



alfredo häberli

“Had I not become a designer, I would have become a cartoonist. There is nothing better than expressing oneself with as few strokes of the pen as possible”

Alfredo Häberli was born in Buenos Aires, Argentina, in 1964. He moved to Switzerland in 1977 where he completed his training as industrial designer at Höhere Schule für Gestaltung in Zürich in 1991.

From 1988, he worked at Museum für Gestaltung in Zürich where he was responsible for numerous exhibitions.

He established his own studio in 1993 which today boasts a versatile portfolio comprising of exhibition concepts, industrially produced everyday articles, architectural projects and technically sophisticated pieces of furniture.

According to Alfredo Häberli, he gets his inspiration from everyday life and collects them into themes that may have potential.

All his products can be explained in just three to five sentences demonstrating the concept of clarity through out the design process.

One of his life philosophies is “to observe is the most beautiful way of thinking”. “In the same object, I always see or discover new things”. The shape and detail of his designs are the result of the meticulousness and continual contemplation during the development process yet, Häberli’s designs appear simple and minimal.

Alfredo Häberli has worked for Alias, Authentics, Edra, Triade, Luceplan, Thonet and Zanotta. In addition to Kvadrat, Alfredo Häberli is developing products for Bd Ediciones de Diseño, Camper, Classicon, litalla, Moroso, Offecct, Ruckstuhl, Vitra and Volvo. He earned his international breakthrough in 1997 with the “SEC” shelf system for Alias, which he designed together with Christophe Marchand.

Alfredo Häberli has been a guest lecturer at schools of design and architecture in Europe and the US since 1993, and his designs have been exhibited at several venues. Alfredo Häberli has received several awards for his work.

Alfredo Häberli was guest of honour at Interieur 06, the 20th Biennale of Design in Kortrijk, Belgium, in October 2006. On the same occasion, the book Alfredo Häberli Design Live was published by Birkhäuser in Basel.