

D'S Award: Gold for Dietiker

Dietiker stays at the forefront of the design scene: at Designers' Saturday in Langenthal, the oldest chair manufacturer in Switzerland proves it can keep reinventing itself. The swinging chairs in the «Les Couleurs® Le Corbusier» were rewarded by winning the D'S Gold Award. The poetic installation in a fall atmosphere of the Swiss Design Studio SDS was the magnet for the public of this year's biennale.

The executive committee and an international Jury judge in Langenthal the presentation of over 70 national and international manufacturers.

The installation concept was realized by Debora Biffi and Benjamin Moser from the Senior Design Studios. The mantra of the two Zürich designers is to reconcile opposites and achieve with seeming simplicity the greatest effect possible.

With its experience of over 140 years, and a passion for Design, Dietiker actively supports young Swiss designers.

For interviews with Nathalie Felber please contact Claudia Wintsch of eggliwintsch.

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Dietiker was founded in 1873 and is the oldest chair manufacturer in Switzerland. The launch of Willy Guhl chair the late '50s revolutionized the furniture industry, followed by Rey, the first chair in the seventies with a unique patent for its screw less wooden-metal connection which has been sold worldwide more than one million pieces. Since 2011 Nathalie Felber, daughter of the visionary Urs Felber, runs the company is located in Stein am Rhein and employs 150 people. The company develops and produces high engineered products for a wide range of solutions for health care, gastronomy, hotel, offices, education and public institutions.
