

Special Shows at *neue räume 17*: Extraordinary Installations, New Perspectives and Surprising Discoveries

The ninth edition of the *neue räume* design exhibition will again feature many extraordinary 'specials'. In addition to established formats like *young labels* and *neue räume in the city*, there will be many new projects focusing on interior design: in the Designers' Talk installation, for example, eight renowned Swiss designers will be providing insights into their work, as well as thoughts on what Swiss Design may mean today. Demonstrating what the world of work will look like tomorrow, staff from the Qwstion bag label will move into a pop-up office for the duration of the trade fair. The office space is constructed from the new and multi-functional Moving Walls components. With its unconventional chair installation, *Höhere Fachschule für Technik und Gestaltung Zug* will certainly attract a great deal of attention. The Lucerne University of Applied Sciences and Arts will be represented, too, showing pieces relating to *Design & Art*. With *Hiver japonais*, atelier oi will once again be presenting a very poetic installation and, in the ABB Hall, CH-Gruppe will be celebrating the launch of the new designobjekt.ch Web shop. For the first time, Swiss specialist retailers will be introducing themselves in a dedicated and welcoming lounge featuring many extras.

Pop-up office by Moving Walls & Qwstion

The Swiss company Moving Walls will be using a pop-up office to showcase their multifunctional office system designed by Jörg Boner: at *neue räume 17*, staff from the Zurich-based Qwstion bag label will be working on a real project in a mobile office set-up in the ABB Hall. The Moving Walls, which can be used as room dividers, pin boards or whiteboards, allow new forms of collaborative and activity-related work, and visitors will have a chance to experience this live at the exhibition.

Designers' Talk

Swiss design – what does this actually mean? Is it simple and functional or has this cliché already been changed by other influences? The Designers' Talk, where eight renowned Swiss designers met up for a discussion, will be providing answers to these and other questions. The results from the panel of experts, who, following an invitation by Stefan Zwicky, met last August in Zurich, will be presented at “*neue räume* in a dedicated special show: using both multimedia formats and real events, visitors will be given personal and intriguing insights into the world of design. Aurel Aebi (atelier oi), Jörg Boner, Alfredo Häberli, Stephan Hürlemann, Charles O. Job, Moritz Schmid, This Weber and Stefan Zwicky will be explaining in short videos what 'Swissness' means to them. They will also be talking about sources of inspiration and will be introducing their favourite objects. Featuring pieces by the designers, an installation of chairs will illustrate the designers' work in a tangible way.

A summary of the Designers' Talk is provided in the Swiss Designers' Talk press release.

Stories of chairs, about chairs, on chairs – HFTG Zug

The *Höhere Fachschule für Technik und Gestaltung Zug* will be participating for the first time. For *neue räume 17*, the students have developed an artistic approach to the subject of the chair. Their creative work focuses on the legendary C 1-380 Horenglarus chair, which will be celebrating its 100th anniversary next year. Entitled *Stories of chairs, about chairs, on chairs*, the exhibition will feature an amazing re-interpretation of a classic piece of furniture that has had a lasting stylistic influence up to the present day.

Hiver japonais by atelier oi

Visiting atelier oi's latest installation, visitors will be able to enjoy contemplative moments: *Hiver japonais* focuses on the transformation of nature while referencing the Japanese art of origami. The result is a place of tranquillity and calm where an enchanting interplay of light and shade creates a very special effect. Made from Japanese paper, the installation was created in collaboration with Thomas Merlo & Partner AG. Parts of the installation can be bought at the trade fair.

designobjekt.ch – CH Group

With the start of the trade fair, CH Group will be launching the new designobjekt.ch Web shop. Founded by the Swiss furniture and object manufactories Embru, Lehni, Mox, Seledue, Thut and Tossa, the online shop is envisaged to establish itself as a platform for specialist design retailers. At *neue räume 17*, the shop will be presented to the public for the first time.

young labels – a stage for design newcomers

The *neue räume* exhibition will once again pay special attention to Swiss designer newcomers. In the *young labels* special show, 16 designers will be presenting innovative and unconventional products. Among other things, there will be purist natural stone luminaires and foldable stools, hand-woven, Tunisian-style towels, solid wood furniture made from bog oak that is thousands of years old, as well as flexible furniture systems for a young urban audience. Visitors can expect to see exciting products by the following designers and manufacturers: Fouta, Frohsinn by atelier zürich, io selection, it design, Klybeck, LEDrocks, Max, mfsystem, Mindes, Mobiliarwerkstatt, Pan Mobili, Piuric, Stahlblau, Studio Rotterdam, Unrefined and Vevig.

Please refer to the *young labels* press release for more information on the respective products.

neue räume in the city

The ABB Hall will not be the only place to showcase great design from 15 to 19 November 2017: as part of the *neue räume in the city* special show, many design objects will be displayed at various places in the city centre of Zurich. At 15 selected shops, restaurants and bars, the participating manufacturers will be showing their furniture, luminaires and textiles in new contexts. In spectacular installations, the products will be presented in shop windows, cafés, lounges and courtyards and in many other unusual locations. A stroll through the city is definitely well worth it, with many special locations and products waiting to be discovered.

Specialist Retailers' Lounge

In the newly established Specialist Retailers' Lounge, 36 selected Swiss interior design retailers will be providing information on their wide range of products and services. Visitors really should stop by: they can register for a voucher that, depending on the total purchase value, is worth up to a 15% discount and is valid at all participating retailers.

Design & Art – Lucerne University of Applied Sciences and Arts

The 2017 BA graduates in the Object Design course of the Lucerne University of Applied Sciences and Arts will be presenting innovative approaches regarding the relationship between design and production in post-industrial Switzerland.

VSI/ASAI Anniversary

The association of Swiss interior architects and designers VSI/ASAI will be presenting a special exhibition for the duration of the trade fair. Founded in 1942, the professional association will celebrate its 75th anniversary with a comprehensive publication providing inspiring insights into the work of renowned interior architects and designers.

Sennhäuser – contemporary forms of living together

Sennhäuser is developing a vision for family homes in collaboration with Graber Pulver architects from Zurich. Impressions of the project to be built in Birmensdorf, floor plans and interior design proposals can be viewed at *neue räume 17*.

NZZ Trafik – reading and shopping

The NZZ will be inviting visitors to their lovingly designed *Trafik* (shop) where the imprint's publications *Neue Zürcher Zeitung*, *NZZ am Sonntag*, *Wohnrevue* and *Modulor* will be available to take away. Additionally, the NZZ shop will be presenting products that have been specially selected for *neue räume 17* and can be bought directly at the shop.

From the Studio – Das ideale Heim (Ideal Home)

At *neue räume 17*, interior design magazine *Das ideale Heim* will be introducing five young designers who will be talking about their everyday work life and showcasing their latest work: Aline Brun, Damian Fopp, Dimitri Bähler, Florian Hauswirth and Christian Spiess.

Furniture of the Year – Raum und Wohnen

This year, too, the Furniture of the Year will be selected. The editorial staff of *Raum und Wohnen* have put together a shortlist according to the criteria of design, functionality, innovation and market potential.

Pro Helvetia

The atmospheric Pro Helvetia lounge will be providing insights into currently supported projects and will be showing an installation of innovative Swiss design work in a virtual space. Visitors can immerse themselves in the Pro Helvetica design world and can get information on the foundation's current focus.

neue räume 17 Press Office

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