

Who is Alfredo Häberli?



Time Lounge Chair, for Alias 2019

Alfredo Häberli is a **Swiss-Argentinean designer** born in 1964 in Buenos Aires, Argentina.

He moved to Switzerland with his family in 1977, when he was only 13 years old. There, he studied at the **University of Art and Design in Zurich**, where he graduated in 1991.

The artist launched his career in 1997, when he created with Christophe Marchand the SEC Shelf System for Alias (company with which A.H. continues to collaborate).

Nowadays, Alfredo Häberli is an **internationally renowned designer**, whose work and drawings have been represented in numerous exhibitions throughout Europe.

He has his **own design studio based in Zurich** and has been **working with many major design companies** such as BD Barcelona, Camper, Georg Jensen and Vitra.

Since 1988, the designer has been in **charge of various exhibitions at the Museum für Gestaltung Zürich** and in 2008 he organised his own retrospective exhibition "Surrounding Things".

His most important project to date remains **the 25hours Zurich West Hotel**, which was opened in 2012, where he **designed the entire interior of the hotel**.

Alfredo Häberli's **creations are inspired by his childhood in Argentina**. Through his work, the designer aims to **combine tradition with innovation and pleasure with energy**.



*Airfield, Nitto, Parkland 2020
Textile Collection*



*WALDSICHT - Family house, from vision
to reality - 2020*

A personal monograph entitled "Alfredo Häberli - Sketching My Own Landscape" was published by Fram Publishers in Amsterdam.

Birkhäuser have also published a book, presenting a collection of images of the most influential Swiss artists, interpreting the work of the famous Swiss-Argentinean designer.

He has also received numerous awards, including the title of **Designer of the Year** from the magazine "A&W" (Architektur & Wohnen) in 2009 and the prestigious **Swiss Grand Prix of Design** from the Federal Office of Culture in 2014.

Today, Alfredo Häberli wished to team up with Caran d'Ache to **create a Fixpencil**, an instrument that he has used since childhood, **in his own style**.