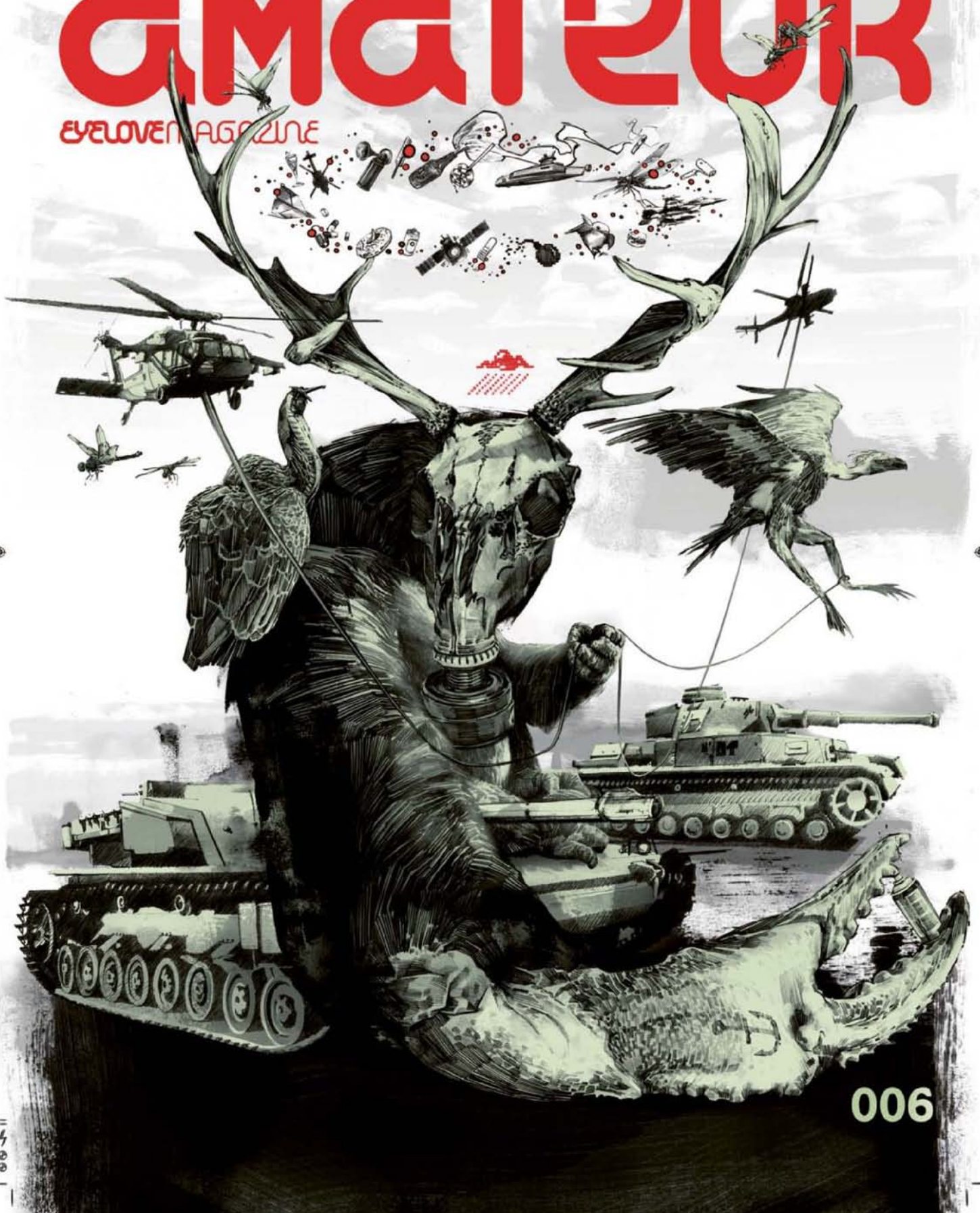


# AMATEUR

EYELOVER MAGAZINE



006

# WE MAKE Basel

'Sachenmachen' is an online-platform for up-and-coming Swiss design. For Amateur Magazine they started a series of city-shootings called 'we make' - an update about promising Swiss designers. Therefore a chosen town's freshest designers are being asked to bring along one product for a photo-shoot.

After the freezing cold during 'we make - Zurich' our second shooting in Basel was another extreme. This time, the Basel-based photographer Gina Folly was challenged by a pretty tight timetable. Due to the fact that the chosen installation space was a shop we needed to be finished within two hours so the shop could open its doors at 10 am.

SET & SEKT is a pretty cool shop for cutting edge fashion and with its minimal interior it offered the perfect setting for our photo shoot. And since Basel is quite well known for its fashion school, the fashion shop suits really well as a background. That is also the reason why we chose more fashion designers this time. And here we go - our selection of up-and-coming designers from Basel:

Alain Jost from Brandnewdesign describes his work as minimal, pragmatic and material related. He presents a lampshade called "Fibonacci". It's the result of the trial to develop an object that can be packed flat and takes its form when in use. It shows his great interest in geometry, which he calls a universal language that helps understand the world better. Alain thinks Switzerland is a good place to be as a designer because there is a basic understanding of design.

Saša Kohler describes his work as "cute as hell". He shows a dwarf - his first commercial product among the puppet work he does. He is trained as a fashion designer and usually works on projects for the stage or the arts. The dwarf belongs to a series of 7 dwarfs and is a rather decorative object. It is free of function but it makes the owner happy. Even though he sometimes wonders if the commercial way is the right path. "Somewhere between design and the arts lies the obvious way" he says.

For INCH Furniture design means to transfer ideas into contemporary objects while keeping handcraft, existing solutions, experiences and fundamental concepts in mind. They show us their "Shanghai Chair", a chair from solid wood they made for the Swiss Pavilion at the Expo Shanghai 2010. Each year Tom Wüthrich and Yves Raschle from INCH Furniture spend one or two months at their production facility at a vocational school for woodwork in Indonesia where they also teach. There they enjoy having a lot of time for the development of their projects in the evenings.

Shoe designer Anita Moser took along her favourite pair of shoes from the new collection. They embody summer 2010. "It's a shoe that is typically me" Anita Moser says. It readopts earlier elements and shows the thread

running throughout her past collections which were very diverse. Anita Moser sees design as an insistent developing. "It's in the process that ideas come into existence. They don't just pop if you sit around drinking coffee."

Cornelia Peter is the Basel-based half of PETER MÜLLER. The other half of the fashion duo is Nicole Müller who has her studio in Zürich and the two collaborate between these cities. For their collections they always define a shared vision and usually start with the choice of fabrics. Then each of them develops the first ideas with regular phone calls and meetings every now and then to have a look at the experiments and prototypes. So the pieces slowly evolve into a collection. Cornelia brought along their Eskimo - sweatshirt and leather wristbands. The pullover is inspired by the geometric cut-lines of Inuit skin coats.

The lamp duo "Batman und Robin" is designed by ZMIK, a studio for spacial design. Rolf Indermühle, Mattias Mohr and Magnus Zwyssig from ZMIK usually work rather conceptual. To them, design means to find solutions within the setting of a task and to figure out solutions and concepts, which make a virtue of necessity. They see interior design as a service and their designs are often multidisciplinary. The three of them develop the designs together but in every project one is the project leader. They are pretty different characters so the exchange is very important and enriching. There is always someone who is more critical towards an idea.

Boycotlettes unfortunately couldn't make it to the shooting. But they sent us a knitted i-Pod- and headset-cover as well as a dress out of bio-cotton, with a colourful print, peculiar cut lines and an exaggerated oversize hood - a shelf warmer from last year as they say! Their studio is at the port, so while they are sewing colourful clothing they watch the huge ships on the Rhine. For a change, they go to West Africa every now and then, to see the most exciting developments concerning silk-screen printing. "Africa is the future" Boycotlettes predict.

Sabine Lauber from IT'S LAUBER examines the past to transfer the finds into a vision for the future. She tries to discover what now could be in but could stay for longer. That means she does not work on seasonal outfits or collections. She brought along leather jewellery, an accessory with fringes. She enjoys making accessories which are not mainly functional but rather also stylistic decorative objects.

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Brandnewdesign

INCH furniture



Sasa Kohler by Coming Soon

ANITA MOSER





PETER MÜLLER

boycottettes



ZMIK

IT'S LAUBER





Laura Pregger DesignLab



Formzone

ben may | studio for applied design

BruggmannIndustriedesign





la pomponette

Beni Beugger and Maya Werthmüller from **benmay | studio for applied design** brought along their "Hokkar tall" – a chair made from an old art crate and epoxy putty. In the beginning they often worked with used materials because it's all about the making anyway. "We don't simply develop our ideas from sketches, some don't even exist as drafts at all, our objects rather evolve during the process of their physical implementation. The unpredictable is what is interesting about design work and what makes each object unique." they describe their approach.

Adrienne Scherrer from **la pomponette** describes her work as playful, colourful and elegant. As a child she wanted to become a bird-photographer. She always wished to have birds around her. Now her jewellery acts for those birds and adorns its wearers. Japanese arts and crafts are a big inspiration for Adrienne. She took her "Kimono"-belt with her as well as the "Tea Garden"-necklace made from bands and Pompons which both show the Japanese influences.

Christian Speck from **Formzone** describes his work as varied, innovative and detail-obsessed. He took a breadboard named "Duan" with him. The soft wooden board is decorated with CNC-milled grooving and through the use irregular cuts occur on the surface which turn the surface of the breadboard as edged as the Piz Duan, a mountaintop in the Bergell. The project is about making a lot from little but also about using local resources. To Christian, design has got a lot to do with life, telling stories and the aging process of his products to receive their optimal look.

Laura Pregger from **Laura Pregger DesignLab** brought along a vase form stacked cups and an oval cup mural. Two products that show her interest in a shift in habits and the perception of things. Laura likes the experimental work with a material and is fascinated by the contrast between anonymous industrial products and handmade objects. To her, stories are as important as function.

For Michel Bruggmann from **BruggmannIndustriedesign** the production method and the manufacturer build the framework for design. He shows a plant pot he did for Eternit. It is the latest product from a complete product line he designed for the company. The characteristic of the pot is defined by the soft radiuses and by the material itself. He likes Eternit for its appearance, its robustness and the way it is produced.

To get to know more about our chosen designers from Basel, read the thirteen interviews in full-length on our blog [www.sachenmachen.ch](http://www.sachenmachen.ch).

A big thank you to all the designers involved, to Gina Folly for the fast and great photos and to Corinne Grüter for her warm welcome at SET & SEKT.

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Text: Luzia Kälin - [www.sachenmachen.ch](http://www.sachenmachen.ch)  
Interviews: Florian Hauswirth & Luzia Kälin - [www.sachenmachen.ch](http://www.sachenmachen.ch)  
Coordination: Thomas Walde - [www.sachenmachen.ch](http://www.sachenmachen.ch)  
Photos: Gina Folly - [www.ginafolly.ch](http://www.ginafolly.ch)