

SUMIDA CONTEMPORARY



Project Name: Sumida Contemporary / Creative direction: David Glaetli / Product Type: Brush, Mirror / Designer: Carlo Clopath / Brand: Sumida Contemporary / Manufacturer: Uno brush / Material: Japanese maple and goat hair / Place of Manufacture: Sumida, Tokyo

VIU GLASSES



Product Name: The Voyager / Product Type: Sunglasses / Designer: Fabrice Aeberhard / VIU / Brand: VIU / Manufacturer: Factory in Sabae / VIU / Material: Titanium / Place of Manufacture: Sabae, Fukui

WAJIMA SERIES



Product Name: Wajima Bako / Product Type: Case / Designer: Dimitri Baehler / Brand: Self produced / Manufacturer: Shioyasu Urushi Ware Company / Material: Urushi on 3D print / Place of Manufacture: Wajima, Ishikawa

SWISS DESIGN MADE IN JAPAN

Sumida Contemporary is a collaborative platform and a curated label for contemporary craft products. The project was begun by David Glaetli in 2017 by invitation of the Sumida City administration. Sumida City is one of the 23 wards of Tokyo. For the past 300 years Sumida has been a manufacturing city with a high density of factories and craft businesses in the midst of the metropolis. Sumida produces a breadth of products from soap to lacquerware, glass, leather goods, brushes, and everything in between. The participating designers are currently: Carlo Clopath (CH), Eun Mo Chung (KR), Jasper Morrison (UK), Leon Ransmeier (USA), Hironori Inada (JP), Rikako Nagashima (JP), Sori Yanagi (JP), Water Kumano (JP). David Glaetli's creative direction of the project includes the definition of the brand concept, exhibition design, selection and briefing of designers, revision of designs and prototypes and the direction of the development of marketing materials.



VIU is an eyewear brand founded by creative director Fabrice Aeberhard, Kilian Wagner and Peter Kaeser in 2013. Since then VIU has been disrupting the eyewear market by combining outstanding design and fabrication skills with state-of-the-art technology and fair prices. Today VIU has over 50 stores in 6 countries. In addition to standard acetate and customisable 3D-printed glasses, VIU offers a collection of titanium eyewear. It is produced by a manufacturer in the town of Sakae in the Fukui Prefecture, Japan. Sakae is world-famous for precision eyewear manufacturing. (The name of the company is a corporate secret). In Sakae, the frames are crafted in more than 200 working steps from 100% pure, light-weight Titanium. Today, the brand's model, "Voyager", is VIU's best selling product. The experimental prototype "Voyager Glacier" combines 3D printed parts with the titanium frame, merging new technology with traditional craftsmanship.



Wajima is a small town in Japan's Ishikawa Prefecture, famous for its centuries-old urushi lacquerware production. To develop the "Wajima series", Dimitri Baehler spent one month working with some of the most skilled craftsmen in Wajima. It is a collection of cases, vases and trays that conceptually and tangibly play with the convergence between tradition and new technology. Traditionally, urushi lacquer, made from the sap of the urushi tree, is applied to an object made of wood or paper. In up to 30 working steps this application achieves its famous, smooth, semi-glossy finish. While the most typical colours of finished urushi ware are deep black and vine-red, natural urushi is actually slightly transparent with a warm brown tone that lightens over time. For this series, Baehler used experimental material such as 3D-printed nylon and ceramic, and explored traditional and natural coloured urushi to create objects that straddle tradition and innovation.



CARLO CLOPATH

Trin – Studied at ECAL, the University of Art and Design in Lausanne. In 2012, worked at Cecilie Manz' Office in Denmark before founding his own studio in the Swiss alps, with a focus on wooden objects. www.carloclopath.com



MAX BILL

Zurich – Lived 1908–1994. Studied at the Bauhaus in Dessau. Worked as industrial designer, architect, artist, typeface designer and graphic designer. One of the most famous Swiss designers of the 20th century. en.wikipedia.org/wiki/Max_Bill



FABRICE EBERHARD / VIU

Zurich – Studied industrial design at Zurich University of the Arts (ZHdK) before founding his first studio Aekae. Co-founder of the Swiss bag brand Qwstion. Co-founder and creative director at VIU, revolutionary Swiss glasses brand. www.shopviu.com



PHILIPPE CUENDET

//DIY, Lausanne – ECAL graduate and Co-founder of DIY studio for graphic design and creative direction. Working with international brands such as Nike and Shiseido, often at the junction of fashion, graphic- and product design. www.diy.li



DIMITRI BÄHLER

Biel – Studied at ECAL, the University of Art and Design in Lausanne. Self-produces a range of hand made porcelain objects. Designs for brands such as HAY, Established&Sons and Karimoku New Standard. Completed a residency in Wajima and in Arita in Japan in 2019. www.dimitribaehler.ch



DAVID GLAETTLI

Glaetli Design Direction, Tokyo – Studied industrial design in Milan and in Lausanne at ECAL. Specialises in creative direction, design consulting, branding, design management. Creative director of Karimoku New Standard, Sumida Contemporary, Tajimi Custom Tiles. Design director of 2016/ Arita. www.davidglaetli.jp



7 Selected Projects
14 Designers

Sponsors: Karimoku New Standard, On Japan, USM Modular Furniture, NESPRESSO, Victorinox Special thanks to: Presence Switzerland, Vitra, Thomas Merlo and Partner AG, Lindt, Pioneer DJ Corporation, Sakae Stünzi Foundation

Art Direction + Curation: David Glaetli Graphic Design: Sebastian Fehr Space Design: Wataru Kumano Planning: Embassy of Switzerland in Japan

2016/CK "AS IF"



Product Name: 2016/ KC (As If) / Product Type: Plates, Bowls Vases / Designer: Kueng Caputo Brand: 2016 / Manufacturer: 2016 Corporation/ Kinemon / Material: Porcelain, Sprayed pigment Place of Manufacture: Arita, Saga

HOLLOW



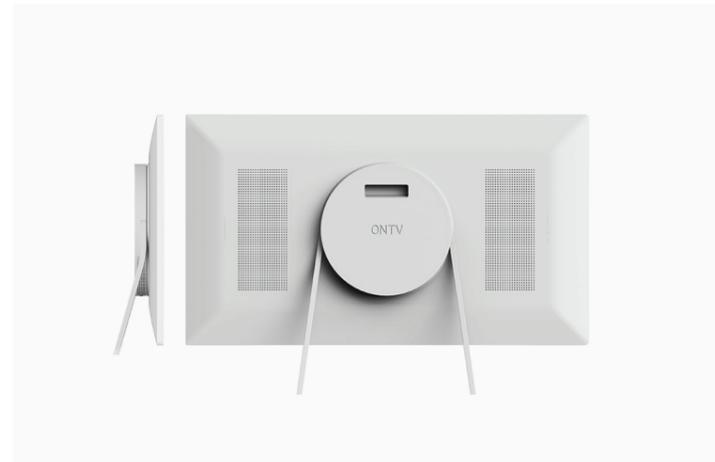
Product Name: Hollow (Prototype) / Product Type: Cooking knives / Designer: BIG-GAME / Brand: Japan Creative/ Suwada / Manufacturer: Suwada Blacksmith Works / Material: Stainless steel / Place of Manufacture: Tsubame-Sanjo, Niigata

POLAR CHAIR



Product Name: Polar Chair / Product Type: Stacking Chair / Designer: Moritz Schlatter / Brand: Karimoku New Standard / Manufacturer: Karimoku Furniture Inc. / Material: Japanese oak / Place of Manufacture: Aichi Prefecture

ON TV



Product Name: ONTV (Prototype) / Product Type: Television / Designer: Moritz Schlatter / Keiji Ashizawa / Brand: ONTV / Manufacturer: Panasonic / Material: - / Place of Manufacture: Osaka

This design truly pushed Arita's renowned craftsmanship to its limits. A range of processes in Arita's ceramic industry are to this day carried out by hand, especially those procedures reliant on extreme attention to detail. The standout characteristics of this series are the geometric forms achieved by slip-casting and the use of the fukitsuki airbrush, to apply subtle gradations of colour to the pieces. The sprayed gradations simulate shadow and light to make the objects appear extremely graphic, almost as if they were drawn into the space. 2016/ is a brand of ceramic tableware and accessories created for the 400th anniversary of porcelain production in Arita. This landmark project aimed to create an economic turnaround, by revitalising local production and opening up new markets. The brand brings together the century-old porcelain making expertise of 16 Arita manufacturers with the talents of 16 international designers. After 2 years of development, the 2016/ collections was launched at the Milan Design Week 2016.



Blacksmithing has prospered in the Tsubame Sanjo region of the Niigata Prefecture ever since Japanese nail production began there during the Edo period. Today, a variety of industries involved in metal processing have taken root around blacksmithing. Suwada Blacksmith Works is a company whose nail clippers are currently enjoying overwhelming popularity worldwide. For this project for the Japan Creative initiative, BIG-GAME proposed Suwada to produce their first-ever kitchen knives. The result of the collaboration is a series of 100% stainless steel kitchen knives with hollow handles: A Petty (small all-purpose), Nakiri (for vegetables) and Santoku (large all-purpose) knife. With their form, function, and perfect workmanship, the knives reflect the tradition of the Tsubame-Sanjo area. Despite their traditionally Japanese inspired shape, these cooking tools are designed to function perfectly in any kitchen in the world. The knives were first presented at the Milan Design Week 2018.



The Polar Chair was developed in 2018 and was presented at the Milan Design Week 2019. It has a distinct character with a gentle appearance, defined by the contrast between the soft shapes of the seat and the straight-edged legs. Polar chair is made from sustainably sourced oak from northern Japan. Low-diameter trees, which are often discarded or used as paper pulp, are used as part of an initiative to revitalise the forests and the local industries. The brand Karimoku New Standard (KNS) was founded in 2009 by Karimoku Furniture, Japan's largest wood furniture manufacturer, and stands for contemporary, functional and joyful furniture. KNS collaborates with up-and-coming international designers and brings together their progressive ideas with the Karimoku craftsmen's manufacturing excellence. The brand is directed by Tokyo based Swiss designer David Glaetli.



ONTV is a concept study developed for Panasonic and was first presented in 2018 as a prototype. The design concept is that our surrounding objects should integrate harmonically into our lives. In concrete terms, a living room is more beautiful and inviting if it is not dominated by a TV screen, with all the furniture oriented towards it. ONTV aims to have the flexibility of a small piece of furniture. With its light weight and its built-in handle, ONTV can be carried around and placed freely anywhere in a room. The screen can be rotated 90 degrees, allowing the unit to take up less space and be stowed away very easily. The screen can also be used in its vertical position, for example to display photos or videos in portrait format. The sleek back of the ONTV is designed to look as good as the front, for middle of the room placement.



KUENG CAPUTO

Studied industrial design at Zurich University of the Arts (ZHdK). Working at the convergence between art and design. Represented by the renowned gallery Salon 94 in New York City. www.kueng-caputo.ch

ATELIER OÏ

Aurel Aebi, Armand Louis, Patrick Reymond, La Neuveville - Studio founded in 1991. Active in the fields of product design, interior design, architecture and scenography. Working with renowned international clients. The name oï, derived from the Russian word "troika", a team of three. www.atelier-oi.ch

BIG-GAME

Elric Petit, Gregoire Jeanmonod, Augustin Scott de Martinville, Lausanne - Founded their studio after graduating from ECAL. Design products for numerous international brands such as Karimoku, Magis, HAY, Alessi, Nespresso, Muji and Rado. Teach as professors at ECAL. www.big-game.ch

COLIN SCHAEELLI

Zurich - Studied industrial design at Zurich University of the Arts (ZHdK). Worked at Swiss bag manufacturer Freitag before becoming independent as product and interior designer. Founder of modular furniture concept con.temporary.

MORITZ SCHLATTER

Zurich - Graduated from Zurich University of the Arts (ZHdK). Worked in Tokyo from 2016-2019. Skilled designer for various products, with a focus on furniture design. www.moritzschlatter.com

LORIS GOMBOSO

Zurich - Trained as a cabinet maker before studying Industrial Design at ECAL, University of Art and Design Lausanne. Workshop with ECAL & Tempo (Mother Tool) in 2018 in Japan.

LUCIEN GUMY

Fribourg - Graduated from ECAL, University of art and design Lausanne. Works mainly as independent cabinet maker. www.lucien-gumy.ch

LUKAS STREIT

Bern - Trained as architectural draughtsman. Graduated from Zurich University of the Arts (ZHdK). Workshop with ECAL & Tempo (Mother Tool) in 2018 in Japan. www.lukasstreit.ch

