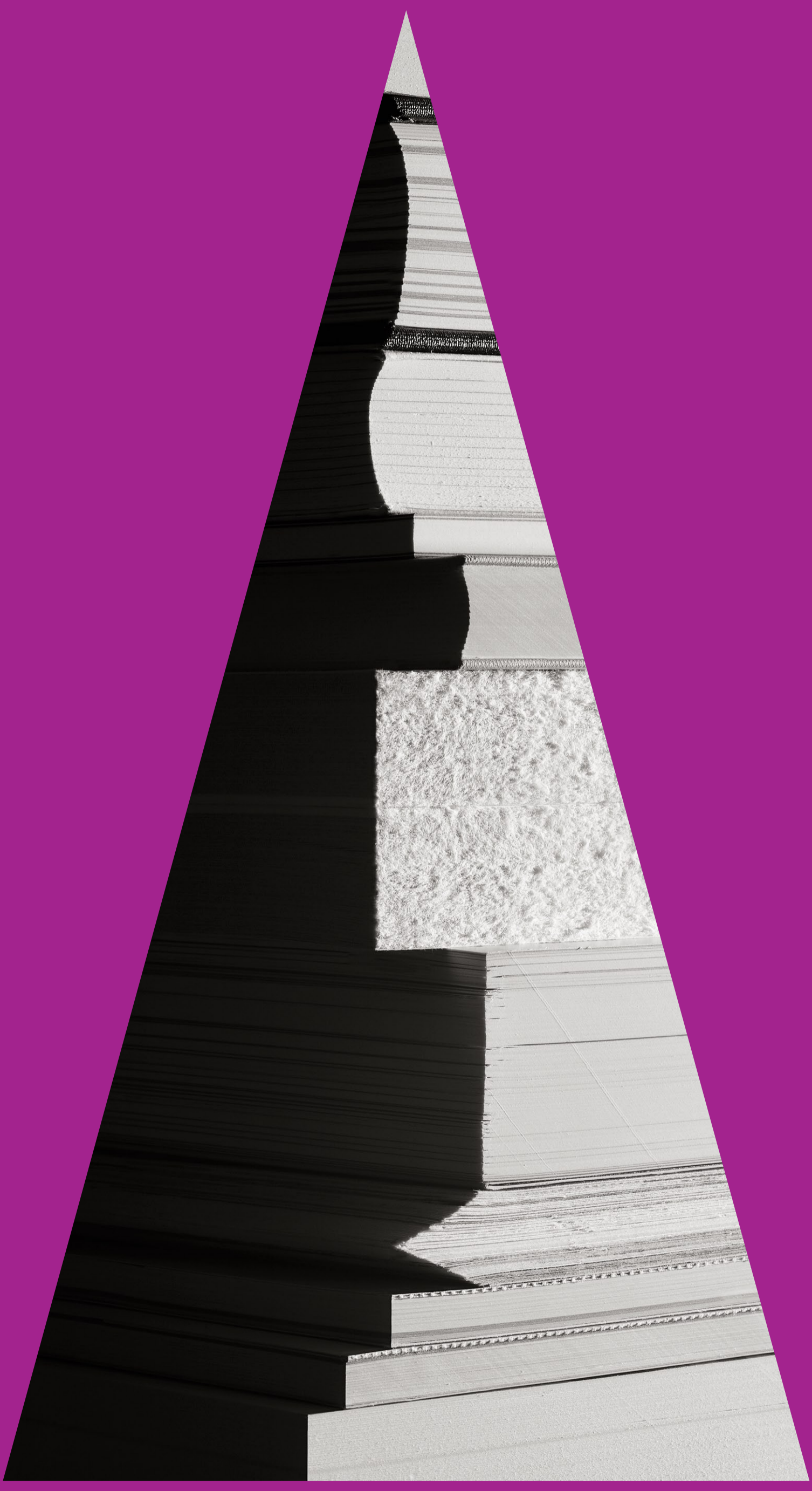


DIE SCHÖNSTEN SCHWEIZER BÜCHER 2010

LES PLUS BEAUX LIVRES SUISSES 2010



THE MOST BEAUTIFUL SWISS BOOKS 2010

I PIÙ BELLI LIBRI SVIZZERI 2010

Die schönsten Schweizer Bücher  
Les plus beaux livres suisses – I più bei libri svizzeri  
The Most Beautiful Swiss Books  
2010

*A competition of the Swiss Federal Office of Culture*

HELMHAUS ZÜRICH  
JUNE 24 – 26, 2011

*Opening & Party*

Friday, 24 June 2011, from 6 p.m. onwards  
7 p.m.: Welcome address  
From 8 p.m.: Food and music

*Exhibition*

The Most Beautiful Swiss Books 2010 at the Helmhaus Zürich  
Saturday/Sunday, 25 and 26 June 2011, 10 a.m.–6 p.m.

EVENTS PROGRAMME

Friday, 24 June, 6 – 10 p.m.,  
Saturday/Sunday, 25 and 26 June 2011, 10 a.m.–6 p.m.  
*Exit through the Bookshop*

In our temporary bookshop at the Helmhaus, all the awarded books of the last three years will be available for sale. Lukas Zimmermann created an exclusive series of posters for the bookshop.

Saturday, 25 June 2011, 10 a.m. – 6 p.m.  
*Publishers' Tables*

Publisher presentations under the Helmhaus 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)\*, Dent De Leone (FR)\*, Urs Engeler Editor (CH), Edition Fink (CH), Edition Patrick Frey (CH), Edition Howeg (CH), Kodoji Press (CH), Mousse Publishing (IT), Nieves (CH), Occasional Papers (UK)\*, Onomatopee (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/Sunday, 25 and 26 June 2011  
*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 Poynor 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.

*Exhibition design and production*  
Daniel Gafner, Zürich

*Publishers' Tables/Bookshop*  
Georg Rutishauser, Zürich  
Samuel Bänziger, Berneck

*Events programme*  
Stefan Wagner, Corner College, Zürich

*Coordination*  
Anisha Imhasly, Federal Office of Culture, Bern

*Concept and design of the catalogue*  
Aude Lehmann, Zürich  
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ADDITIONAL EXHIBITION DATES  
IN SWITZERLAND

*Lavin, Engadin*  
staziun Lavin, 5–7 August 2011  
Opening: Friday, 5 August 2011, 6 p.m.  
[www.staziun-lavin.ch](http://www.staziun-lavin.ch)

*St. Gallen*  
Kantonsbibliothek Vadiana  
6–24 September 2011  
Opening: Tuesday, 6 September 2011, 6.15 p.m.  
[www.kb.sg.ch](http://www.kb.sg.ch)

*Biel-Bienne*  
Schule für Gestaltung Bern und Biel  
21 October–5 November 2011  
Opening: Friday, 21 October 2011, 6 p.m.  
[www.sfgb-b.ch](http://www.sfgb-b.ch)


*Geneva*  
Forde, Espace d'art contemporain  
9–12 November 2011  
Opening: Wednesday, 9 November 2011, 6 p.m.  
[www.fordesite.com](http://www.fordesite.com)

Further exhibitions planned in  
Copenhagen, Paris, London, Oslo, etc.

[www.swissdesignawards.ch/beautifulbooks](http://www.swissdesignawards.ch/beautifulbooks)

Helmhaus Zürich  
Limmatquai 31 – 8001 Zürich  
Tel. +41 (0)44 251 61 77  
[www.helmhaus.org](http://www.helmhaus.org)  
Tram 4 und 15, tram stop "Helmhaus"

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 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Eidgenössisches Departement des Innern EDI  
Bundesamt für Kultur BAK

 Stadt Zürich  
Kultur