Swiss Design Map Milano

FHNW Academy of Art and Design Basel

The Institute of Industrial Design and the Master Studio at the Academy of Art and Design in Basel present their eagerly awaited exhibitions in Milan. Two shows will take place: the exhibition of furniture prototypes “Share a chair”, as part of Fuorisalone at Brera, reinterprets Enzo Mari’s Sedia 1, curated by Alfredo Häberli in cooperation ARTEK. At Salone Satellite “Poetry of light” is presented – the result of a collaboration between the students and Swiss lighting company RIBAG on the subject of mobile light.

Archer Strip Scuter / Photo: André Wälchiste

Geberit

Geberit Group is leader in the field of sanitary products. Geberit operates as an integrated group with a very strong local presence in most European countries, providing unique added value when it comes to sanitary technology and bathroom ceramics.

Through its acquisition of a range of long-standing ceramic brands, Geberit now has a new look: the reliable technology behind the wall is united with perfectly designed bathroom equipment. We define it: Design Meets Function.

HEAD – Genève

HEAD – Genève is one of the most important training institutions of art and design in Europe with 700 students from over 40 countries. Teaching is run by prominent international personalities. HEAD students have the opportunity to participate in many competitions and exhibitions globally. HEAD features bachelor’s and master’s level courses, in visual arts, cinema, graphic design, space design, media and interactive design, fashion, jewelry, watch and accessory design.

HEAD - Genève, Baptiste Coisson

Istituto Svizzero

The Effusivity Pool by Swiss architect Philippe Rahm (1967) proposes to experiment an interior space which materials are no longer chosen according to plastic or memorial criteria, but on physics, looking for a sustainable form of Beauty. What we want to bring into the definition of the solid and thus the physical expressivity of a building or of a interior space, are physical, thermal and climatic values, such as those of reflectance, emissivity, effusivity and conductivity.
www.istitutosvizzero.it

LAUFEN

The personality of this highly traditional Swiss brand reflects a symbiosis of design, quality and functionality. LAUFEN is one of the world’s leading manufacturers with a global distribution network. The company’s core competence is its knowledge in the area of sanitary ware manufacturing: LAUFEN has been using the oldest malleable material known to man to make innovative sanitary products in state-of-the-art plants with legendary Swiss precision and sophisticated design.

Microlino AG

This is not a car! Microlino is the Ipad of the mobility world: It combines the advantages of a car with the ones of a motorbike. We equipped the Microlino with everything you need: suitable for 2 people, two battery options, enough space for your groceries. 7 fresh colour combinations will make your daily drive more fun! No need for special charging stations with the possibility to charge the Microlino on a normal plug. 120/215 km Range, top Speed 90 km/h, available 2018.

SWISS ❤ DESIGN

For the first time at Palazzo Litta, the Swiss Arts Council Pro Helvetia is pleased to introduce SWISS ❤ DESIGN. The exhibition showcases Diiis design studio, Egli studio, Florian Hauswirth, Kollektiv vier, Alain Schibli and schoenstaub, a selection of young and innovative studios that demonstrate Swiss design at its best. With a focus on high quality, functionality, innovation and forward thinking approach, SWISS ❤ DESIGN features brands that are the testimony of what Switzerland is famed for.

Mobilia exp., Neptune Artwork Lucerne / Photo: Ilmar

Swiss Design District

Under the roof of the Swiss Design District, for the first time ever Swiss exhibitors realize a collective format during the Fuorisalone 2018. The powerful presence on 400m² in Via Tortona 31 reflects the broad interest for Swiss Design through all sectors. The initiative is coordinated by Swiss Business Hub Italia and Switzerland Global Enterprise, whereas 13 Swiss excellences welcome you on their stands.

Swiss Textiles

The Swiss textile Federation Swiss Textiles is the inventor of “Kontext”: A network for trendforecasting from designers to designers. Its aim is to draw attention to trend knowledge, promote promising future developments in the areas of design and industry, and encourage exchanges between designers and industry representatives. “Kontext” also wants to identify relevant topics that provide impulses for innovation.
www.swisstextiles.ch/kontext

USM

USM stands for timeless design and the highest levels of quality. The Swiss company employs 400 people in Switzerland, Germany, France, UK, Japan and the US. Its modular furniture systems are represented in over 40 countries world-wide. USM Modular Furniture Haller was launched onto the market in 1965. Its acceptance into the Design Collection of the MoMA in New York at 2001 is a high distinction. The famous design classic is used in offices and public buildings as well as in the private sphere.
www.usm.com

V-ZUG

For more than 100 years, we at V-ZUG have made it our mission to enhance our customer’s lifestyle through our high-quality, innovative products and services. Whether for cooking or textile care, people who expect only the best in their home need look no further than V-ZUG. As a family owned company founded in 1913 and still producing in the heart of Switzerland, we live by Swiss values – and make it possible for people all over the world to experience “Swiss perfection for your home”.

Architonic

Architonic is the world’s leading research tool for the specification of premium architectural and design products. Our curated database currently provides information about more than 300’000 products from 1’500 brands and 11’200 designers.

16 million architects, interior designers and design enthusiasts annually choose Architonic as their guide to the very best.

ECAL/University of Art and Design Lausanne

Featuring regularly among the world’s top ten universities of art and design, ECAL currently offers six Bachelor programmes (Fine Arts, Cinema, Graphic Design, Industrial Design, Media & Interaction Design, Photography), five Master programmes (Fine Arts, Film, Photography, Product Design, Type Design) and two Master of Advanced Studies (MAS) in Design for Luxury & Craftsmanship and in Design Research for Digital Innovation (with EPFL+ECAL Lab). ECAL also offers a one-year Foundation Course. www.ecal.ch

ECAL / Treasure, Image © ECAL/Catjaa Mahler

Elite

Elite is a Swiss high end bed manufacturer and sleep specialist since 1895. Elite is renowned for manufacturing traditional mattresses and beds of superior quality using only the finest natural materials. Elite products are designed to transcend their purely practical function and create a lifetime of well-being. All products are made with infinite care for detail, more than 120 years of expertise and a perfect Swiss finish. Elite is recognised as innovators and leaders in the field of sleep.

Espaces contemporains

Espaces contemporains is the leading magazine of design, home interiors, architecture and contemporary art in the French-speaking part of Switzerland (Western Switzerland, or Suisse romande). It is published in French with six issues per year. Espaces contemporains is also an important design and architecture cultural actor in Western Switzerland through the organization of prizes, events and conferences, hence playing an important role in promoting Swiss design and architecture.

www.swissdesign.fuorisalone.it

Art Museums of Switzerland

Discover the exceptional exhibitions waiting for you next summer at the Art Museums of Switzerland and enjoy the convenience of comfortable and fast Eurocity train connections from Milan straight into the heart of Switzerland’s major cities.

Switzerland is a paradise for art lovers. World-renowned art can be found here in a very compact space. The Art Museums of Switzerland are the finest example. The association of Switzerland’s major museums of art, design and photography invites visitors to partake in a relaxed and uncomplicated cultural experience – in architecturally fascinating buildings and right up close to nature. So it’s worth exploring not only Switzerland’s unparalled landscapes and culinary specialities, but its unique museum diversity as well.

Basel

4h06
4 direct connections a day

Kunstmuseum Basel
Theaster Gates
9.06 – 22.10.2018
Sam Gilliam
9.06 – 30.09.2018

Museum Tinguely
Too early to Panic.
Gerda Steiner & Jörg Lenzlinger
6.06 – 23.09.2018

Fondation Beyeler
Bacon – Giacometti
29.04 – 2.09.2018
Ernesto Neto
june-july 2018

Bern

3h01
3 direct connections a day

Zentrum Paul Klee
Etel Adnan
15.6 – 7.10.2018
Paul Klee Collection
ongoing

Geneva

3h58
4 direct connections a day

Musée d’art et d’histoire
Barthélemy Menn
Cabinet d’arts graphiques du Musée d’art et d’histoire, 2.03 – 8.07.2018
Hodler // Parallelism
Musée Rath, 20.04 – 19.08.2018

MAMCO
Rasheed Araeen
June – August 2018

Lausanne

3h19
4 direct connections a day

Musée de l’Elysée
Jean Dubuffet.
The Photographic Tool
30.05– 23.09.2018
Jacques Henri Lartigue.
Life in Colors
30.05– 23.09.2018

Lugano

1h15
9 direct connections a day

LAC Lugano Arte e Cultura
Picasso. Un altro sguardo
18.03 – 17.06.2018
Balthasar Burkhard
30.06 – 30.09.2018

Zurich

3h26
8 direct connections a day

Museum für Gestaltung
Oiphorique
3.03 – 30.09.2018
Highlights + Intérieurs from the collections
Ausstellungsstrasse, as from 3.03.2018

Kunsthaus Zürich
Fashion Drive
20.04 – 15.07.2018
Robert Delaunay and the City of Light
31.08 – 18.11.2018

Winterthur

4h08
8 connections a day (via Zurich)

Fotozentrum Winterthur
Double Take.
Cortis & Sonderegger
1.06 – end September 2018

Svizzera.
semplicemente naturale.

Swiss Design Map Milano

2018

A project by the Consulate General of Switzerland in Milan under the patronage of the City of Milan

Consulato Generale di Svizzera a Milano
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Svizzera.
Comune di Milano

Consul General of Switzerland in Milan: Felix Baumann
Consulate General Team: Alessandro Bosch, Sabrina Risi, Mariano Spagnoli, Stefan Zwicky

Art Direction and Design: AMI, www.a-m-i.ch

Institutional partners
Istituto Svizzero
SWISS ARTS COUNCIL prohelvetia
SWITZERLAND GLOBAL ENTERPRISE
Switzerland. semplicemente naturale.

Schools
HEAD – Genève
hef Hochschule für Architektur, Design und Bildende Kunst Basel
Institut Interdisciplinaire Gestaltung Masterstudio
ecal

Sponsoring partners
Elite SLEEPING & RELAXATION
GEBERIT
FOZZIGHENGHE
LAUFEN
SWISS TEXTILES
USM
V-ZUG

Media partners
ARCHI TONIC
espAces

Mobility partner
m-aro

www.swissdesign.fuorisalone.it

Swiss Design Map Milano

Fuorisalone

17-22.4.2018

Institutions, schools and companies

A arwa
#spectacularwater
Opificio 31
Via Tortona 31
10:00-21:00

B ECAL
ECAL Digital Market
In collaboration with Formlabs
Spazio Orso 16
Via dell'Orso 16
11:00-20:00 (Sunday 11:00-16:00)

C ECAL
ECAL × Marsotto
Spazio Bigli
Via Bigli 11A
10:00-21:00 (Wednesday and Sunday 10:00-17:00)

D ECAL
ECAL + Foscarini
Palazzo Litta
Corso Magenta 24
11:00-21:00

E ECAL
ECAL × Musée Picasso Paris × Tectona
Tectona
Via della Moscova 47A
10:00-19:00

F Elite
Elite Design Award 2018
Elite Gallery Milano
Via Marco Formentini 14
10:00-21:00

G FHNW Academy of Art and Design in Basel, Master Studio Design and Institute of Industrial Design
Share a chair
Curated by Alfredo Häberli
Via Alessandro Volta 13
11:00-20:00

H Geberit
Rooms · (Geberit e Pozzi-Ginori)
Palazzo Kiton
Via Pontaccio 21
11:00-21:00

I HEAD – Genève
IN MY HEAD
With Interior Architecture students
Galleria Mimmo Scognamiglio
Via Goito 7
11:00-20:00

J HEAD – Genève
A perfect Swiss cheese knife
Swiss Design District
ViaTortona 31
9:00-21:00

K Istituto Svizzero
The Effusivity Pool.
Philippe Rahm architectes
Via Vecchio Politecnico 3
11:00-20:00

L LAUFEN
Showroom Kartell by Laufen
Via Pontaccio 10
10:00-20:00

M Microlino
Swiss Design District
Via Tortona 31
09:00-21:00

N Pro Helvetia
SWISS ❤ DESIGN
Florian Hauswirth
Diiis design studio
schoenstaub
Kollektiv vier
Alain Schibli makerball
Egli Studio
Palazzo Litta
Corso Magenta 24
11:00-21:00

O Switzerland Global Enterprise
Swiss Design District
Andermatt Swiss Alps
ARIT. Schweizer Kissen Manufaktur
Art Museums of Switzerland
arwa
dade design concrete works
HEAD – Genève, with Gruyère cheese and Swiza
MajorDomo
Micro Mobility Systems AG
Nahtlos GmbH
Pendularis AG
RIBAG Licht AG
USM
Via Tortona 31
10:00-21:00

P USM
Swiss Design District
Via Tortona 31
10:00-21:00

Q V-ZUG
The Art of Innovation by V-ZUG
Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci
Via San Vittore 21
12:00-19:00

V-ZUG is also present in the following exhibitions:

Abimis
Via Pontaccio 19
10:00-21:00

L2 Group – Binova
Via Durini 17 Ang. Gall.
Strasburgo 3
10:00-21:00

Boffi Solferino
(Refresh-Butler Exposition)
Via Solferino 11
10:00-21:00

Comprex Cucine – Class Design
Via Turati 7
10:00-21:00

Molteni & Ci Dada Milan
Flagship Store
Corso Europa 2
10:00-21:00

Ernesto Meda – Misura Srl
Via Larga 15
10:00-21:00

Bulthaup Porta Nuova – Eurostyling
Via Locatelli 6
10:00-21:00

HENRYTIMI
Foro Buonaparte 52
10:00-21:00

HENRYTIMI
Sagrestia Monumentale – Basilica San Marco – Piazza San Marco 2
10:00-21:00

Cucine Dibiesse – JRK Design
Via Brentano Ang. S.Giovanni /S Muro 14
10:00-21:00

Minotti Cucine Flagship Store
Via Larga 4
10:00-21:00

RiFRA Milano
Corso Matteotti 1
10:00-21:00

SieMatic Flagship Store
Viale Monte Santo 8
10:00-21:00

Xera – Understate
Via F. Crispi 5/B
10:00-21:00

Key Cucine
Corso Lodi 9
10:00-20:00

Bespoke
Via Larga Angolo P.zza Santo Stefano 5
10:00-21:00

R Consolato generale di Svizzera
Swiss Design Brunch Milano
Via Palestro 2
Wednesday 09:00-11:30
(by invitation only)

Designers, galleries and studios

1 Andrea Anner & Thibault Brevet (AATB)
ECAL – MA Art Direction & MA Fine Arts
Atelier LUMA
Palazzo Clerici
Via Clerici 5
www.aatb.ch

2 Ini Archibong
ECAL – Mas in Design for Luxury & Craftsmanship
Collection IV with Sé
Galeria Rossana Orlandi
Via Matteo Bandello 14-16
www.designbyini.com

3 atelier oï
CASA GIFU III – olfactory ceramics
Corso Garibaldi 42
10:00-21:00
www.atelier-oi.ch

4 BIG-GAME Design Studio
Knives for JAPAN CREATIVE
Palazzo Litta
Corso Magenta 24
09:00-20:00
www.big-game.ch

5 BIG-GAME Design Studio
Cutlery set for ALESSI
Alessi Showroom
Via Alessandro Manzoni 14/16
10:00-19:00

6 BIG-GAME Design Studio / Tectona for the collection Club House
Tectona Showroom
Via della Moscova 47A
www.big-game.ch
www.tectona.net

7 Cesare Bizzotto & Tobias Nitsche (FROM LIGHTING)
ECAL – MA Product Design
ASAP
Corso Garibaldi 104
www.from.lighting

8 Sébastien Cluzel (SCMP DESIGN OFFICE)
ECAL – MA Product Design
Omnia Su collection
Paşabahçe Shop
Corso Giacomo Matteotti 3
www.scmpdesignoffice.com

9 Instant Collective
Emerging Switzerland-based designers
Maxime Augay
Kohei Kojima
Yasunori Morinaga
Miji Noh
Alexandre Picciotto
Andreas Piedfort
Studio XYZ
Loft at Ventura Future
Via Donatello 36
www.instant-collective.com

10 Christoph Hefti
Central St. Martin's, London – MA Fashion/Textile
That horse, slamming doors
ASSAB ONE
Via privata Assab 1
15:00-19:00 (15:00-20:00 Saturday and Sunday) and by appointment
www.assab-one.org

11 Stephan Hürlemann
ETH Zurich – Diploma in Architecture
horgenglarus presents:
"Giants with dwarf"
Ventura Centrale, Space 1
Via Ferrante Aporti 9
10:00-21:00 (Sunday 10:00-18:00)
www.huerlemann.com

12 Kodai Iwamoto & Takahiro Yamamoto
ECAL – MA Product Design & MAS in Design for Luxury & Craftsmanship
Exportation 2018 – The New Generation of Japanese Design
Loft at Ventura Future
Via Donatello 36
www.ex-portation.com

13 Rafael Kouto
Sandberg Institute, Amsterdam – MA Fashion Matters
All the nothing that will remain
Superstudio 13
Via Forcella 13
www.rafaelkouto.com

14 Josefina Muñoz
ECAL - MAS in Design for Luxury & Craftsmanship
Game of Stone – Source
Lovely Waste
Isola Design Districz Zona K
Via Spalato 11
www.josefinamunoz.ch

15 NOV Gallery
Future Artefact
Egli Studio & Matthieu Girel
Panter&Tourron
Damian Fopp
Sebastien El Idrissi
Renaud Defrancesco
Ulysse Martel & Candice Blanc
Salim Douma & Victor Guittet
Galeria Rossana Orlandi
Via Matteo Bandello 14 - 16
9:00-20:00
www.novgallery.com

16 Fabian Schwaerzler
ZHDK – Industrial Design
DePadova / LC03 Chair / Maarten van Severen, Fabian Schwaerzler
De Padova Showroom Milan
Via Santa Cecilia 7
10:00-21:00 (Sunday 10:00-18:00)
www.fabianschwaerzler.com

17 U-JOINTS curated by Andrea Caputo and Anniina Koivu
12 ECAL BA Industrial Design and MA Product Design graduates
PlusDesign Gallery /
Spazio No. 21
Via Archimede 26
www.plusdesigngallery.it

Salone del Mobile 2018 SaloneSatellite Rho Fiera

17-22.4.2018
9:30-18:30

Schools and companies

FHNW Academy of Art and Design in Basel, Institute of Industrial Design
"Poetry of Light" – mobile light
Pavilion 13-15, Stand S15

Architonic
Entrance Area Hall 5/7

Geberit
Geberit / Pozzi-Ginori
Pavilion 24, Stand F06

LAUFEN
Kartell by LAUFEN
Pavilion 24, Stand F21-G14

LAUFEN
Pavilion 24, Stand F21-G14

USM
Pavilion 20, Stand A07-B06

V-ZUG
Berloni Cucine
Pavilion 13, Stand E07-E09

V-ZUG
Doca
Pavilion 15, Stand A15-A19

V-ZUG
Kitchen Line by PROVASI
Pavilion 4, Stand A21-B14

V-ZUG
LEICHT Küchen AG
Pavilion 9, Stand C09-D14

V-ZUG
rational
Pavilion 11, Stand B22-B26

V-ZUG
TEAM 7
Pavilion 11, Stand D15-D19

V-ZUG
Xera
Pavilion 11, Stand E23-E27

Designers and studios

Luciano Dell'Orefice
Dividers collection, extension line "Pincettes" for TRUE
Pavilion 12, Stand D10
www.dellorefice.com

Claudio Gatto
ECAL – MA Product Design
Soffio – Inflatable Furniture Collection
Salone Satellite, Stand A27
www.claudiogatto.com

BIG-GAME Design Studio
Shelving system for KARIMOKU NEW STANDARD
Pavilion 10, Stand A07

BIG-GAME Design Studio
Desk & mirrors for MAGIS
Pavilion 20, Stand C15-D14

Frottee di Mare
HGK Basel – MA Fine Arts
SaloneSatellite, Stand A53
www.frotteedimare.ch

Michel Charlot
ECAL – BA Industrial Design
Kettal
www.michelcharlot.com

Fabian Schwaerzler
ZHDK – Industrial Design
COLOS / C1 Chairs
Pavilion 12, Stand E01-F02
www.fabianschwaerzler.com

Donghoon Sohn
ECAL – MAS in Design for Luxury & Craftsmanship
Atelier Sohn
SaloneSatellite, Stand B15
www.sohn.work

This Weber
Very Wood Italy: New stacking chair, new upholsterchair
Pavilion 7, Stand G14
www.thisweber.com

This Weber
Rolf Benz: lounge chair 562, sofa RONDO, new Sidetable
Pavilion 5, Stand B03-C04
www.thisweber.com

Giorgia Zanellato & Daniele Bortotto (Zanellato/Bortotto)
ECAL – MA Product Design
MAREA
De Castelli
Pavilion 16, Stand E51
www.zanellatobortotto.com

Other Swiss exhibitors at Salone Internazionale del Mobile:

Carlo Rampazzi Maximinimalismobili
De Sede AG
Mobimex AG
Thut Möbel AG
Vitra International AG

Other Swiss exhibitors at Salone Internazionale del Bagno:

Duscholux AG

All indications contained on this map reflect the status as per 12 March 2018. Information is regularly updated on **www.swissdesign.fuorisalone.it**. Events and exhibitions of private firms listed are those of the companies which have adhered to the Swiss Design Map Milano project.