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DESIGN PRIZE SWITZERLAND – Edition 2019/20

Ageing Society: The focus of young Swiss designers

Langenthal, 30 August 2019

With the launch of the "Design Leadership Prize: Focus Ageing Society" in 2016, the Design Prize Switzerland and the Age Foundation have highlighted the urgent issue of our ageing population. This year, the focus is on "Home and Living in an Ageing Society". The award is presented to construction and land use planning projects and services that address problems associated with housing and living in old age in a particularly intelligent and inclusive way. This year's nominations – the new "Multi-generation House Neubad" in Basel, the "Vicino Lucerne" and the "Zentrum Chileweg" in Rain – will all be on display. These days, all construction and design projects must ensure accessibility. Another thing that particularly marks out the three nominated projects is that they place great emphasis on aesthetics and social relevance.

With an ageing demographic, people are developing innovative and individual lifestyles that pose special requirements for living and housing in old age. While accessibility of the built environment has become a standard requirement today, aesthetics and social cohesion often suffer – particularly in building projects. That is not the case, though, with the three nominations, which all feature carefully thought-out designs. They are also characterised by concepts that ensure that residents remain spatially integrated in society.

The "Zentrum Chileweg", for example, is centrally located next to the village church in Rain. The new building has also created a public space that was previously lacking in the village. The residential complex and meeting place, which was built to the plans of Cometti Truffer Architects, consists of three sophisticated new buildings with a total of 17 barrier-free and wheelchair-accessible rental apartments.

By extending the "Neubad" multi-generation house in Basel, the board of trustees of the house has gone one step further. The new part will accommodate a nursing facility and a day-care centre for children, which are an integral part of the project. The high-quality architecture of the building helps in the design of shared spaces where different generations can encounter each other and interact.

The organisation "Vicino Luzern" has responded to the research finding that loneliness in old age is harmful and can even be a cause of death. A functioning social environment and an active life in a familiar environment are the key to healthy ageing. This is why the City of Lucerne, together with other organisations (including Caritas, Spitex, foundations, churches and real estate organisations), has provided an advisory service and opportunities for meeting other people specially tailored to the needs of the elderly population.

The three projects were nominated by a panel of distinguished experts: Marie Glaser, Head of the ETH Housing Forum; Bob Gysin, Founder of Bob Gysin Partner BGP Architekten in Zurich and Professor François Höpflinger, sociologist and member of the Management Group of the Centre for Gerontology at the University of Zurich.

Design Preis Schweiz
Prix Design Suisse
Design Prize Switzerland

Showroom, Prize Giving Ceremony and Exhibition

Current information on the showroom, the award ceremony on 1 November 2019 in Langenthal and the exhibition can be found [here](#).

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Overview Prize Categories

CATEGORY	FIELDS	SERVICES
COMMUNICATION	<ul style="list-style-type: none"> - Graphic, Publishing, New Media, Interaction Design, Games, Serious Games, Corporate Identity & Corporate Design, Branding, Packaging, Integrated Communication, Campaigns, Exhibitions 	marketing label and mediation program
FURNITURE	<ul style="list-style-type: none"> - Furniture 	marketing label and mediation program
SPATIAL DESIGN	<ul style="list-style-type: none"> - Interior Concepts private and public, Retail / Shop, Scenography 	marketing label and mediation program
PRODUCT – INVESTMENT GOODS	<ul style="list-style-type: none"> - Technical Industrial Goods, Machines, Investment Goods, Medtech, Microelectronics, Tooling, Transportation, Materials 	marketing label and mediation program
PRODUCT – CONSUMER GOODS	<ul style="list-style-type: none"> - Consumer Goods at large, Home Appliances, Kitchen and Bath, Watches, Jewellery, Accessories, Shoes, Bags, Lighting, Others 	marketing label and mediation program
FASHION	<ul style="list-style-type: none"> - Fashion Design 	marketing label and mediation program
TEXTILE	<ul style="list-style-type: none"> - Yarn, Twines, Threads, Ribbons, Bands, Ropes / Cords, Textile Surface Structures; Fabric, Flooring, Carpets, Embroidery, Textile Refinement Processes, Fiber Reinforced Textiles 	marketing label and mediation program
RESEARCH	<ul style="list-style-type: none"> - All disciplines 	marketing label and mediation program
Design Leadership Prize: Focus Ageing Society	<p>Against the background of age-related, demographic change, new ways of living are emerging, which place new requirements on living and life for the elderly. Implemented solutions and services as well as applied research work and feasible concepts are being sought from the fields of:</p> <ul style="list-style-type: none"> - Development of spatial structures in combination with social: <ul style="list-style-type: none"> - Converting existing homes for self-determined living and life for the elderly - Residential, living and community living concepts for the phases of life between a self-determined move and the transition to a care home environment - Concepts of community living for the elderly and trans-generational living - Living environment: residential, district and urban development with focus on social exchange, social integration, care and services that support living at home - Forms of living with support, care and nursing (excluding hospitals) 	marketing label and mediation program

	In this prize category the experts will nominate active designers, companies and institutions with corresponding research results, solutions that are to be implemented or have been implemented can recommend their work for nomination.	
Rado Star Prize Switzerland for YOUNG TALENTS	The prize is aimed at specialists in all design disciplines who have completed a design degree or design-oriented training no longer than 3 years ago. Admitted are projects that were conceived as own creations, commissioned works for galleries and institutes as well as diploma theses (with the exception of commissioned works for trademarks and watch-labels).	CHF 15'000 marketing label and mediation program
SWISS TEXTILES Prize for Fashion and Textile Start-ups	The prize is awarded to start-up companies founded within the last five years previous to the current edition of DPS.	CHF 15'000 marketing label and mediation program
Energy Efficiency Prize	<p>Prizes will be awarded to products, projects and services from all sectors, which thanks to the design processes and/or good design compared with other conventional solutions on the market, markedly increase energy efficiency and therefore have the potential to save significant amounts of energy on the market.</p> <p>Use in operation is to be compared with previous energy consumption, i.e. consumption of a current conventional product on the market, which is regarded as energy efficient, over a year for the same benefits. It is subdivided into electricity, combustible fuels and propellants.</p> <p>In addition, it should be indicated how much energy is required to produce a product or project. This means the so-called grey energy of energy consumption in production for the market.</p>	marketing label and mediation program

Partners and Financing

The Design Prize Switzerland is an association and a private initiative that invests all income in the platform. Our partners encourage design by conviction with the aim to foster the exchange, mediation and promotion of Swiss design.

Additionally to our main partners – **Age Stiftung** (Foundation), **RADO and SWISS TEXTILES** – Design Prize Switzerland is being supported by Energie Schweiz, the Jaberg Foundation, swiss design association and the Zürcher Seidenindustrie Gesellschaft (Zurich Silk Industry Society).

Granting agencies are the city of Langenthal, Bern Economic Development Agency, the Department of Culture of the Canton Berne/Swisslos as well as the Office for Labor and Economy of the Canton of Zurich – Business and Economic Development Office.

Age-Stiftung

With its financial contributions, the Age-Stiftung promotes innovative and concrete solutions to the themes of housing and ageing. Through its partnership with the Swiss Design Prize, the foundation wants to facilitate the development of products and services that meet the specific needs of elder people. Products for older people should not only be functional but also aesthetical and according to the principle of the universal design concept which aims to make products and services accessible to everyone: people without disabilities as well as people with disabilities.

SWISS TEXTILES

Swiss Textiles has been one of the principal partners of Design Prize Switzerland since 2003 and awarded at the edition 2015/16 for the first time the new Swiss Textiles Prize for Young Fashion and Textile Entrepreneurs. With this award the association wants to encourage innovative entrepreneurship and support a talented start-up companys in their development.

RADO

Rado is a globally recognised brand, famous for innovative design and its use of revolutionary materials to create some of the world's most durable watches. Ever since its beginnings in Lengnau, Switzerland, Rado has had a pioneering spirit, with the brand philosophy "if we can imagine it, we can make it" still holding true today. Design is at the heart of what Rado does and this is underlined by the 30 prestigious international design awards Rado has won for its watches.

About Design Prize Switzerland

First held in 1991, the Design Preis Schweiz is now a leading institution of the Swiss design industry. The competition is aimed at Swiss designers, brands, companies and institutions working here or abroad, as well as foreign designers studying, working or working for Swiss companies in Switzerland.

In a biennial rhythm, top performances from all business-relevant design disciplines are honoured. We are committed to the consideration of design as an economic factor with high social, societal and sustainable relevance and reward high-quality design achievements that embody innovative strength, ability, values and identity. The jury sees innovative design as the result of an integrated development process that brings together the possibilities of the value chain.

Organisation

In 2018 Michel Hueter, Raphael Rossel and Urs Stampfli took over sponsorship independently of the previous link to Design Center Langenthal AG.

Mission Statement

Design Relevance

We are committed to the consideration of design as an economic factor with high social, corporate and sustainable impact. Design Prize Switzerland embodies more than a distinction; it is an institution that aims at highlighting the relevance of Swiss design and to position it as a strategic success factor.

Mapping Excellent Swiss Design

The nominators and jury are committed to a position from which design is understood as the result of an integrated development process, that unfolds added value along the value chain. The competition is addressed to Swiss designers, brands, companies and institutions active either within Switzerland or abroad. Also eligible to take part are foreign designers who study or work in Switzerland or are employed by Swiss companies.

We Provide Opportunities

As an institution Design Prize Switzerland observes and leaves a stamp in the market and is prompting for uncompromising ideas, that bring Swiss Design on the agenda and into awareness; nationally and internationally. With the help of carefully planned activities and programs, the nominated and prizewinning works are presented to the professional world and the general public, with the objective of anchoring the added value of design in industry and society.

Vitas

Michel Hueter Managing Director & Curator

Michel Hueter (*1972) completed an apprenticeship as a qualified waiter, attended commercial college and training to become an expert in PR. After working in public relations for seven years for various brands of Swatch Group AG, he expanded his practical experience in a Zurich PR agency specialising in public affairs and corporate communications.

From 2001 – 2008 he worked for the «Präsenz Schweiz» nation-branding organisation of the Swiss Federal Department for External Affairs. With responsibility for the west and south-eastern Asian markets, he also built up the nation-branding training programme for Swiss embassies and consulates. He was responsible for marketing communication of national appearances at major international events such as the Expo 2005 global exhibition in Aichi Japan from 2004 onwards.

Following a brand repositioning, he returned as Head of International Communications to the RADO brand of the Swatch Group. He worked as the Managing Director and Curator for Design Prize Switzerland between 2011 and 2017, taking over full responsibility for the organisation with two additional partners in 2018.

Urs Stampfli President & member of the management board

After his training to become a typographer and a degree in visual communication at a technical college for design, Urs Stampfli (*1976) gained experience in traditional advertising agencies before he came to P'INC. AG in Langenthal as a visual designer in 1999.

The studio focusses on branding and communication design for a high-quality selection of Swiss manufacturers of furniture, architectural service-providers and institutional customers from the field of art and design. Urs Stampfli has been a partner and Managing Director of P'INC. AG since 2010.

Through P'INC., he has helped shape Design Prize Switzerland for well over 15 years: since 2003 with branding and communication services, between 2015 and 2017 as a member of the Steering Board, since 2018 he has been involved as Chairman of the Design Prize Switzerland Association and is a member of the senior management.

In addition to his private interest, membership of the Board in Designers' Saturday gives him a broad overview of Swiss design work.

Raphael Rossel Vice-President & member of the management board

Raphael Rossel (*1976) graduated from the University of Freiburg in the specialisms of Journalism, Communications and Media Sciences in 1999. After various jobs in the media industry, he studied Industrial Design at the Istituto Europeo di Design IED in Milan and moved to the Academy of Art and Design in Basel in 2002. He completed his studies there as a designer from a university of applied sciences, specialising in interior design and scenography.

Since 2008 he has been managing the de-lay GmbH communications and marketing agency that he founded, which specialises in mandates from the design business. He was a course manager at Lucerne University of Applied Sciences and Arts of both the CAS Art Direction and CAS Brand Design courses from 2014 to 2017. He has been responsible for media work at Design Prize Switzerland since 2013 and has also been Managing Director of the Ikea Foundation Switzerland since 2013.