

# Curriculum Vitae Alfredo Häberli

Alfredo Häberli Design Development  
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Alfredo Häberli was born in 1964, in Buenos Aires, Argentina. He moved to Switzerland in 1977, where in 1991, he graduated in Industrial design at the Höhere Schule für Gestaltung in Zurich. He received the Diploma Prize, SfGZ in 1991.

From 1988 onwards, he worked in Zurich for the Museum für Gestaltung, where he was responsible for numerous exhibitions.

In 1993 he set up his own studio, and subsequently worked for firms such as Alias, Authentics, Edra, Triade, Luceplan, Thonet, Zanotta.

Recently Alfredo Häberli has developed products for Asplund, Bd Ediciones de Diseño, Cappellini, Classicon, Iittala, Joop!, Leitner, Moroso, Offecct, Volvo, Camper, Luceplan.

Alfredo Häberli's work and designs have been shown in numerous exhibitions throughout Europe. He has received many awards for his work over the years.

A personal monografie «Alfredo Häberli - Sketching My Own Landscape» was published by Frame Publishers in Amsterdam.

In October 2006 he was guest of honour at the 20th Biennale of Design in Kortrijk, Belgium. In this context the book «Alfredo Häberli Design Live» was released.

## Alfredo Häberli

- 1964 Born in Buenos Aires, Argentina
- 1977 Resettles in Switzerland with his family
- 1980 – 1984 Trains as a superstructure draughtsman and attends vocational college in Zurich
- 1986 – 1991 Degree in industrial design at the Höhere Schule für Gestaltung Zurich; awarded the school's Diploma Prize
- 1989 Practical experience at Siemens in New York and at ProductDevelopment Roericht Ulm, Germany
- 1988 First collaborative project with the Museum für Gestaltung Zurich; since 1988 designer and/or curator of numerous exhibitions at the museum
- 1991 Launches career as freelance designer; IKEA Foundation grant for a project in the field of «Ecology in Draft Form», together with Martin Huwiler and Christophe Marchand
- 1993 – 1999 Projects for numerous international companies including Alias, Authentics, Edra, Eternit, Danese, Triade, Luceplan, Thonet, Wohnbedarf, Zanotta, either alone or in collaboration with Christophe Marchand
- 1994 Awarded the Achievement Prize of the Höhere Schule für Gestaltung Zurich, together with Christophe Marchand
- 1999 Marries Stefanie Bachmann
- 1999 Son Luc born
- 2000 Alfredo Häberli Design Development Atelier established. Currently involved in numerous projects, including assignments for Absolut Wodka, Alias, Asplund, Cappellini, Iittala, Leitner, Luceplan, Magis, Offecct, Rörstrand, Semplicitas, Trunz, Zanotta
- 2002 Daughter Aline born

## Furniture & Product Design

- 1990 Eine neue Art Schuh, shoe system, Bally
- 1991 Filzliege, felt lounge chair, SfGZ  
Sessel, SfGZ  
Parabruit, SfGZ  
Zehn Hoch, drawer elements, edition of 10 x 10, Oswald
- 1992 Book & information stand, Museum für Gestaltung Zurich
- 1993 Folie, polycarbonat light, ewz  
Ansichten eines Clowns, bookmark, Wiener Secession Museum  
A3, foldable book support, Wiener Secession Museum
- 1994 Information stand, Museum für Gestaltung Zurich  
FKK, small foldable table, edition of two, Vogt  
Kerzenständer, candle holder, M.O.B. Galerie
- 1995 WBS, sideboard, Wohnbedarf  
Informations stands, Museum für Gestaltung Zurich  
Klipp & Klar, candle holder, edition of 30, M.O.B. Galerie  
Body Buildings, torso, edition of 100, Museum für Gestaltung Zurich  
Ansichten eines Clowns, bookmark, Authentics
- 1996 Soundtrek, CD holder, d.House/Driade  
C-Hook, coat rack, d.House/Driade  
Drill, vase, d.House/Driade  
Tulip, glass series, d.House/Driade  
Eile mit Weile, cuff links, Smart China  
Move it/S-1080, multipurpose table, Thonet  
Pop Up, foldable display, Luceplan  
Suspense, competition prototype, Svedex-Türwerke
- 1997 Mira, flowerpot, Eternit  
Aron, flowerpot, Eternit  
Upside Down, container, Atlantide/Driade  
Joe Family, jugs, d.House/Driade  
Pinocchio, book end, Danese  
DR., magazine holder, Design Report  
Zehn Hoch, drawer elements, Röthlisberger  
Tauromachia, wall clothesstand, Atlantide/Driade  
vis-à-vis, ashtray, d.House/Driade  
Rosa Simple, bowl, d.House/Driade  
more or less, ashtray, d.House/Driade  
jim, desktray, d.House/Driade  
Malvinas, bowl, Danese  
SEC, shelf system, Alias
- 1998 Sirio, table, Zanotta  
Shoehorn, Authentics  
CD Rack, CD holder, Authentics  
Fly Swat, fly swatter, Authentics  
Onda, basket, Authentics  
Seifendose, soap holder, Authentics  
Zahnbürstencontainer, toothbrush container, Authentics  
Matabre, bed & sofa & movable table, VIA  
S 175, bookshelf, Thonet  
GS 28, wardrobe, Thonet  
S 1062, table, Thonet

- 1999 Wing, daybed & sofa & table, Edra  
 Brotkorb, bread basket, Authentics  
 Krug mit Griff, pitcher, Authentics  
 Duchesse brisée, sofa, Carte Blanche VIA  
 Zurigo, armchair & sofa, Zanotta  
 Hot Tray, tray & under plate, Proto, Portugal  
 Aronel, flowerpot, Eternit  
 Mirabelle, flowerpot, Eternit
- 2000 Carrara, floor lamp, Luceplan  
 Easy Long, extendable table, Cappellini  
 Move Away, movable stool, Cappellini/Progetto Oggetto  
 Fold Away, foldable table, Cappellini/Progetto Oggetto  
 Florence, modular sideboard, Zanotta  
 Lines, carpet, Asplund  
 Origo, table service, Rörstrand  
 Putzbuch, book brush, DIM Blindenanstalt von Berlin  
 Ginger, barstool with shelf, edition of 30  
 S 1080 Programm, trolley, wardrobe, flipchart, etc., Thonet
- 2001 Solitaire, low chair with table, Offecct  
 Bowl & Bowl, bowl series, Atlantis  
 LegnoLetto, modular wooden bed, Alias  
 Stuhl XX, foldable chair, Cappellini  
 Doppio Appendiabiti, double wardrobe, Cappellini/Progetto Oggetto  
 Vassoio, big tray, Cappellini/Progetto Oggetto  
 Happy Hour, bar furnitures series, BD Ediciones de Diseño  
 Miki, wall hook, Trunz Collection  
 Felix, rail hook, Trunz Collection  
 Max, wall bracket, Trunz Collection  
 Elk, free standing wardrobe, Trunz Collection  
 James, wall shelves with flexible mirror, Trunz Collection  
 Ueli, paper and waste, Trunz Collection  
 Gordon, low chair, Trunz Collection  
 Knot, carpet, Asplund
- 2002 Solichair, low chair, Offecct  
 Essence, range of glasses, Iittala  
 Segesta, multipurpose chair, Alias  
 Gordon 2, Trunz  
 James, for CDs or postcards, Trunz  
 Pick Up, chair, walking aid and storage in one, Offecct  
 Cuadriga, espresso glass set, Arnolfo di Cambio  
 Clark, kitchen system, Rational
- 2003 Kids' Stuff, tableware, glasses & cutlery, Iittala  
 Senta, range of glasses, Iittala  
 Take A Line For A Walk, lounge chair, Moroso  
 Nemea, extendable sideboard, Classicon  
 LeeLoo, jewellery, Biegel  
 Piet & Petra Pattern, couple beach towel, Möve  
 Lady, Lord and Milord, armchair and pouf, Zanotta
- 2004 Selinunte, multipurpose chair, Alias  
 Yakin, sofa system, Offecct  
 Nais, wire chair, Classicon  
 Skaia, table, Classicon  
 Hypnos, chair bed, Classicon  
 +Plus by Alfredo Häberli, felt carpets collection, Ruckstuhl
- 2005 Los bancos suizos, urban furniture, Bd Ediciones de Diseño  
 Sofa TT, modular upholstered sofa, Alias  
 Skate, low chair and tables, Moroso  
 Take Off, upholstered chair, Moroso  
 Tris, votive candle, Iittala  
 By My Side, leather good collection, Colin's

2006 Duemani, cutlery, Triade  
W37 & W38, wooden chair and table, Wogg  
Pattern, bookshelf, Quodes  
Empire, bookshelf, Quodes  
Spin, low chair, Durllet  
Taormina, upholstered chair, Alias

2007 Sky, lighting system, Luceplan  
Plein Air, outdoor furniture, Alias  
Chameleon, titanium fingerring ,Tactoo

## Exhibition Design & Concepts

- 1989           Wissenschaftliches Zeichen, Museum für Gestaltung, Zurich
- 1991           Werbung ist für alle da, Museum für Gestaltung, Zurich
- 1992           Euphorie und Elend, Museum für Gestaltung, Zurich  
Gebrauchsanweisung, Museum für Gestaltung, Zurich  
Schweizer Moderne - Embru-Möbel, Zurich-Kloten FIG
- 1993           Kirei, Museum für Gestaltung, Zurich  
Leistungspreis SfGZ, Museum für Gestaltung, Zurich  
Naturbilder, ETH Zurich
- 1994           Gestrandet, Museum für Gestaltung, Zurich  
Hüllen Füllen, Museum für Gestaltung, Zurich  
Die Bleichen Berge, Museum für Gestaltung, Zurich
- 1995           Bruno Munari - Far vedere l'aria, Museum für Gestaltung, Zurich  
Schönheit muss sein, Museum für Gestaltung, Zurich
- 1996           Universal, Museum für Gestaltung, Zurich
- 1997           Design-Shop, Museum für Gestaltung, Zurich
- 1998           Design-Shop, Museum für Gestaltung, Zurich
- 1999           Design-Shop, Museum für Gestaltung, Zurich  
Schaulager der Design-Sammlung, Museum für Gestaltung, Zurich
- 2001           Download, Extra Trend Show, Ambiente, Messe Frankfurt GmbH
- 2003           From Sweden with Love – on Swedish and Swiss Design  
(with Björn Dahlström), Museum für Gestaltung, Zurich
- 2004           Moroso Stand, Designer' Saturday in Langenthal (with Konstantin Grcic)
- 2007           L'air d'un temps, Exhibition about Art Nouveau, Museum Bellerive, Zurich

## Architecture

- 1988      Miracolo, hairdresser shop, Zurich  
Klameth Terzo, boutique, Kusnacht
- 1998      Teca, restaurant, London  
Classicon, stand for the Frankfurt Fair
- 1999      Arla, showroom, restaurant & shop, Stockholm (project)
- 2000      Ginger – more than sushi, bar restaurant, Zurich
- 2003      Giesserei Oerlikon, restaurant, bar, subclub (2003-2004), Zurich (with Nooa Architect)  
Classicon, stand for the IMM Cologne fair, Cologne  
Dr. Peter Spiess, surgical practice, Zurich
- 2004      Joop!, stand for the Bread & Butter fair, Berlin  
Joop!, shop in shop, 1<sup>st</sup> and 2<sup>nd</sup> floor, L&T, Osnabruck
- 2006      Camper, shoe boutique, Paris
- 2007      Kvadrat, showroom, Milan

## **Lectures & Teaching**

- Since 1993 lecturing in Europe and America
- Since 1994 guest professor at various schools in Europe
- 1993 Lecturer at the Universidad de Arquitectura y Diseño de Córdoba, Argentina
- 1994 Guest professor at the Schule für Gestaltung Zurich
- 1997 Guest professor at the Schule für Gestaltung Basel, dept. FFI
- 1998 Guest professor at the Domus Academy Milano
- 1999 Lecturer at Fòrum Internacional Barcelona
- 2004 Guest professor at the Hochschule für Gestaltung Zurich:  
Mentor for the exhibition «Parkett, 20 years of artists' collaborations» Kunsthaus, Zurich

## **Selected Exhibitions**

- 1988 Fliegen wir nicht beim gehen? Museum für Gestaltung, Zurich
- 1992 Young industrial designer 1991, Tegenover, Amsterdam, Holland
- 1993 Open Studio, Hardturmstrasse, Zurich
- 1996 Bild im Bild, 3 x 80 Eindrücke, Hardturmstrasse, Zurich
- 1998 Street of young designers, Interieur 98, Kortrijk, Belgien
- 1999 Experimenta/Essential De Luxe, Lisboa, Portugal
- 2000 How high is the sky, Hothouse, 17th Biennale Interieur 2000, Kortrijk, Belgium
- 2001 Skin & Soul, 3rd Design and Architecture Symposium and Exhibition, Jyväskylä, Finland
- 2002 Sketching My Own Landscape, Asplund, Stockholm
- 2003 Denkblasen, Abitare, Chur  
Zwischenwelten, (Between Worlds) travelling exhibition (2003-2004)  
Teo Jacob, Solothurn/Zurich/Bern
- 2004 Now! - Designer de l'année 2004, Maison & Objet, Paris  
Shootingstars, Designmai, Berlin  
New Designs by Alfredo Häberli for Classicon, Via Manin 15, Milan, Italy
- 2005 Mini-Event, Zurich  
Bubenzimmer, Neue Räume, Zurich
- 2006 The In-Betweens/CH+ Design (Guest of honour), Interieur06, Kortrijk, Belgium
- 2007 Neue Räume/Lebensart Wittgenstein, Munich, Germany

## **Prizes and Awards**

- 1991          Diploma Prize (Schule für Gestaltung Zurich)  
                  SID (Swiss Industrial Designer) Prize  
                  IKEA Foundation grant for a project in the field of Ecology in Draft Form
- 1994          Achievement Prize of the Hochschule für Gestaltung Zurich
- 1998          grant Card Blanche, Industries Françaises de L'Ameublement, V.I.A., Paris
- 2004          Now! - Designer de l'année 2004, Maison & Objet, Paris
- 2005          Design Preis Schweiz, Bern
- since 1992    several International prizes in Europe and America

## **Bibliography**

### Selected articles

Domus, N° 760, May 1994  
Abitare, N° 338, March 1995  
Design Report, May 1997  
Intramuros, N° 71, June/July 1997  
Interni, N° 473, September 1997  
Abitare, N° 366, October 1997  
Abitare, N° 375, July/August 1998  
Domus, N° 809, November 1998  
Frame, N° 6, Vol. 3, 1999  
Items, N° 3, May/June 1999  
Abitare, N° 394, April 2000  
Frame, N° 17, November/December 2000  
Ideales Heim, April 2001  
Abitare, N° 405, April 2001  
Frame, N° 23, November/December 2001  
Living Design, Vol. 28, March 2003  
Cree, N° 312, December 2003/January 2004  
Intramuros, N° 110, December 2003/January 2004  
Le Monde, N° 18398, 20 March 2004  
Azure, September/October 2004  
Mini International, N° 1, 2005  
DAM, N° 2, May/June 2005  
I.D., June 2005  
H.O.M.E., October 2006  
Baumeister, February 2007

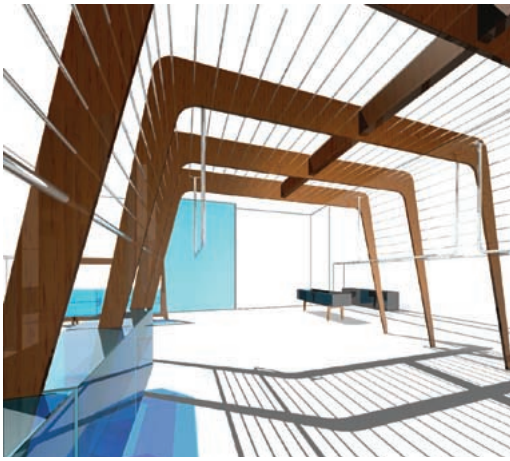
### **Essays**

«Forme da appendere», Abitare, N° 362, May 1997  
«Beobachten ist die schönste Art des Denkens», Ideales Heim, May 1998  
«Skin and soul», DAM, N° 2, April 2005, p. 26-36

### **Books**

Bruno Munari – Far vedere l'aria, Lars Müller Publishers/Museum für Gestaltung, Zurich, 1995  
INTERIEUR 2000, Max Borka, Ludion Ghent-Amsterdam, 2000, p. 116-119  
Sketching My Own Landscape, Frame Publishers, Amsterdam, 2002  
SPOON, Phaidon Press Limited, London, 2002, p.176-179  
1000 new designs, Laurence King Publishing Ltd., London 2006, p. 170 and other  
Alfredo Häberli Design Live, Birkhäuser, Basel, 2006

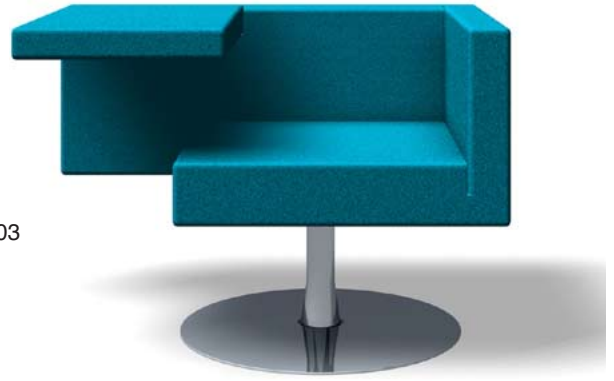
Edited: 04 April 2007



**Joop! - Boutique Concept**, Shopdesign, 2004



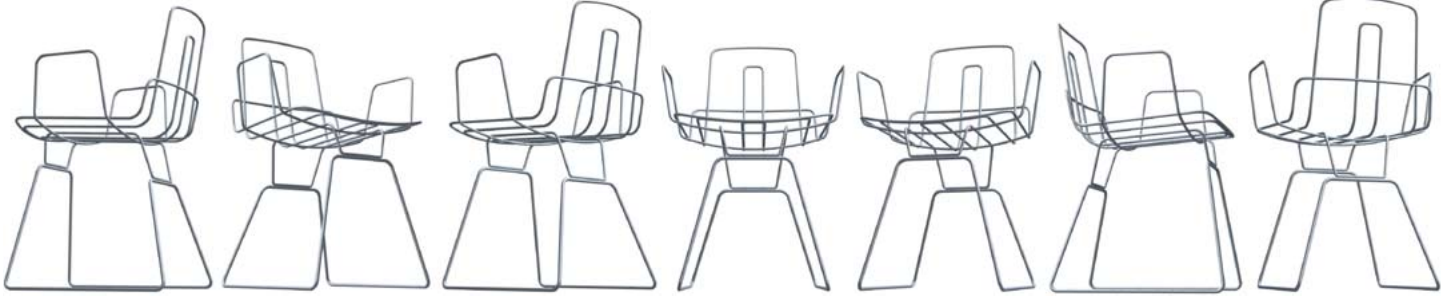
**Leeloo Jewellery**, Biegel, 2003



**Solitaire Low chair with table**, Offecct, 2001



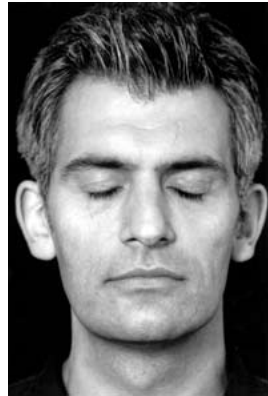
**Origo Table service**, Iittala, 2000



**Nais Wire chair**, Classicon, 2004



**Segesta Multipurpose chair**, Alias, 2002



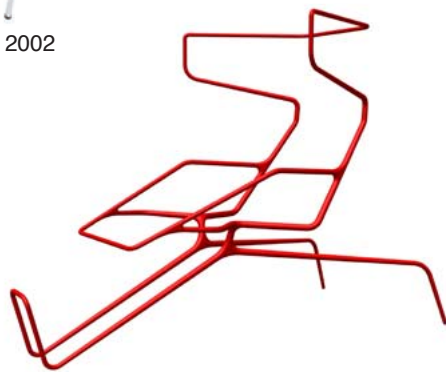
**Alfredo Häberli** 1964



**Essence Range of glasses**, Iittala, 2002



**Carrara Floor lamp**  
Luceplan, 2000



**Take a line for a walk Lounge chair**, Moroso, 2003



**Kids' Stuff Tableware**, Iittala, 2003



**Los Bancos Suizos Urban Furniture**, Bd Ediciones, 2005