

neue räume 11

Zurich, August 2011

neue räume 11
1st till 6th November 2011, ABB Halls Zurich-Oerlikon

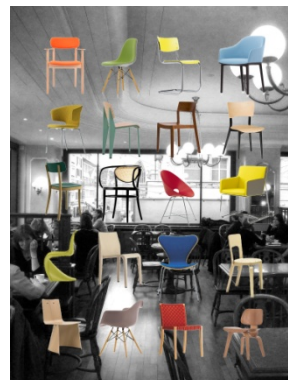


www.neueräume.ch

“neue räume”– Switzerland's largest international furniture exhibition – is being held for the 6th time from Tuesday 1st till Sunday 6th of November 2011, in the ABB Halls in Zurich-Oerlikon. For six days, more than 100 national and international manufacturers such as Cassina, Artemide, Walter Knoll, Wilkhahn and USM will display their new creations in furniture and home design. All the latest in furnishings, lighting, kitchenware, bathroom and textiles will be presented. High-profile events and fascinating displays on the themes of 'Green Design', 'Art and Design' and others, are additional draws to engage the broader public. For the first time, this year's "neue räume" will also be promoted throughout the City of Zurich.

Design in the City

"neue räume" first opened its doors in 2001, and the intervening ten years has seen it advance to the place it holds now as the top design event in Switzerland. And this year, an innovative project, "Design in the City", will bring the exhibition to a broader public's attention, with 20 businesses in the famous Bahnhofstrasse, the prestigious shopping street in the heart of Zurich, promoting the wares of the participating "neue räume 11" manufacturers in their internal areas and display windows.



„neue räume“ in the City

Special Display

As an extension to the normal programme, there are special displays on the themes of 'Green Design', 'Light', 'Art and Design' and 'Young Labels'.



"Piet Hein Eek"



"Fernando and Humberto Campana"



„for use“

Green Design

The Dutch designer, Piet Hein Eek, has been successfully creating for years his own brand of 'Unikate', one-off specially commissioned works, using discarded material. In the nineties, he made his name as a designer with a series of monumental cupboards made from waste wood. His tables, sofas, chests of drawers and lights are true collectors' items, and were manufactured in his workshop in Eindhoven painstakingly by hand in accordance with the customer's requirements. His internationally acclaimed design pieces may be seen at the "neue räume 11" as part of the special display "**Piet Hein Eek**".

The two brothers "**Fernando and Humberto Campana**", the star designers from Brazil, have been engaged since the 1980s in experimental work under the auspices of many firms, such as Alessi, Oluce and Corsi Design Factory, not to mention a long-term cooperation with the Edra furniture manufacturer in Italy. The designer duo often use natural or recyclable materials, such as waste wood, coconut fibre, wire, textile leftovers and plastic tubes. The special display about the Campana Brothers is not a museum exhibition, rather a living, innovative show, through which the visitor can gain firsthand experience with most of the exhibition pieces.

Light

The lighting installation "**Interaktive Kölsch**" was developed by students from the "Communication in Space" masters programme at the Mainz University of Applied Sciences. The lighting can be controlled by visitors via a central control panel, a type of "Mixing Station". The technical developments in the digital media sector are opening new, fascinating ways to influence the atmosphere of a space. The physical present and the immaterial space superimpose and lead to a new type of spatial experience. The installation was first presented at the Cologne 2011 Furniture Show, and has been specially adapted for "neue räume 11".

The special display "**Oïphorique**" by the renowned Swiss Atelier Oï is the development of objects in movement, inspired by dance and the tradition of self-playing mechanical musical instruments. Developing from "the Dancers", an installation based on centrifugal and centripetal forces, a work on the theme of compression and dilatation results. From static totems come dynamic and breathing light bodies. Vertical pressure applied to the light bodies causes membranes to move much like a hand organ. This results in a pulsing light sculpture, reminiscent of the movements of jellyfish.

Art and Design

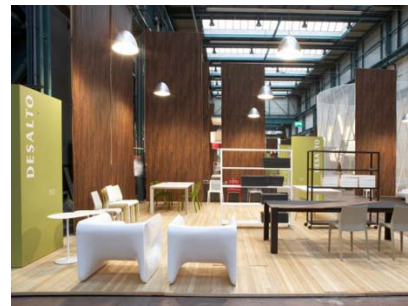
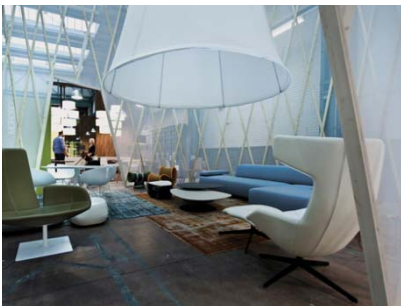
The design trio "**for use**", Sven Jonke, Christoph Katzler and Nikola Radelikoric from Vienna and Zagreb, work for, among others, renowned European furniture labels such as Cappellini, Classicon, Element, Interlübke and Zanotta, experiment with stage sets, and more recently have developed their own installations. With transparent adhesive tape, and using the existing structures within the space, they create futuristic, challenging spatial pathways to explore. "for use" will develop their installations further for "neue räume" from white textile bands and install their pathways installation in the area of the main lounge. "for use" will make an entirely new experience possible in space, materials, statics and design.

Young Labels

"neue räume" has always promoted young Swiss design talent. 2011 is no exception and the next generation will be given a platform at the exposition. "**Young Labels**" displays unconventional furniture pieces by young creators from Switzerland and abroad who have already made their presence felt in the marketplace: Bechtiger, Georg Bechter Licht, Blueroom, Das Objekt, De Vorm, Fabian Schwaerzeler, Hugo Kretz, Nikolas Kerl, Xilobis and Waldhaus.

Other Events and Facilities

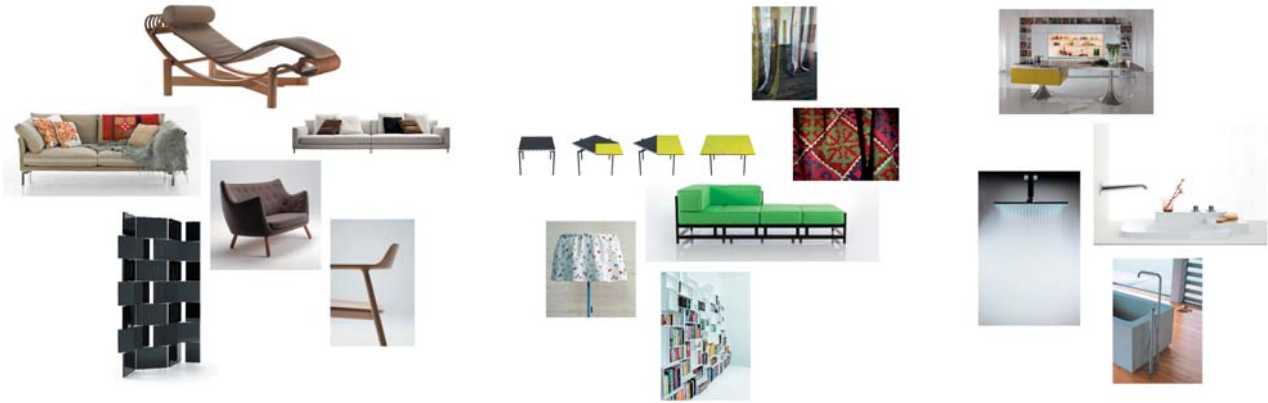
Further special displays, thematic evenings and discussion forums with well-known personalities from the design and architectural world, extend the "neue räume" programme and they make the exposition into a design meeting place with exceptional character. Catering is being managed by the **Hiltl** company in Zurich, providing a range of bars, restaurants and lounges for guests to enjoy. The Design Shop this year is being managed by the **Sibler** company.



Atmosphere at the "neue räume"

More than 100 Exhibitors

In the year of the 10th anniversary of "neue räume" for the first time more than 100 exhibitors of furnishings, lighting, kitchenware, bathroom and textiles will show their products at Switzerland's largest international furniture exhibition.



Selected exhibitors at „neue räume 11“

The press release in electronic format, images of selected products in print quality (300dpi), and a complete exhibitor list can be downloaded from www.neueraeume.ch

"neue räume 11"

1 - 6 November 2011
ABB Halls 550, Zurich-Oerlikon
www.neueraeume.ch

Opening times

Daily from 12.00 till 21.00
Saturday from 10.00 till 21.00
Sunday (last exhibition day) 10.00 till 18.00
(From 15.00 special sale of selected design furniture)

Entry price

Adults CHF 20.-
Students, school-age children CHF 10.-

For further Information:

"neue räume 11" Press Office

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