

Zeitschrift: Textiles suisses [Édition française]
Herausgeber: Office Suisse d'Expansion Commerciale
Band: - (1952)
Heft: 1

Artikel: 36th Swiss industries fair
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-792507>

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Photo Agefoba

36th Swiss Industries Fair

BASLE

April 19th - 29th, 1952

As we said in our last number, the centre of attraction of the exhibition of textiles at the next Industries Fair in Basle will once again be the hall so aptly named "Creation". This year, this hall which has always been greatly admired for its artistic qualities has undergone a change and will be presented in an entirely new form. Above, we show a photograph taken in the "Creation" hall of 1951,

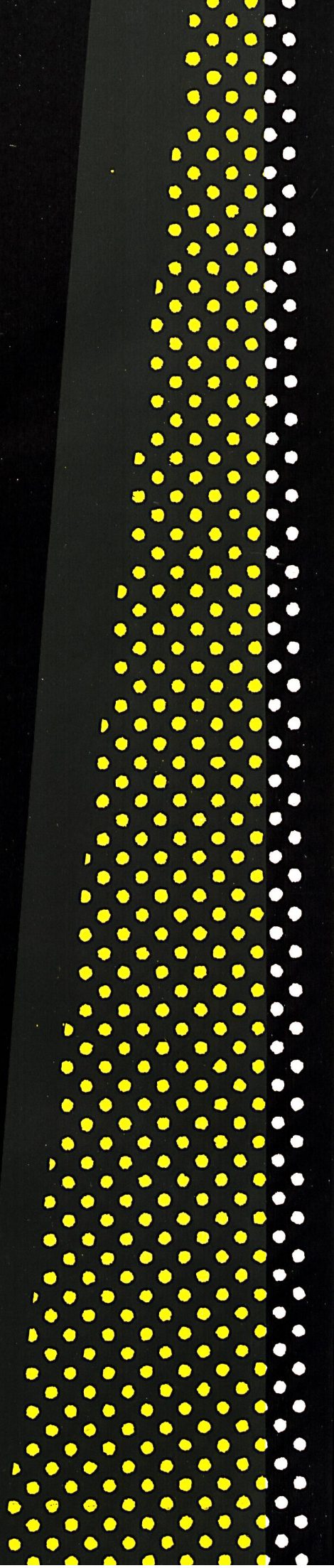
which gives a view of part of the "Saint-Gall embroideries and fabrics" stand, carried out by the "exhibitions" section of the Fashion School of the Saint-Gall Museum of Arts and Crafts, under the direction of Mr. Hans Stettbacher. Furthermore, the following pages will give an idea of what visitors may expect to find in the Textiles section of this year's Fair.

Erratum

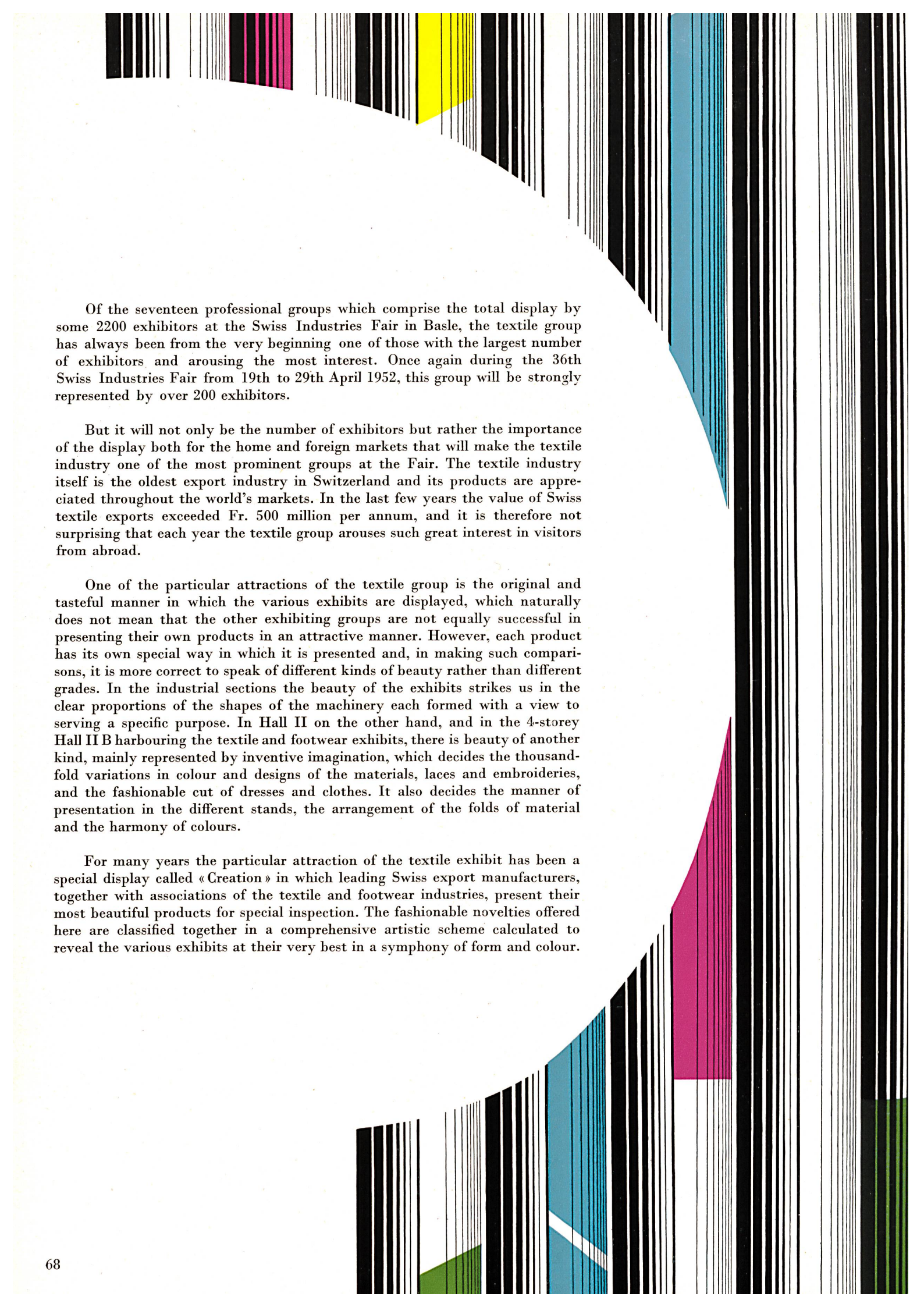
Owing to a regrettable error, we announced on page 55 of the last number of this periodical (N° 4/1951) that the 36th Swiss Industries Fair in Basle would be taking place from April 9th - 19th. In actual fact, this important economic event is being held from April 19th to 29th, 1952.

" T. S. "

Swiss Industries Fair Basle
19th - 29th April 1952



GRAND HOTEL

The page features a complex abstract graphic design. It consists of numerous vertical stripes of varying widths and colors, including black, white, yellow, blue, pink, and green. These stripes are arranged in a way that creates a sense of depth and movement, with some stripes appearing to curve or bend. The design is particularly prominent on the right side of the page, where it forms a large, curved border that frames the text. The overall effect is one of a modern, mid-century modern aesthetic.

Of the seventeen professional groups which comprise the total display by some 2200 exhibitors at the Swiss Industries Fair in Basle, the textile group has always been from the very beginning one of those with the largest number of exhibitors and arousing the most interest. Once again during the 36th Swiss Industries Fair from 19th to 29th April 1952, this group will be strongly represented by over 200 exhibitors.

But it will not only be the number of exhibitors but rather the importance of the display both for the home and foreign markets that will make the textile industry one of the most prominent groups at the Fair. The textile industry itself is the oldest export industry in Switzerland and its products are appreciated throughout the world's markets. In the last few years the value of Swiss textile exports exceeded Fr. 500 million per annum, and it is therefore not surprising that each year the textile group arouses such great interest in visitors from abroad.

One of the particular attractions of the textile group is the original and tasteful manner in which the various exhibits are displayed, which naturally does not mean that the other exhibiting groups are not equally successful in presenting their own products in an attractive manner. However, each product has its own special way in which it is presented and, in making such comparisons, it is more correct to speak of different kinds of beauty rather than different grades. In the industrial sections the beauty of the exhibits strikes us in the clear proportions of the shapes of the machinery each formed with a view to serving a specific purpose. In Hall II on the other hand, and in the 4-storey Hall II B harbouring the textile and footwear exhibits, there is beauty of another kind, mainly represented by inventive imagination, which decides the thousand-fold variations in colour and designs of the materials, laces and embroideries, and the fashionable cut of dresses and clothes. It also decides the manner of presentation in the different stands, the arrangement of the folds of material and the harmony of colours.

For many years the particular attraction of the textile exhibit has been a special display called «Creation» in which leading Swiss export manufacturers, together with associations of the textile and footwear industries, present their most beautiful products for special inspection. The fashionable novelties offered here are classified together in a comprehensive artistic scheme calculated to reveal the various exhibits at their very best in a symphony of form and colour.



In close collaboration with the exhibiting associations and manufacturers, Mr. Rolf Rappaz will entirely redesign the Creation pavillion for the coming Fair, and the change in the manner of presentation will emphasize the novelty of the goods exhibited. I am convinced that the special display called « Création » will once again be one of the greatest attractions at the Fair and, in its new form, will earn praise and recognition both from experts and the general public.

The present issue of *Textiles Suisses* provides, together with the list of exhibitors and various illustrated articles, a most valuable pre-view of the variety of the textile goods to be offered at the Swiss Industries Fair, and it will certainly arouse in its readers the wish to examine the full range of the exhibits at the Fair itself and thus to obtain personal contact with the numerous exhibitors. Considering that, in the last few years, the number of visitors from abroad has increased so considerably, I am convinced that this year again the textile display at the Swiss Industries Fair will prove an irresistible attraction for visitors both from home and abroad.

In the name of the exhibitors I offer to those interested in all parts of the world a most cordial invitation to visit the Swiss Industries Fair 1952.

H. Brogle

Director of the Swiss Industries Fair.



Rolf Rappaz

**Squares
and Scarves**

**Carpets
Miscellaneous**

**Yarns
Fabrics
Ribbons
Threads**

**Knitted and
Jersey Goods**

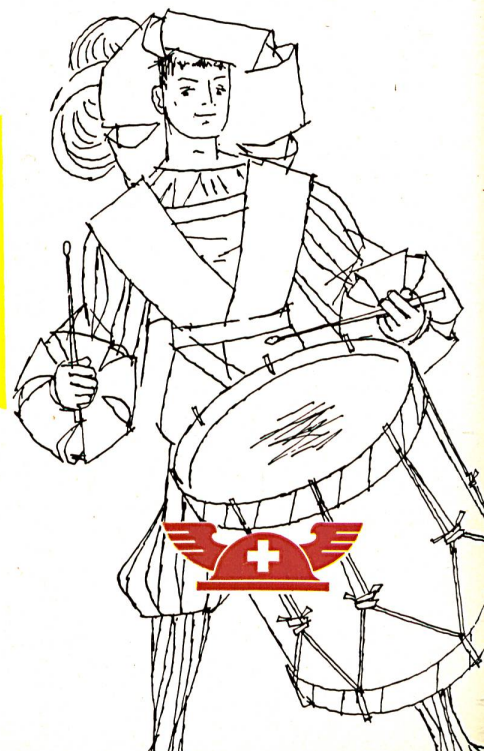
**Gloves
Handkerchiefs
Neckties**

**Ready-made
Clothing
Hats**

**Embroideries
and Laces**

**Silk
Rayon
and Staple-Fibre
Fabrics**

**Cotton
Wool
Linen Fabrics**



FILS, RUBANS, TISSUS ELASTIQUES • ELASTIC YARNS, RIBBONS AND FABRICS • HILOS, CINTAS Y TEJIDOS ELASTICOS • ELASTISCHE FÄDEN, BÄNDER UND GEWEBE

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Ganzoni & Co., Aktiengesellschaft	Winterthur
Gummi-Werke Richterswil A.-G.	Richterswil
Haag, Oscar	Küsnacht-Zürich
Müller-Brunner & Cie	Rheinfelden

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Bachler A.-G., E.	Bern
Bruggisser & Co. A.-G.	Wohlen
Fürst & Co. A.-G.	Wädenswil
Hess & Co., J.	Basel
Isler & Co. A.-G., J.	Wohlen
Stäger & Co. A.-G.	Villmergen
Steinmann & Co. A.-G.	Wohlen

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Textil-Revue, Glärnisch-Verlags- und Annoncen G. m. b. H.	Zürich
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Schwarz & Co.	Solothurn
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Spiesshofer & Braun	Zurzach
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Stefanoni, B.	Ascona
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