

made in switzerland

メイド・イン・スイス：小さな国の豊かなデザイン

慶應義塾大学 DMF / 監修
フリックスタジオ / 編集

ichii



1860 - 2006

made in switzerland

small +

beautiful

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Hip & young

There is hard and fast competition among designers to create imaginative variations for apparatus, jewellery, clothes, books, food products, machines and everyday equipment - as if there were not already enough of everything. Numerous small, contemporary labels prevail in this department store of lifestyle, brands that are often the life-enriching heroes of the local market. Their designers and manufacturers earn our respect and generosity, for they are passionate. Switzerland is a multicultural country: four cultures have lived here together for many years - German, French, Italian and Rhaeto-Romanic. Hundreds of years ago, the country changed from being an emigration to an immigration land. Today, over one fifth of Switzerland's population hold a foreign passport. The designers combine rituals and images of different cultures into a collage of urban life, creating a sense of community and a fine touch of gentle luxury.

都市生活のカラージュ=ライフスタイルの創造

'Bilibo' 2001年

遊具「ビリボ」

D: アレックス・ホッホシュトラッサー

M: アクティブビーブル社、ピニンゲン

www.bilibo.com

hip + young

ふたつ合わせるとちょうど球体になるプラスチック製シェル状の遊具。チューリッヒ小児大学病院の博士の監修のもと、児童の行動学をリサーチしてデザインされた。シンプルな形状だが、座る、乗るなど全身をつかった遊びができ、児童の遊びの創造力を高められる。



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