan Kobler, exhibitions designers)
- Albert Kriemler, Akris (fashion designer)
- Alain Kupper (graphic designer, musician, artist, gallerist)
- Walter Pfeiffer (photographer)

2007

- Ruth Grüninger (fashion designer)
- NOSE (communication design, service design)
- Bernhard Schobinger (jewellery designer)
- Cornel Windlin (graphic designer)

Federal Design Commission 2020



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Chair

- Jörg Boner (Product designer, Zurich)

Members

- Claudia Caviezel (Textile design and development at Akris, St. Gallen, not pictured)
- Marietta Eugster (Graphic designer, Zurich)
- Davide Fornari (Professor, Researcher and Development, ECAL, Renens)
- Tatyana Franck (Director, Musée de l'Elysée, Lausanne)
- Aude Lehmann (Graphic designer, Zurich)
- Vera Sacchetti (Design critic, Basel)

Commission secretary

- Anna Niederhäuser (Head of Design Promotion, Federal Office of Culture)