

July 2012

## Press release

### Fascinating variety of scenographies and spatial explorations

#### 14th Designers' Saturday: Decision by the jury on the submitted projects

**With the recent decision by the jury on the submitted projects, the 14th edition of Designers' Saturday has finally been launched. Since 1987 the event has been a characteristic feature of the Swiss design scene. This year once again it promises to be an international meeting point for the industry.**

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Under the motto «Design is a statement», the 14th edition of Designers' Saturday will be taking place in Langenthal on 3/4 November 2012. The presentations of numerous internationally known firms will be accompanied by the «Cartes Blanches» of both national and international colleges of art and design. Exciting discoveries can be expected, especially from the new and innovative companies taking part in Designers' Saturday for the first time. «This year we have more than twenty new companies exhibiting, who can be trusted to surprise and inspire the visitors with their creative ideas. We are delighted that this year we can again show the public such an attractive mix of well-established and new names» said Peter Ruckstuhl, President of Designers' Saturday, after the first round of the selection procedure by the jury.

With the deliberate intention of boosting the quality and independence of the individual projects, the selection procedure was redesigned in 2008 and new forms of support provided for the exhibitors. This graduated procedure - with nomination of the exhibitors, selection of the projects and the award of prizes for the best presentations - has proved its value, and so will be continued in the 14th edition. This year the international jury consists of five members coming from the areas of architecture (Zurich architect Elisabeth Boesch and Jan Geipel, architect and Exhibitions Director at the Danish Architecture Centre, Copenhagen), interior architecture (Iria Degen, interior architect, Zurich), design (Lausanne-based designer and scenographer, Adrien Rovero) and the media (Karin Schulte, editor of Avedition Trade Fair Design Annuals, Stuttgart). The jury has selected the projects submitted, and will choose the best presentations on Designers' Night to receive the D'S awards.

Out of the 70-odd projects submitted, twelve of the exhibition schemes failed to satisfy the criteria of the jury. The companies in question still have up till 17 August 2012 to review their plans and resubmit their proposals. After a second assessment by the jury,

a definitive selection will be made at the end of August, after which the names of the exhibitors for the 14th edition of Designers' Saturday will be announced on the website.

The projects that have already been given the green light impressed the jury not just with their creativity and their inspiration, but also with their depth of content. «The exhibitors have realised a cleverly conceived harmony of product installation and information», said one member of the jury. At the same time the exhibitors' presentations interact with the workshops of the Langenthal firms hosting the exhibition, so underlining the unique character of Designers' Saturday. «The exhibiting firms incorporate the factory workshops of the various locations in their designs, and so have been able to create exceptional presentations» was another jury comment underlining the quality of the event. Designers' Saturday is not just a product show which is held at an anonymous trade fair centre. It is more like an atmospheric stage on which the presenters - and the 14th edition includes, we are happy to report, many Swiss designers and design agencies - can give their creativity free rein and stage exemplary corporate statements in the exhibition setting.

Designers' Saturday

The judgment of the jury is already being anticipated with pleasure and with high expectations of the result. In the words of one member of the jury: «We are looking forward to a fascinating variety of tactile, haptic, acoustic and visual scenographies and spatial explorations!»

Further information may be found at [www.designersaturday.ch](http://www.designersaturday.ch).



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