



**KEY FIGURES**



Source: BFS, 2018

**PRODUCT AND INDUSTRIAL  
DESIGN IN SWITZERLAND**

**AT A GLANCE**

Product and industrial design play a key role in the development and manufacturing processes of both modern industrial and technology companies. Combining functionality and aesthetic appeal contributes significantly to successful sales of products and industrial goods by providing added value. Product and industrial design is invaluable to Swiss companies in the mechanical and electrical engineering fields, as well as the watchmaking and precision goods industries, whether it be in the manufacturing of everyday items, such as fully automatic coffee machines, or in the production of modern machine tools and train systems. This explains why, year after year, a considerably large number of Swiss companies have consistently been among the winners of internationally renowned design competitions. The excellent training opportunities provided each year by numerous established product and industrial designers form the foundation for this long-running success.

**Swiss Manufacturers Compared to Those of Other Countries**

Ranking based on the number of Red Dot Awards awarded to companies in the field of product design (1985-2010)

Country	Ranking	Country	Ranking
Germany	1	Japan	6
Switzerland	2	Austria	7
USA	3	Denmark	8
Italy	4	Netherlands	9
Taiwan	5	Sweden	10

Source: Schweiz ist Design, 2014

**Ten Companies**

Selection of Swiss companies with innovative industrial and product design

Pilatus Flugzeugwerke	Phonak
BMC Fahrräder	Jura
Franke Küchentechnik	PB Swisstools
Mammut Outdoor	Stadler Rail
Tornos	Nespresso

OFFICIAL PROGRAM



## EDUCATION AND RESEARCH

Switzerland offers a variety of educational programs in the fields of product and industrial design. These include both Bachelor and Master's courses (BA, MA) and a wide range of further education opportunities (CAS, MAS):

- University of Applied Sciences and Arts Northwestern Switzerland – The Basel School of Design (FHNW HGK), Basel: BA Institute of Industrial Design, MA Masterstudio Design
- Zurich University of the Arts (ZHdK), Zurich: BA Industrial Design, MA Product Design
- Ecole cantonale d'art de Lausanne (ECAL), Lausanne: BA Industrial Design, MA Product Design
- Lucerne University of Applied Sciences and Art (HSLU) – Design & Art, Lucerne: BA Object Design, MA Design, CAS Industrial Design for Engineers

The renowned Swiss Federal Institute of Technology in Lausanne (EPFL) and the école cantonale d'art de Lausanne (ECAL) art school have their own joint EPFL+ECAL Lab, a platform for applied research focusing on the interface between technology, design and architecture.

## CASE STUDY OF SWISS PRODUCT AND INDUSTRIAL DESIGN: SPECTRAL PHOTOMETER

For life science laboratories, the compact UV5Nano microvolume spectrophotometer from METTLER TOLEDO is ideal for accurate UV/VIS measurements of biological samples, such as DNA. The device requires only the smallest sample quantities of a few microliters, thus helping to preserve valuable samples. With its elegant and ergonomic design, it is perfectly adapted to the needs of the laboratory. It allows for the easy application of the specimen for both right and left-handed users and provides for comfortable and safe work sequences. In addition, the One Click™ user interface supports efficient procedures with its step-by-step guide, helping to avoid errors. Developed and manufactured in Switzerland, the UV5Nano spectrophotometer received the Red Dot design award in 2016.



## CASE STUDY OF SWISS PRODUCT AND INDUSTRIAL DESIGN: STADLER EC 250



The EC 250 is a train created by Stadler Rail that raises the bar significantly with regard to aerodynamics and machine output and is faster than all previous tilting trains with a maximum speed of 249 km/h. The exterior's design is extremely streamlined, while the interior is modern and cozy. Each seat has been designed to consistently adapt to the needs of the modern traveler – with ample storage space, easily accessible power sockets and special business, quiet and family zones. The dining car, the infosccreens, the overhead storage compartments and a modern workplace for the train driver were also identified as essential design criteria. The low-floor design also enables people with restricted mobility to board and alight the train with ease. The trains are due to run between Basel/Zurich and Milan from 2019.

## CONTACTS AND FURTHER INFORMATION

### Authorities and regulators

Swiss Federal Office of Culture and Design  
[www.bak.admin.ch](http://www.bak.admin.ch)

Innosuisse - Swiss Innovation Agency  
[www.innosuisse.ch](http://www.innosuisse.ch)

Swiss Federal Institute of Intellectual Property  
[www.ige.ch](http://www.ige.ch)

### Education and Research

Institute of Industrial Design HGK FHNW  
[www.fhnw.ch/hgk/iid](http://www.fhnw.ch/hgk/iid)

Industrial Design ZHdK  
[industrialdesign.zhdk.ch](http://industrialdesign.zhdk.ch)

Art and Design HSLU  
[www.hslu.ch](http://www.hslu.ch)

Ecole cantonale d'art de Lausanne (ECAL)  
[www.ecal.ch](http://www.ecal.ch)

EPFL+ECAL Lab  
[www.epfl-ecal-lab.ch](http://www.epfl-ecal-lab.ch)

### Associations and networks

Swiss Design Association  
[www.swiss-design-association.ch](http://www.swiss-design-association.ch)

Common interest group for Swiss virtual product development  
[www.vpe-swiss.ch](http://www.vpe-swiss.ch)

Swiss Design Network  
[www.swissdesignnetwork.org](http://www.swissdesignnetwork.org)

Design Prize Switzerland  
[www.designpreis.ch](http://www.designpreis.ch)

Swiss Design Awards  
[www.swissdesignawards.ch](http://www.swissdesignawards.ch)

Red Dot Award  
[www.red-dot.org](http://www.red-dot.org)

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