Alfredo Häberli: Spontaneous, superconscious

«Known for designs that are reduced and sometimes inventive, his work is consistent and versatile, avoiding trends and exuding a solid and enduring quality that intertwines with material, technology and time itself. Alfredo Häberli has been praised continuously for his unique ability to embrace reality while employing soul and humor, as well as for his constant strive for originality and innovation.»

*61 words / 401 strokes / Studio Alfredo Häberli, 2019*

Annotation

«The works of Alfredo Häberli are swiftly becoming icons of this age: objects and spaces that embody our particular living conditions, rather than those of the future or past. Häberli opens our eyes to the beauty and wonder of the worlds, and shows us new angles of thought and vision. He is a designer, who knows that for poetry one needs discipline as much as whimsy, and who is at ease with all the tools and media of his trade.»

*80 words/ 432 strokes / Merete Ahnfeldt-Mollerup, 2013*

Alfredo Häberli: Disciplined sensuality

Alfredo Häberli, 1964, is an industrial designer with his own studio in Zurich Seefeld, where he develops contemporary icons for companies such as Iittala. He has an open eye for the beauty and wonder of this world, offers new ways of thinking and perspectives and is aware that poetry requires both sensuality and discipline.

*54 words/ 326 strokes / 2019*

Christie’s

«Alfredo Häberli is founder and principal of his own Zurich-based Studio in Switzerland. His designs have been shown in numerous exhibitions throughout Europe and he has received many awards for his work throughout the years. With works swiftly becoming icons of this age, Alfredo Häberli designs spaces that embody our particular living conditions, rather than those of the future or past.»

*60 words/ 390 strokes / Kamilah Ramji, 2021*

Born in Buenos Aires and based in Zurich, the designer describes himself as a mixture of Swiss precision and Latin American emotionality. Instinctively and versatile, he moves from the small to the large, from architecture to scenography, with that touch of poetry that characterises his style.

*46 words/ 294 strokes / Mehdi Atmani, 2021*