

# WE MAKE Zürich

'Sachenmachen' is an online-platform for up-and-coming Swiss design. For Amateur Magazine they started a series of city-shootings called 'we make' - an update about promising Swiss designers. Therefore a chosen town's freshest designers are being asked to bring along one product for a photo-shoot.



- Fabian Schwärzler



- Regula Büchel



- Colin Schaelli



- Gabriela Chicherio

For the first shooting in Zurich, 'sachenmachen' teamed up with photographer Nici Jost. On a freezing cold day, we visited the impressive construction site of the Toni-Areal, a huge former yogurt-factory that is about to be converted into Zurich University of the Arts (zhdk) which should be ready by 2012.

Of course there is a whole bunch of agile designers in Zurich and we introduce just a few of them. We asked the chosen eight a few questions about design and their work, about their connection to Switzerland and their relation to Zurich. Here we just briefly introduce the designers, explain what they brought along to the shooting and how they describe their work in three words. The eight interviews in full-length can be seen on [www.sachenmachen.ch](http://www.sachenmachen.ch).

The Zurich shooting does not only show the variety of objects, but also the different approaches and personalities of the designers. In the interviews it becomes clear that the young Swiss design scene needs a better network, more support from the industry and a stronger identity. We hope to make a start by introducing them to you. A warm thank you to all the designers involved and to Nici Jost for the great photos and her stamina at minus 8 degrees Celsius! We would also like to thank Peter Eberhard from zhdk and Giuseppe Di Girolamo from allreal for their kind support and the open gates at Toni Areal.

**«Of course both of us would like to work in the workshop, but that's just not possible.»** Fries & Zumbühl

To start with, we spoke to Kevin Fries and Jakob Zumbühl who collaborate as Fries & Zumbühl. They describe their work as clever, playful and long-lasting. Fries & Zumbühl show 'Darling', a bed they designed in collaboration with Muriel Weber Zumbühl.

**«Design is a process. On the expedition, I would like to break new ground.»** Fabian Schwärzler

Beautiful, modern and functional stands for Fabian Schwärzler's work. He shows the 'low chair with armrest and leather'. It's a handmade low chair, with leather placed on an aluminium frame. The seat-structure is based on a membrane, which allows movement and comfort.

**«The hands-on work with the material, that's what I am interested in.»** Regula Büchel

Regula Büchel brought along a foamed chair and seat - her favourite project so far. It consists of a textile jacket which she filled with foam. She describes her work as creation, experiment and development. She appreciates that during the design process new things happen constantly.

**«Straightforwardness and the simplicity of ideas impress me.»** Colin Schaelli

He shows his 'V30 Freitag Skid' shelf system. A modular structure that was created as a customised sales shelf for the products of the Zurich based bag maker Freitag that recently won the newcomer price at design-preis Schweiz 09.

**«Design is a little bit of creativity and a lot of sweat!»** Gabriela Chicherio

The side table 'Arabesque' is one of her recent products. It was developed under the working title 'atelier couture', a long-term project during which Gabriela applies textile craft techniques to furniture design.



- Fries & Zumbühl



- aekae



- Thilo Brunner



- Anna Blattert & Daniel Gafner

«Our biggest inspiration is the dialogue, it's the reason why we collaborate.» aekae

Fabrice Aeberhard and Christian Kaegi from 'aekae' describe their design as consistent, clear and simple. 'Aekae' have been involved creating a new brand of bags named 'Qwstion'. By questioning the norm, they developed a family of bags for travellers of the metropolitan world.

«Creative work means head, hand and heart complement one another.» Postfossil | Anna Blattert & Daniel Gafner

Passion, discovery, structures – these three words apply to the work of Anna Blattert and Daniel Gafner who are part of the design platform postfossil. Their lamps 'SabooH' and 'Mitsu' are showing that energy saving LED technology can also be used at home.

«Design means to think ahead.» Thilo Brunner

Thilo Brunner uses the words wide-ranging, crossways and elaborate to define his work. He brought along 'cloud', his first object ever that is completely free of function. Thilo developed the ceramic cloud with the golden plane as a paperweight, but soon declared it as an officially inoperable object – as if a designer takes a clear break from the functional thinking.

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TALES FROM THE HOOD. Chino BYI from Brooklyn, New York City was in the early 80s the personalized nightmare of the BMT (Brooklyn Manhattan Transit Corporation). His name was up consequently on and inside every subway car. From the time he was eleven he always had his moms camera along and was taking pictures. Now he has probably one of the most extensive photo collections of the golden area of New York City subway graffiti.



- Chino with freshly painted tag inside a letter train