

# neue räume 11

Zurich, 8 November 2011

## **neue räume 11: Successful anniversary year**

**Over its six days, around 25,000 design fans visited the international "neue räume 11" furniture and interior design exposition in Zurich-Oerlikon. Over 100 national and international exhibitors displayed their furniture, lighting, bathroom and textile designs. For the first time the project "Design in the City" extended the reach of the exposition to downtown Zurich, highlighting the growing importance of the tradeshow to Zurich's creative scene. The next "neue räume" will be held in autumn 2013.**

The largest Swiss platform for furniture and interior design was held from the 1st to the 6th of November, in the ABB-Hallen in Zurich-Oerlikon. This year's exhibition duration of six days instead of nine days as in 2009 has not affected the popularity of "neue räume". Due to this tenth anniversary of the "neue räume 11" 25,000 visitors came to see the international living- and furniture exposition. "Our concept, with a mix between established manufacturers, newcomers, and the integration of exciting special exhibits, has again proved to be a great success", affirmed architect and curator Stefan Zwicky with no small satisfaction. Even the feedback of the Explorers was throughout positive: "The platform enabled us to get a direct contact to consumers, architects and interior designers. As well as it gives us not just the opportunity to show our products in a unique ambience but also to have the chance to explain them", illustrates an exhibitor from Italy.

For the first time, this year 20 businesses in and around Zurich's Bahnhofstrasse are running exhibitions in their interior spaces and show windows, of designer pieces from the collections of manufacturers participating in "neue räume 11". Along with the 8,000 square metres of exposition floorspace in the ABB-Hallen, the city centre brings the themes of the exposition to the people in a visible and tangible way. Explaining the ideas behind the exposition reaching out in this way, Zwicky commented that "The intention is not only to promote and strengthen Zurich as a major design centre, but also to make our contribution to the creative scene of the city".

The press releases in electronic format, print quality images (300dpi), the complete exhibitor list, and a list of firms participating in the "Design in the City" project, can be found at [www.neueraeume.ch](http://www.neueraeume.ch).

For further information:

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