

瑞 YOUNG
士 SWISS
DESIGN 新
锐 设计
Kaleido-
展 SCOPE

Young Swiss
Design Kaleidoscope 2013
瑞士新锐设计展

This exhibition reflects some of the best of Swiss contemporary designers' approaches, and solutions reflecting Swiss tradition. Ranging from conceptual to commercialized, and inclusive of gallery works, there are both common and luxury products. Disciplines reflected include communication design, graphic and digital design, industrial design, furniture and product design including fashion accessories. Discover an eclectic representative selection of some of the very best Swiss designers.

本次展览将展示最优秀的瑞士当代设计师的设计作品，包括概念性的、商业性的以及一些画廊作品，从日常品到奢华的设计品，门类涵盖了视觉传达设计（平面、数字）、家具设计、工业设计以及产品设计（时装配饰等）。这些作品都在围绕着“瑞士传统”进行思考，并将其最独特的一面挖掘出来。

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POSTFOSSIL is a Swiss design collective founded in 2007 to create a platform for discussion and create objects for the home, especially in the context of the resource crunch and looking at a post-fossil era. POSTFOSSIL'S work is based on three key aspects. First, it is a platform for exchanging research on materials that assimilate the philosophy of an oil-less future. The second aspect is owning the whole production. This decision allows members to not only retain rights to the design but also to manage production and distribution, which is integral to the post-fossil approach. The third aspect is to engage with the user, and the transmission of the post-fossil ideology. To this end, Postfossil engages with users through public discourse and workshops. POSTFOSSIL members include Anna Blattert, Claudia Heiniger, Christine Birkhoven, Daniel Gafner and Thomas Walde.

Postfossil由多名设计师于2007年创立，他们在后化石能源时代的背景下，设计以节能为主题的家用产品。Postfossil产品主要基于三个核心理念：首先它以寻找无石油原料为出发点；其次它的产品全部自主生产；最后它将其理念传递给使用者。Postfossil的团队成员包括Anna Blattert, Claudia Heiniger, Christine Birkhoven, Daniel Gafner和Thomas Walde。

Work 作品

Home Made Collection – Shoes Books and a Bike

Designer 设计师

Thomas Walde for Postfossil

Producer 制作公司

Postfossil

Studio 工作室

www.postfossil.ch

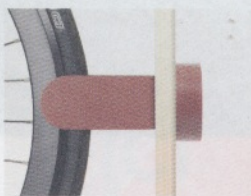
Photos 照片 / Portrait 肖像
Philipp Hänger

You state that you create objects for a post-fossil age. Can you explain?

We focus on the inter-dependence of petroleum and products. It's obvious that a huge change would occur if, at some point, the demand could not be satisfied any more. The world of finance, production and consumption would change drastically. This chain reaction would modify our behavior, the way we see things as users and consumers. We will have to react somehow. It would be preferable not to reach the end of this chain but to start reacting now. We design with a focus on how products or objects influence consumer behavior in a positive way.

Social and ecological responsibility are at the heart of your initiatives. How do you concretize this? Is this why you produce mainly in Switzerland?

We talk a lot about these themes. We see ourselves as designers and as critics of consumption. This is quite a paradoxical position but also an interesting one. So, behind every initiative, there is a concept and a message. As for our production in Switzerland, it makes sense because we are close to our craftsmen. We are able to react quickly to alternative solutions and we can experiment. Furthermore, we can be sure of the quality and the thoroughness of the production process from the perspective of ecology and social responsibility.



Can you tell us about the Home Made Collection, your first auto-production?

We wanted to have an overview of the production process. The Home Made Collection was our first step in this direction, and it was quite a challenge. We now bear the full burden of risk, but we also have the full benefit of the enterprise. We are constantly confronted with new issues and we learn a lot every day.



Did you already have any experience of working with China?

One member of POSTFOSSIL lived in South Korea and had visited Beijing for a design workshop. But this is the first time we are going to exhibit in China!

你会说你在为“后化石时代”创作产品，能解释一下吗？

我们关注石油和产品之间相互依赖的关系。很显然，如果需求不再能得到满足，一定会出现巨大的改变。金融、生产和消费的世界将发生急剧变化。这种连锁反应会改变我们的行为，以及我们作为用户和消费者看待事物的方式。我们必须做出反应。不是去达到链条的终端而是开始做出反应。我们的设计，是在以一种积极的方式，关注于如何让产品或物品影响消费者的行为。



社会和生态责任一直是你设计理念的核心。你如何将它实现？这是否是你瑞士创作的原因？

关于这些我们总是在讨论。我视我们自己为设计师，和评判消费行为的评论家。这是很自相矛盾的，但也很有趣。因此，在每一个设计理念的背后，都有一个概念和一个信息。我们在瑞士创作是很合理的，这样一来，我们与工匠们离得更近。我们能够很快的应对不同解决方案且我们能够不停试验。此外，从社会和生态责任的角度来说，我们可以确保生产过程的质量且不放过任何细节。

能否和我们谈谈“家庭制造”系列，你们第一个自创的产品系列？

我们希望对创作过程进行整体的展现。“家庭制造”系列是第一步，且是一个很大的挑战。现在，我们承担一切风险，但我们也从中得益。我们依然在面对新的问题，且每天都学到很多。

你是否与中国有过合作？

Postfossil的一个成员住在韩国，他曾经去北京参加过一个工作坊。但这是我们第一次在中国展览！



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