

# MONOCLE

**PLUS: E-BIKES GET TRACTION, SHARED WORKSPACE GOES CORPORATE, AND THE BAKER AS URBAN HERO**

**(M) A to F AFFAIRS:** Iceland muscles up **BUSINESS:** Denmark's drama queen **CULTURE:** Museums that are all about Yves **DESIGN:** Steel alive – Bauhaus inspiration **ENTERTAINING:** Alain de Botton's final feast **FASHION:** Hermès' perfect-fit workshop

## MOUNTAIN RESCUE

*Diplomatic supremacy, business ingenuity, art-world prowess – discover how modest Switzerland jumped to the top*

'Look out for my brother cover – it's only available in Switzerland'



**(M)**  
**INTERIORS INDEX**  
*From handsome homes to the hottest architects, we select the places, people and products that you need to know about.*  
**DESIGN SPECIAL**  
(30+ pages)

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**(i) INVENTORY:** A new beach spot in **PORTUGAL**. Tickling the Celtic tiger in **DUBLIN**. Why it's all **SCREW YOU** with our well-assembled DIY kit list. A **PARIS** shop that's a bit bonkers. **PLUS** mini-guides to **FLORENCE+** and your **MEDIA DIET**.

# Form and function

From posters that represent modern times to elegant embassies and clever uses for concrete, we celebrate Switzerland's most noteworthy design innovations.

Edited by Nolan Giles

## 01

**Diiis, Basel**  
Bright sparks

Martina Staub of Swiss industrial design firm Diiis describes the creative collaboration with co-founder Susanne Roser (*both pictured, Roser on left*) as being like a game of ping pong. "Someone starts with an idea and we bounce it back and forth," she says. "It can get heated as we are very critical but in the end the idea is refined."

This process has brought the young Basel-based firm quick success. Prototypes displayed at Milan Design Week caught the eye of Sweden's Fogia and are now going into production. The steel shelves and table emphasise the brand's Swiss ideals: simplicity and practicality. The colourful personalities at the heart of Diiis ensure that what could be seen as an austere material is shaped into a friendly form. — NSG



## 02

**Vitra, Birsfelden**  
Schooled in design

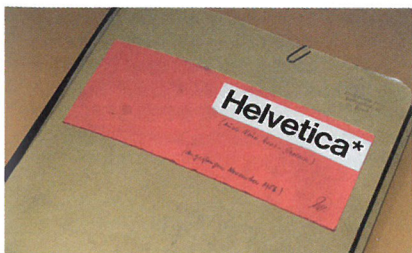
Swiss furniture maker Vitra has been bringing good design to Swiss homes and beyond since 1957. The family-owned company's reputation was made when it began to produce pieces by Charles and Ray Eames and Verner Panton. Today it champions contemporary designers such as Philippe Starck and Ron Arad and reissues classics by Jean Prouvé, among many. Its campus in Germany is home to architecture by Frank Gehry and Tadao Ando. — SZ



## 03

**Helvetica**  
Famous font

A design classic, Helvetica was created in 1957 by Max Miedinger and Eduard Hoffmann at the Haas type foundry. It was originally called Die Neue Haas Grotesk but renamed to be more internationally friendly in 1960. Meaning "Swiss" in Latin, its appeal lies in its neutrality. Those wishing to break with the decorative typography of the inter-war period were drawn to its sleek strokes and modern sensibility. It became a hallmark of contemporary Swiss graphic design and has gone on to shape our visual culture, from transport signage in New York to well-known branding, such as the Post-it. — SZ



# 04

## Pilatus PC-12, Stans Flying high

Since taking to the skies in the early nineties, watching a Pilatus PC-12 Turboprop skip across the clouds has been an awe-inspiring sight. Taking its name from Mount Pilatus, the Swiss airplane manufacturer channels the might and elegance of the Alps into its designs. Typically used as a charter plane, the PC-12 can be found as far away from Switzerland as the Australian outback, where the tough turboprop is relied upon by flying doctors. — NSG



# 05

## Gion A Caminada, Vrin The architect's architect

Swiss architect Gion A Caminada has a cult following among his peers. Establishing his studio in the village of Vrin in the 1970s, he has built extensively and sensitively to help revive alpine communities. Using traditional methods and materials, his projects – such as Klosterhof Salaplauna farm and the Mehrzweckhalle public sports hall – show respect for the vernacular.

“I am interested in the discussion with local tradition,” he says of his work. “I pose questions: ‘What can old architectural systems give us? And how can they be transformed to meet the requirements of the present?’” — SZ



# 06

## Montemurro Aguiar, Mendrisio Set in concrete

“Concrete allows you to create myriad shapes; for us it is one of the best materials,” says architect Tiziana Montemurro, one half of Montemurro Aguiar. The firm used concrete – a common material in modern Swiss architecture – for the headquarters of Raiffeisen bank in Stabio, a small town near the Italian border. The design responds to the industrial setting with a crisply geometric exterior and vast windows that flood the building with natural light. — HU



# 07

## Globi, nationwide Mascot power

This blue parrot has been the star of illustrated books called *Guetnachtgschichtli* (*Night Tales*) for generations. He was born in 1932, when department store Globus celebrated its 25th anniversary, and is still much-loved. — CS



NIKE  
AIR  
IS  
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A  
SHOE.

# 08

## Studio Feixen, Lucerne Small but perfectly formed

Lucerne graphic-design firm Studio Feixen produces some of the world's best posters using a visual language of clever typography, grid, form and colour. Winners of the prestigious Swiss Federal Design award for its work this year, this small firm is onto big things. — NSG

# 09

**Schaffner, Müllheim**  
Sitting pretty

Schaffner is a household name in Switzerland, known for crafting furniture for the nation's gardens in a colourful yet timeless style. Since 1954 its pieces, such as the Rigi chair, have been produced in the company's workshop in Müllheim, which draws on good materials such as wood and steel. Schaffner's spaghetti chairs, made of hot-galvanised steel tubing and tough polyester strips, are handsome, comfortable and stackable. A Swiss classic. — NSG



# 10

**Ecal, Lausanne**  
Experimental approach

Designer Alexis Georgacopoulos is a former student and now director of celebrated Swiss arts-and-design school Ecal. He says that the Lausanne-based college remains respected for its industry connections and staff, who actively practice design. Students receive a rigorous education on design fundamentals but are also encouraged to experiment. Recently a collaboration with Vitra saw students working with workbays designed by Ronan and Erwan Bouroullec. The project encouraged students to modify the office divides, transforming them into something new. The results were displayed at Design Parade Toulon in France. — NSG

# 11

**Woodworking, Emmental**  
Decorative vernacular



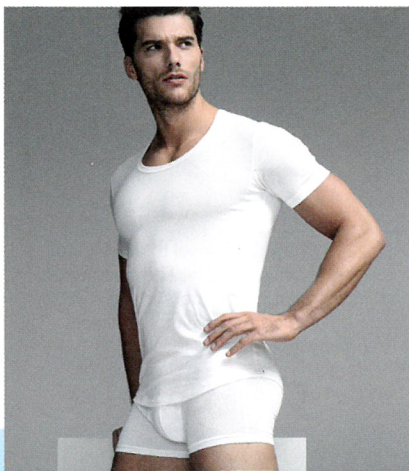
A rich tradition of woodworking in Swiss communities has resulted in some of the world's most unique and eccentric rural architecture. Emmental, a greener-than-green valley in western Switzerland, is known not just for cheese and welcoming locals but also for the ornate vernacular of its farmhouses, dating back to the 18th century.

Particular features of these jolly wooden homes are a large hipped roof and the ornamental Ründi, a semi-circular wooden decoration under the gables. White lace curtains, gingerbread balconies, red geraniums in window boxes and murals add the final touches – a fine example is the Himmelhaus in the village of Trubschachen (pictured). — sz

# 12

**Underwear, nationwide**  
Perfect package

Precise Swiss design stems all the way to underwear. Using the highest-grade cotton, brands such as Calida, Hanro and Zimmerli are among the best-known; their pants keep everything in place day and night. — cs



# 13

**USM, Bern**  
Maintaining a classic

The best designs don't change much over the years – so says fourth-generation Swiss design company USM. From the factory near the Swiss capital Bern, its modular furniture has found its way into tasteful homes and offices around the world. Its signature modular system was designed more than five decades ago by Paul Schärer Jr and Fritz Haller. The inner workings and functionality of this sturdy and smart steel piece have improved gradually over the years but its aesthetic has remained virtually unchanged. From Japan to California, the world's design-savvy continue to fall for this Swiss masterpiece. — NSG



# 14

**Gottschalk+Ash, Zürich**  
Way with words

This wayfinding project by Zürich-based graphic design firm Gottschalk+Ash for the Helferei cultural house boasts the quiet clarity that Swiss typography is famed for. "When Swiss design is used to tell people how things work it's ideal because it's always done with thought; all elements have a reason to exist," says Sascha Lötscher, one half of the duo managing the firm. Gottschalk+Ash's approach to information design results in projects that exude an appreciation of Swiss graphic legacy but also work confidently within a contemporary urban fabric. — jwh





# 15

**Hans Hofman, global**  
Elegant embassies

The famously neutral Swiss exercise their soft power with aplomb. Nothing illustrates this better than its embassy buildings in Bangkok and New Delhi, planned in the 1950s by modernist maestro Hans Hofmann, who was known as the “state architect of Switzerland”.

He died in 1957 before he could see his tropical modernism come to life so both projects were realised by younger Swiss architects. However, his functional, minimalist designs and engagement with local culture and climate have served to underscore Switzerland’s friendship with both these nations in a typically understated – but assured – fashion. — sz



# 16

**Bains de Pâquis, Geneva**  
Better splash

The Swiss love a summer (or even winter) dip and the facilities around their rivers, pools and lakes – from changing rooms to recreational areas – are constructed with the highest architectural integrity. A standout design is this concrete structure next to Lake Geneva, designed in 1932 by Henry Roche. — NSG

# 17

**HFF, Basel**  
Basel’s best



The Swiss are experts in quality residential architecture and Basel attracts big names such as Herzog & de Meuron. Yet some of the most interesting work is happening at smaller firms such as HFF, whose recent project in industrial St Johann (*pictured*) binds a new structure to an older building. — JWH



# 18

**Zürich Hauptbahnhof**  
Well-orientated

In 2014 Dürig architecture firm, headed by Jean-Pierre Dürig, successfully restructured Zürich’s main train station without interfering with the listed landmark. Slanted vertical shafts – fitted with staircases, escalators and lifts – lead from street level to the shopping arcades and trains below. Their geometric structures point passengers in the right direction, making for a suitably efficient form of wayfinding. — MSS

# 19

**M of Migros, nationwide**  
Fantastic font

The bright-orange logo of Switzerland’s largest supermarket chain is ubiquitous across the nation. Its typeface pays homage to Helvetica, an icon of Swiss design created by Max Miedinger in 1957. The bold orange sans-serif lettering has given Migros the nickname “orange giant” and everyone who’s visited the country at least once instantly recognises the “M” of Migros. — MSS



# 20

**Mach, Zürich**  
Building to last

Mach architecture firm, founded by Jan Fischer and David Marquardt in 2000, has clients the world over. One of them is Swiss International Airlines, for which it designed ticket offices in Zürich, New York and Tokyo. Mach’s mission is to create functional spaces of lasting value, which it does through the use of natural materials and timeless furnishings. In 2011 the firm was commissioned to guide the renovation of our own home Midori House in London. — MSS

