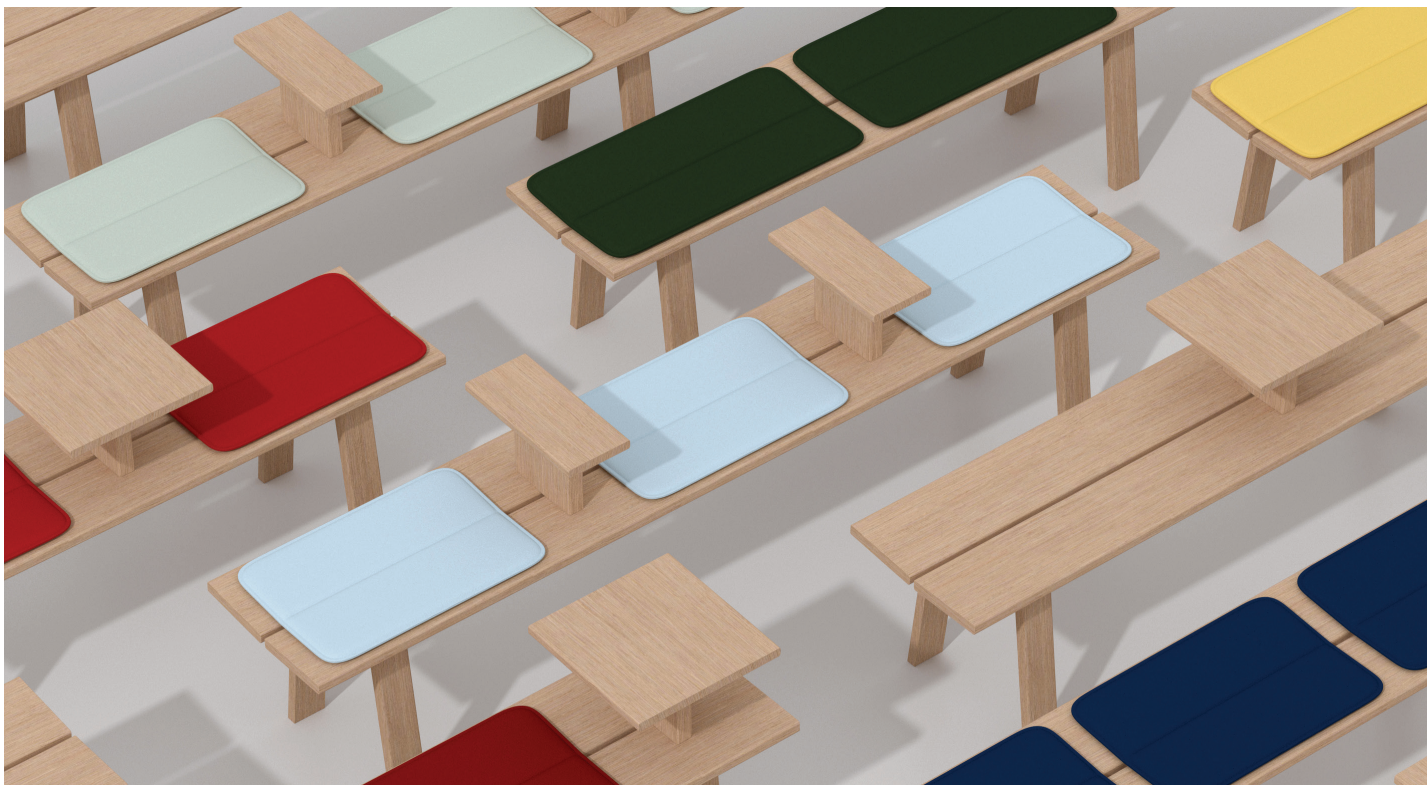


# Six Swiss successes

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Design Switzerland returned to Milan's Fuorisalone this year to showcase the studios reshaping the Swiss design scene

WORDS BY **Jessica-Christin Hametner**



**E**stablished in 2018, Design Switzerland, an initiative founded by the Swiss Arts Council Pro Helvetia, has targeted a new generation of designers at Milan's Fuorisalone 2019.

"Swiss designers are interested in new technologies and developing a more interdisciplinary work approach. They are challenged to think within the context of an internationalised market and we hope to help them in that sense," comments Sylvain Gardel, Pro Helvetia's head of culture and business.

Milan's Teatro Litta served as an ideal setting to promote Switzerland's design and to portray the 11 studios' talents and commonality. Gardel explains: "What the selected studios have in common is ambitious solutions that significantly improve people's lives in a smart, engaging and sparkling way."

To mark the occasion, OnOffice has zeroed in on six studios that are shaping our working environments in new ways by bringing technology, sustainability and craft into sharp focus.

## PARALLEL

Salim Douma and Victor Guittet – two French designers who met while studying at Lausanne's ECAL – are shaking up the industry with their technology-infused furniture designs.

Douma Guittet's Parallel, a seating system inspired by the simplicity of the bench, was shown at Fuorisalone, which was developed for architects and public spaces such as museums, parks or hotel lobbies.

Available in various sizes, with accessories such as armrests, USB chargers, and eye-catching cushions in a choice of 58 colours, the seats are as versatile as the environments they inhabit.

"Boundaries between tech and other industries are definitely blurred. As designers, we work on integrating this technology into the daily life," say Douma and Guittet.

↑ Douma Guittet's Parallel was designed for public spaces

