Panel discussion will be in English.

Panel moderator: Stefan Wagner, Corner College Zürich, as well as Catherine Hug, curator at the Kunsthalle Vienna. Basel; the British design critic Rick Poynor from London, Hess and Jörg Müller of the publishing house Echtzeit in Most Beautiful Swiss Books; graphic designers Wendelin Cornel Windlin, jury president of The Most Beautiful Swiss Books, 2010.

What is a beautiful book? In the competition of the Swiss Federal Office of Culture, together with Corner College Zürich, is hosting two panel discussions aimed at addressing current issues in book design and production. Designers, publishers and researchers will discuss the relevance of the book. The book is changing its function and continuously expanding its scope. What role does the graphic designer play within this context? If graphic designers wish to work with a high degree of autonomy, what are the financial conditions they expose themselves to?

Panelists include Beatrice von Bismarck, professor of art history and image science at the Hochschule für Grafik und Buchkunst Leipzig; James Langdon, graphic designer and curator of Eastside Projects Birmingham; Benjamin Thorel, curator of the art space Castillo/Corrales and co-publisher of Paraguay Press in Paris; Alexis Zavialoff, photographer and founder of Motto Distribution Berlin/Vancouver/Zürich. Panel moderator: Stefan Wagner, Corner College Zürich. The panel discussion will be in English.

Panel discussion 1 – In Beauty We Trust?
Saturday, 25 June 2011, 10 a.m. – 6 p.m.
Publishers’ Tables
Publisher presentations under the Helmhauß arcades complements the exhibition of The Most Beautiful Swiss Books and provides insight into the diverse contexts of production. Argobooks (DE), Archive Books (DE)*, Bedford Press (UK)*, Boa Books (CH), Book Works (UK)*, Deni De Leone (FR)*, Urs Engeler (Editor), Edition Fink (CH), Edition Patrick Frey (CH), Edition Howeg (CH), Kodoji Press (CH), Mouse Publishing (IT), Nieves (CH), Occasional Papers (UK)*, Onomatopée (NL)*, Paraguay Press (FR), Edizioni Periferia (CH), Roma Publications (NL)*, Spector Books (DE), Torpedo Press (NO), True True True (NL)*, Werkplaats Typografie (NL)*
* represented by Motto Zürich Store

Saturday, 25 June 2011, 10 a.m. – 6 p.m.
Panel discussions
The Federal Office of Culture, together with Corner College Zürich, is hosting two panel discussions aimed at addressing current issues in book design and production. Designers, publishers and researchers will discuss the relevance of the competition of the Most Beautiful Swiss Books and explore new possibilities for the printed book.

Saturday, 25 June 2011, 3 p.m., Main Hall, 1st floor
Panel discussion 1 – In Beauty We Trust?
What is a beautiful book? In the competition The Most Beautiful Swiss Books, this subjective notion is continuously being redefined and reflected upon. Over the past few years, the jury’s attention has moved from an exclusively technical to a more integral consideration of the book. Have aesthetic factors altogether surpassed technical qualities? What can a competition such as this one accomplish in the age of digitalization?

Panelists include Cornel Windlin, jury president of The Most Beautiful Swiss Books; graphic designers Wendelin Hess and Jörg Müller of the publishing house Echtzeit in Basel; the British design critic Rick Poynton from London, as well as Catherine Hug, curator at the Kunsthalle Vienna. Panel moderator: Stefan Wagner, Corner College Zürich. The panel discussion will be in English.

Sunday, 26 June 2011, 11 a.m., Main Hall, 1st floor
Panel discussion 2 – We Shall Overcome
Book production and distribution are under increasing financial pressure. In light of this development, independent and self-publishing have steadily evolved into an autonomous sector. The book is changing its function and continuously expanding its scope. What role does the graphic designer play within this context? If graphic designers wish to work with a high degree of autonomy, what are the financial conditions they expose themselves to?

Panelists include Anisha Imhady, Federal Office of Culture, Bern; Andreas Lehmann, Zürich; Georg Rutishauser, Zürich; Samuel Bänziger, Berneck; Georg Rutishauser, Zürich; Daniel Gafner, Zürich.

St. Gallen
Kantonbibliothek Vadiana
6 – 24 September 2011
Opening: Tuesday, 6 September 2011, 6.15 p.m.
www.sfg.ch
Biel-Bienne
Schule für Gestaltung Bern und Biel
21 October – 5 November 2011
Opening: Friday, 21 October 2011, 6 p.m.
www.sfg-b.ch
Geneva
Forde, Espace d’art contemporain
9 – 12 November 2011
Opening: Wednesday, 9 November 2011, 6 p.m.
www.“Forde”
Further exhibitions planned in Copenhagen, Paris, London, Oslo, etc.
www.swissdesignawards.ch/Beautifulbooks

Exit through the Bookshop
Saturday / Sunday, 25 and 26 June 2011, 10 a.m. – 6 p.m.
Saturday, 25 June 2011, 10 a.m. – 6 p.m.
Publishers’ Tables
Publisher presentations under the Helmhauß arcades complements the exhibition of The Most Beautiful Swiss Books and provides insight into the diverse contexts of production. Argobooks (DE), Archive Books (DE)*, Bedford Press (UK)*, Boa Books (CH), Book Works (UK)*, Deni De Leone (FR)*, Urs Engeler (Editor), Edition Fink (CH), Edition Patrick Frey (CH), Edition Howeg (CH), Kodoji Press (CH), Mouse Publishing (IT), Nieves (CH), Occasional Papers (UK)*, Onomatopée (NL)*, Paraguay Press (FR), Edizioni Periferia (CH), Roma Publications (NL)*, Spector Books (DE), Torpedo Press (NO), True True True (NL)*, Werkplaats Typografie (NL)*
* represented by Motto Zürich Store

Saturday, 25 June 2011, 10 a.m. – 6 p.m.
Panel discussions
The Federal Office of Culture, together with Corner College Zürich, is hosting two panel discussions aimed at addressing current issues in book design and production. Designers, publishers and researchers will discuss the relevance of the competition of the Most Beautiful Swiss Books and explore new possibilities for the printed book.

Saturday, 25 June 2011, 3 p.m., Main Hall, 1st floor
Panel discussion 1 – In Beauty We Trust?
What is a beautiful book? In the competition The Most Beautiful Swiss Books, this subjective notion is continuously being redefined and reflected upon. Over the past few years, the jury’s attention has moved from an exclusively technical to a more integral consideration of the book. Have aesthetic factors altogether surpassed technical qualities? What can a competition such as this one accomplish in the age of digitalization?

Panelists include Cornel Windlin, jury president of The Most Beautiful Swiss Books; graphic designers Wendelin Hess and Jörg Müller of the publishing house Echtzeit in Basel; the British design critic Rick Poynton from London, as well as Catherine Hug, curator at the Kunsthalle Vienna. Panel moderator: Stefan Wagner, Corner College Zürich. The panel discussion will be in English.

Sunday, 26 June 2011, 11 a.m., Main Hall, 1st floor
Panel discussion 2 – We Shall Overcome
Book production and distribution are under increasing financial pressure. In light of this development, independent and self-publishing have steadily evolved into an autonomous sector. The book is changing its function and continuously expanding its scope. What role does the graphic designer play within this context? If graphic designers wish to work with a high degree of autonomy, what are the financial conditions they expose themselves to?

Panelists include Beatrice von Bismarck, professor of art history and image science at the Hochschule für Grafik und Buchkunst Leipzig; James Langdon, graphic designer and curator of Eastside Projects Birmingham; Benjamin Thorel, curator of the art space Castillo/Corrales and co-publisher of Paraguay Press in Paris; Alexis Zavialoff, photographer and founder of Motto Distribution Berlin/Vancouver/Zürich. Panel moderator: Stefan Wagner, Corner College Zürich. The panel discussion will be in English.