

**Press release from the Swiss Arts Council Pro Helvetia**  
28.03.2018

## **SWISS ♥ DESIGN: Pro Helvetia presents young Swiss design at the Salone internazionale del Mobile di Milano 2018**

**Pro Helvetia**  
Schweizer Kulturstiftung  
Hirschengraben 22  
CH-8024 Zürich  
T +41 44 267 71 71  
F +41 44 267 71 06  
info@prohelvetia.ch  
www.prohelvetia.ch

**The Swiss Arts Council Pro Helvetia is sending a pan-Swiss delegation of young designers to the world-famous Furniture Fair in Milan. Under the heading SWISS ♥ DESIGN, six aspiring Swiss design studios will display their products at a large-scale exhibition in Palazzo Litta. The Swiss presence also features on the [Swiss Design Map Milano](#), which provides details on Swiss activities during the fair.**

Since 2016 the Swiss Arts Council Pro Helvetia has stepped up its promotional activities in the domain of design. With its «New models of collaboration – culture and business» programme, it provides targeted support for projects by Swiss designers through all development phases from concept to market launch. An important element in the programme is the showcasing of outstanding projects via international fairs and platforms.

Fuorisalone, held in connection with the Milan Furniture Fair, is one such event. For the first time ever, Pro Helvetia is organising a pan-Swiss presentation of design in the «Copper Room» and in the garden of Palazzo Litta. Under the banner of SWISS ♥ DESIGN, six Swiss design studios will be represented, four of which receive support through the new design promotion programme. The six are: [Diis design studio](#) (Liestal), [Egli Studio](#) (Renens), [Florian Hauswirth](#) (Biel), [Kollektiv vier](#) (Basel), [Alain Schibli](#) (Aarau) et [schoenstaub](#) (Zurich).

For the most part, they will be displaying prototypes, i.e. world premieres, in the field of interior design. “Our presence will offer international experts first-hand evidence of the high quality of contemporary Swiss design,” says Sylvain Gardel, head of the Culture and Business programme. “It also enables young designers to forge contacts with internationally operating producers and specialist retailers.” For this purpose, Pro Helvetia and the Swiss Consulate General in Milan are jointly organising individual matchmaking meetings between designers, producers and retailers.

The exhibition SWISS ♥ DESIGN is also integrated in this year's [Swiss Design Map Milano](#) – a city map with which the Swiss Consulate General in Milan provides details on Swiss universities, companies and design studios that are represented at the trade fair.

## **Practical Information:**

**Press preview: 16 April 2018, 15:00 – 19:00**

**Exhibition: 17 to 22 April 2018, 11:00 – 21:00**

**Both at Palazzo Litta, Corso Magenta 24, 20121 Milano**

Detailed descriptions of the six Swiss design studios and images of their products can be accessed here: [Link](#)

## **Media information:**

Lisa Stadler, Communications  
lstadler@prohelvetia.ch; +41 44 267 71 51