**ALFREDO HÄBERLI – CURRICULUM VITAE**

17. January 2018 | studio@alfredo-haeberli.com | +41 44 380 32 30

English: 1542 strokes / 251 words

Alfredo Häberli was born in Buenos Aires in 1964 and moves as a teenager to Switzerland with his family, where he studied Industrial Design at the Zurich University of Arts (ZHdK). Already as a student he organized exhibitions at the Museum für Gestaltung Zürich (MfGZ) and founded his own studio in Zurich in 1991.

His clients include internationally renowned companies such as Alias, Georg Jensen, Iittala, Kvadrat, Moroso and Vitra. For the system-house-builder Baufritz located in Germany he developed a house-ensemble between object and architecture and for BMW he explored the mobility of the future.

Apart from many restaurants, there are a number of other interior projects to highlight: More than two dozen shops have been created for the Spanish shoe manufacturer Camper, as well as the entire interior of the Swiss Embassy in Copenhagen in 2016. The biggest project was probably the Hotel 25hours Zurich West, which opened in 2012. He was responsible for the overall interior decoration and designed more than 60 products for the hotel.

His works were shown 2008 in the monographic view «SurroundThings» in the MfGZ, many exhibitions and some years later also in the Museum Paul Klee in Berne.

With his exhibition-concepts, architectural-projects and design, he is one of the most sought-after designers in the world. He can combine tradition and innovation, joy and energy in his projects. This is how he sets the mark for signs in design history and receives the «Grand Prix Design» from the Swiss Federal Office for Culture in 2014.

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.»

*Merete Ahnfeldt-Mollerup*