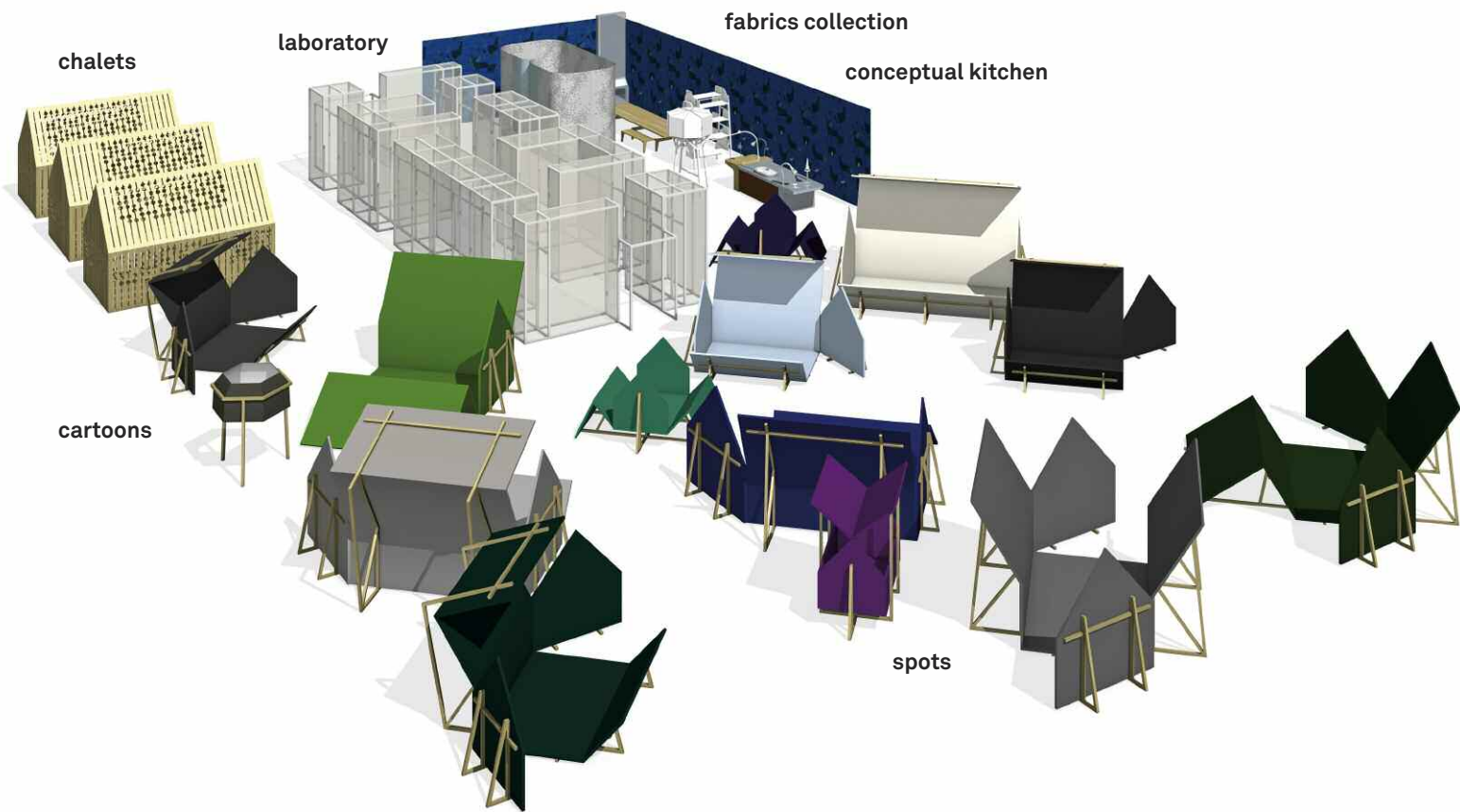




# Alfredo Häberli Design Development SurroundThings

**Museum für Gestaltung Zürich 27 June – 21 September 2008**

Alfredo Häberli is one of Switzerland's most important designers. This monograph exhibition honours the work of this Zurich-based, internationally active designer, for the first time in a museum environment. It offers an insight into the intellectual background and the setting in which his work, which shifts between functionality, precision, lightness and a playful charm, develops. At the same time it also provides an extensive and deeper overview of the products and projects that he and his studio, Alfredo Häberli Design Development, execute for firms such as Alias, Camper, Iittala, Kvadrat, Luceplan, Moroso, Ruckstuhl or Schiffini. According to Alfredo Häberli the intention of the exhibition is "not only to show the search for ideas, the backgrounds and challenges of the profession, but also to awaken interest and delight in design, and to encourage a respectful awareness of its themes."



## Concept and design of the exhibition

Together with Moritz Schmid Alfredo Häberli has created an exhibition comprised of varied thematic areas and forms of depiction. Beyond the entrance a **laboratory** conceived as a display storehouse stands at the centre of the hall of the Museum für Gestaltung Zürich. The large shelving unit filled with materials, models, prototypes and working studies for successful – but also unsuccessful – projects is an overview of a cheerful science that facilitates an approach to the studio’s work processes.

Around 160 objects displayed in the three adjoining **chalets** come, for the most part, from the design collection of the Museum für Gestaltung Zürich. The exhibits are arranged according to various criteria and types such as, for example, form, colour, chairs or toys. While expressing a respect towards the history of design they also represent a source of inspiration that regularly serves as a basis for something new.

Abstract houses are folded out, functioning like theatre sets that form the backdrop for 13 **spots** in which the unusual and witty combinations of objects presented offer a selection of the products carried out in the last 17 years, while at the same time revealing an often surprising perspective of the designer's work. Each house has a theme such as “Conversation between Club Members” or “Take a View on Lines” that, within the context of the overall work, is important in illustrating the world of Alfredo Häberli Design Development.

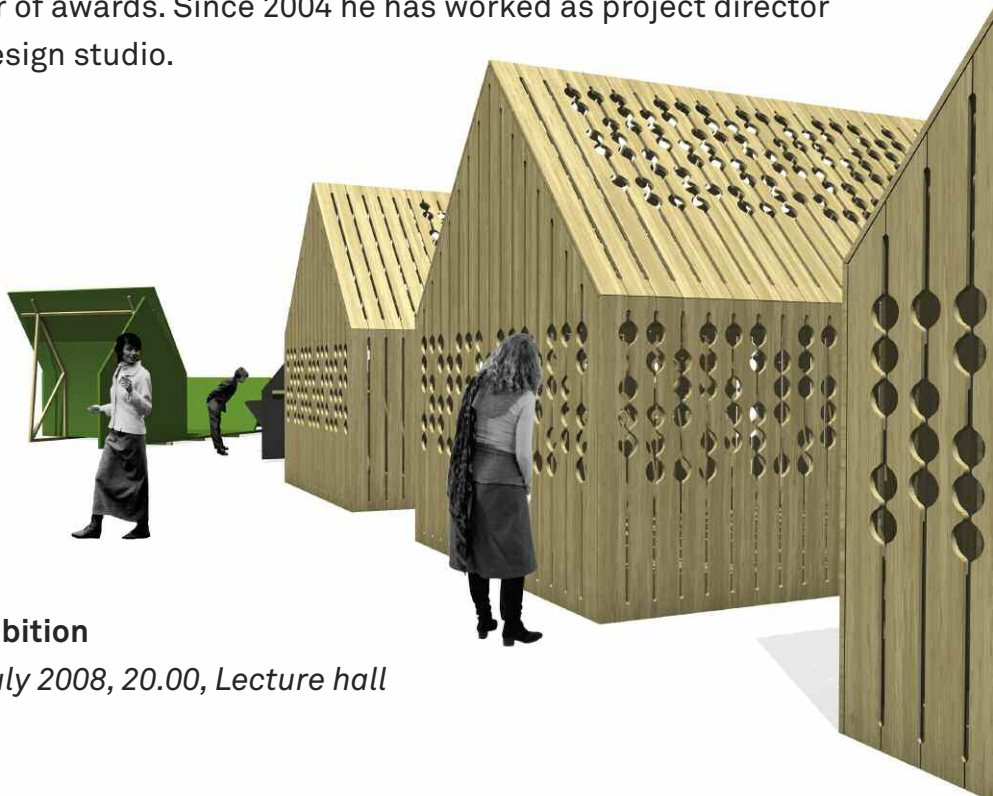
Two bell-like helmets contain **cartoons** by Alfredo Häberli and provide a special insight into the world of ideas and the background to the projects. A further area with the recently created **fabrics collection** and a **conceptual kitchen** is understood as a view of the future.

The exhibition makes no claim to be complete, but presents a work that is in a state of continuous development. The individual areas are accompanied by personal texts and speech bubbles that give visitors an insight into the thoughts and concepts of the studio, Alfredo Häberli Design Development.

## Biographies

**Alfredo Häberli** was born in Buenos Aires, Argentina in 1964. In 1977 he moved with his family to Switzerland, where, from 1986 to 1991, he studied industrial design at the Hochschule für Gestaltung und Kunst in Zurich. From 1988 onwards he worked with the Museum für Gestaltung Zürich where he was designer and curator of numerous exhibitions. He has worked as a free-lance designer since 1991, and his practice is one of Switzerland's best-known design studios. Alfredo Häberli has received many international awards and in 2006 was guest-of-honour at the 20th design biennale in Kortrijk, Belgium. The book, "Alfredo Häberli Design Live", appeared in Birkhäuser Verlag against this background.

**Moritz Schmid** was born in Bern in 1976 and studied product design at the Hochschule für Gestaltung und Kunst in Basel. He has taken part in a number of international group exhibitions and his work has received a number of awards. Since 2004 he has worked as project director and designer in Alfredo Häberli's design studio.



## Programme accompanying the exhibition

*Podium discussion: Wednesday, 9 July 2008, 20.00, Lecture hall*

### **The long path to the product**

Konstantin Grcic, Designer, Munich

Alfredo Häberli, Designer, Zurich

Patrizia Moroso, Art Director Moroso, Udine

Patricia Urquiola, Designer, Milan

Moderator: Karianne Fogelberg, Design Journalist, Frankfurt am Main

*In German and English*

*Podium discussion: Wednesday, 10 September 2008, 20.30, Lecture hall*

### **Design development: always one step further?**

Alfredo Häberli, Designer, Zurich

Adrian van Hooydonk, Chief Designer BMW Automobile, Munich

Ross Lovegrove, Designer, London

Renate Menzi, Curator Design Collection, Museum für Gestaltung Zürich

Ascan Mergenthaler, Partner Herzog & de Meuron, Basel

Moderator: Jeroen van Rooijen, Style Director, Neue Zürcher Zeitung, Zurich

*In German and English*



### Guided tours

Each Wednesday at 18.30 and the first Sunday of the month at 14.00

Information: [www.museum-gestaltung.ch](http://www.museum-gestaltung.ch)

Special tours in English on request: Tel +41 (0)43 446 67 10 or [marilena.cipriano@zhdk.ch](mailto:marilena.cipriano@zhdk.ch)

### Opening times

Tuesday–Thursday 10–20, Friday–Sunday 10–17

Holiday 1 August 10–17

Long Night of the Zurich Museums 6/7 September 19–02

Monday closed

### Museum für Gestaltung Zürich

Ausstellungsstrasse 60

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[www.museum-gestaltung.ch](http://www.museum-gestaltung.ch)

Tram 4 and 13, stop Museum für Gestaltung

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