

The Design Biennale Zurich presents design as a thinking discipline. The first edition, entitled «hello future» is dedicated to questions of the future. What opportunities does digital fabrication provide? How will the factories of the future look like? What can be made with active materials? What do we learn from the past? And what chances do experimental processes offer?

During four days, installations on exceptional locations invite the public to explore and experience the answers to questions of the future. Unlike to most existing design events, the Design Biennale Zurich focuses on an active and critic participation of the public and partners interested in experiments, and not on promotion and consumption. In parallel, the established institutions, such as the Museum for Design and the National Museum offer a special program. For the professionals, the Design Conference and various networking events will take place.

Welcome to the first Design Biennale Zürich. One route, six locations, 18 positions, one design conference, talks and walks. A biennale to discover, explore and experiment. Off we go!

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Tickets	
Vorverkauf	<a href="http://en.designbiennalezurich.ch">en.designbiennalezurich.ch</a>
Box offices	At all event locations during the event

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4-day-pass	CHF 25.–
Conference	CHF 55.–
Combined ticket	CHF 75.–

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Free tickets for children and adolescents under 18 years

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Biennale Zentrum  
Hochhaus zur Bastei, Bäregasse 29, 8001 Zürich  
Thu-Sat 11-19, Sun 11-17

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The Design Biennale Zürich opens a temporary headquarter and press corner during the event. The information counter answers to all questions and you can take part in the Open Talks. In the 2nd Cycle Café, the visitors can find great coffee and can charge new energy for body, handy and mind.

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Designers' Party, Fri 8 Sep — 21:00-02:00  
Amboss Garage & Apotheke, Heinrichstrasse 72, 8005 Zürich  
Invitation only

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Contest (7–10 September)  
Vote for your favorite programme item and be part of the raffle.  
[en.designbiennalezurich.ch](http://en.designbiennalezurich.ch)

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Partner Hotels  
Between birch forest and Langstrasse: our partner hotels are happy to welcome you.  
[www.25hours-hotels.com](http://www.25hours-hotels.com) / [www.greulich.ch](http://www.greulich.ch)

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Arrival  
Please, wherever possible walk, jog, cycle or use public transport when attending the event. Please note that there are no parking spaces at the locations. If you do have to drive, please park your car in public parking spaces (e.g. Werkstadt Zürich: car park Letzipark; City center: car park Gessnerallee).

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**1. Biennale Zentrum**  
 Hochhaus zur Bastei (PLY Showroom)  
 Bäregasse 29, 8001 Zürich  
 Do-Sa / Thu-Sat 11-19 So / Sun 11-17  
 Tram 6, 7, 8, 11, 13, 17 → ● Paradeplatz

**2. Alter Botanischer Garten der Universität Zürich**  
 Pelikanstrasse 40, 8001 Zürich  
 Do-Sa / Thu-Sat 11-19 So / Sun 11-17  
 Tram 6, 7, 11, 13, 17 → ● Paradeplatz  
 Tram 8 → ● Bahnhof Selnau

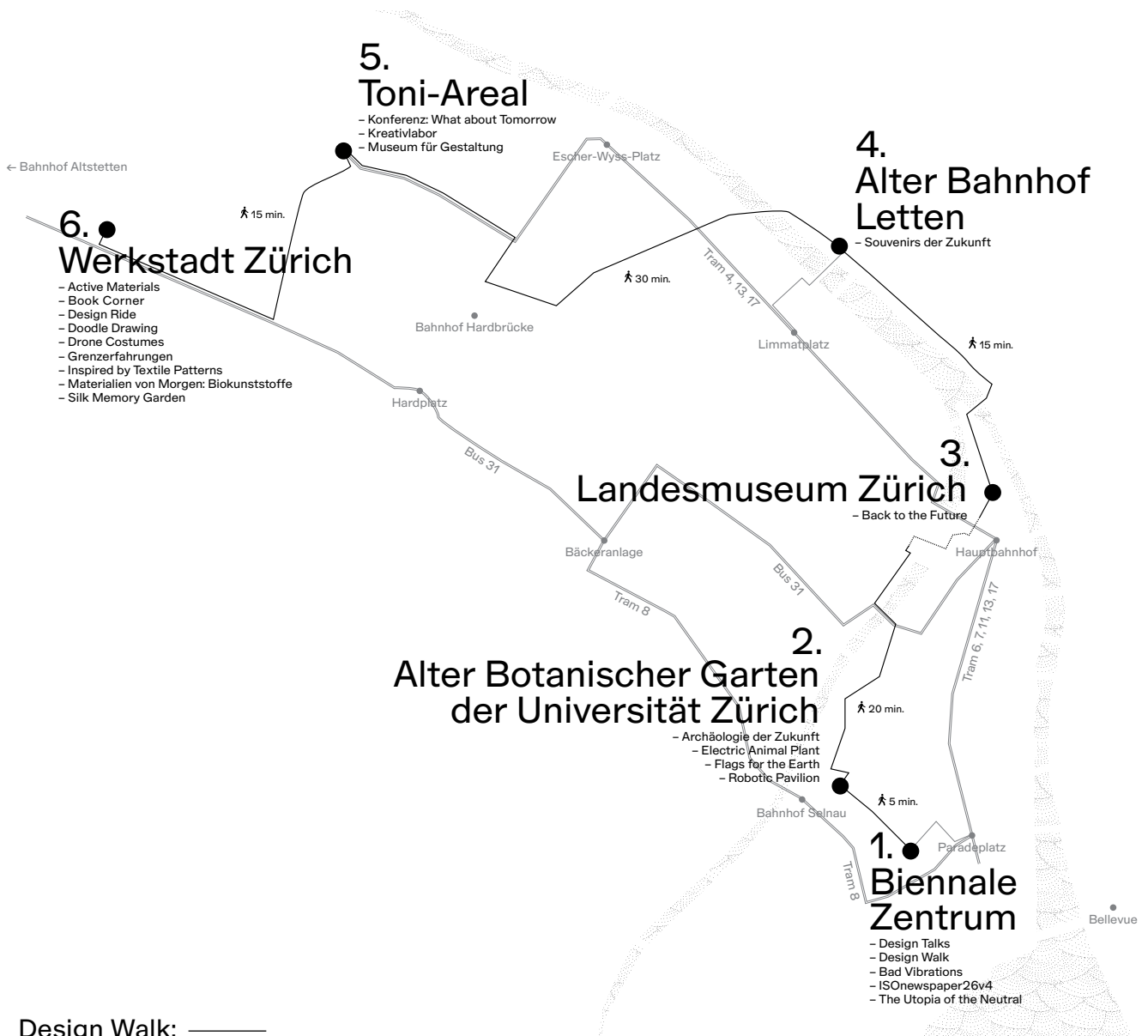
**3. Landesmuseum Zürich**  
 Museumsstrasse 2, 8001 Zürich  
 Do / Thu 10-19 Fr-So / Fri-Sun 10-17  
 Tram 4, 6, 7, 11, 13, 17 → ● Hauptbahnhof  
 Bus 31 → ● Hauptbahnhof

**4. Alter Bahnhof Letten**  
 Wasserwerkstrasse 93, 8037 Zürich  
 Do-Sa / Thu-Sat 11-19 So / Sun 11-17  
 Tram 4, 13, 17 → ● Limmatplatz

**5. Toni-Areal**  
 Pfingstweidstrasse 96, 8005 Zürich  
 Do-So / Thu-Sun 10-17  
 Tram 4 → ● Toni-Areal

**6. Werkstatt Zürich**  
 Hohlstrasse 420, 8048 Zürich  
 Do-Sa / Thu-Sat 11-19 So / Sun 11-17  
 Bus 31 → ● SBB Werkstätte

— Design Walk  
 = Bus / Tram



Design Walk: —————

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## Team



### Fabienne Barras, Curator

Fabienne Barras (\*1973) is an exhibition organizer and concepter. Her focus lies on storytelling and mediating the contents in rooms and their surroundings. She curates and designs national and international exhibitions and festivals.

→ [barras@designbiennalezurich.ch](mailto:barras@designbiennalezurich.ch)



### Gabriela Chicherio, Curator

Gabriela Chicherio (\*1980) is a product designer with her main focus in furniture, exhibitions and accessories. She develops products, works as a freelancer and teaches as a visiting lecturer at the ZhdK.

→ [chicherio@designbiennalezurich.ch](mailto:chicherio@designbiennalezurich.ch)



### Andreas Saxer, Curator

Andreas Saxer (\*1975) designs products and spaces for the furniture industry as well as for cultural institutions. He is a lecturer in object design at the University of Lucerne and part of the board of swiss design association.

→ [saxer@designbiennalezurich.ch](mailto:saxer@designbiennalezurich.ch)



### Ladina Hurst, Communication / Media Relations

Ladina Hurst (\*1987) is art and communication scientist with experience in media relation, social media and journalism. She has worked in different cultural institutions, such as the Fotomuseum Winterthur and the Schauspielhaus Zürich.

→ [hurst@designbiennalezurich.ch](mailto:hurst@designbiennalezurich.ch)

### Federico Milano, Productions / Logistics

Federico Milano (\*1975) is a planning, disposition and logistics expert with several years of experience in art-dealing. He is specialized in the coordination of procedures and the optimization of costs.

→ [milano@designbiennalezurich.ch](mailto:milano@designbiennalezurich.ch)

### Franziska Nyffenegger, Coaching

Franziska Nyffenegger (\*1966) teaches on the topics of writing in studies and professional life, research methods, design ethnography and design research at the ZHdK. She curates exhibitions and works as a writer and concepter.

→ [nyffenegger@designbiennalezurich.ch](mailto:nyffenegger@designbiennalezurich.ch)

Jacques Borel (\*1979) and Guillaume Mojon (\*1984) are independent graphic designers and responsible for the visual appearance of the Design Biennale Zurich.

→ [www.jacquesborel.ch](http://www.jacquesborel.ch)

→ [www.guillaumemojon.com](http://www.guillaumemojon.com)

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## Initiators / Organisation

Design Biennale Zurich is initiated by the Association "Verein Freundeskreis Design". The purpose of the association is to sharpen the awareness of design especially in Switzerland, to stimulate a critic debate, to identify new issues in the area of conflict between culture and economics and to strengthen the cultural relevance of design.

Design Biennale Zurich 2017  
Verein Freundeskreis Design  
Rolandstrasse 27  
8004 Zurich  
info@designbiennalezurich.ch

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## Advisory Board

Meret Ernst, Art Historian, Design Journalist  
Michel Hueter, Curator Design Prize Switzerland  
Mia Kepenek, Interior Designer  
Wolfgang Meyer-Hayoz, industrial Designer, Consultant  
Robert Wettstein, Designer, Design Collector  
Regula Zweifel, Cultural Historian, Project Manager

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## Communication

For press inquiries and access to the high-resolution images, please contact Ladina Hurst.

Ladina Hurst, Media Relations  
E-Mail [hurst@designbiennalezurich.ch](mailto:hurst@designbiennalezurich.ch)  
Web [en.designbiennalezurich.ch](http://en.designbiennalezurich.ch)

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## Social Media

[facebook/designbiennalezurich](https://www.facebook.com/designbiennalezurich)  
[instagram/designbiennalezurich](https://www.instagram.com/designbiennalezurich)

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## Partner

A heartfelt thank you to all our partners who support us and made the Biennale happen.

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