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Swiss Industries Fair, Basle



Embroideries and fine cotton fabrics from St-Gall.

The 38th Swiss Industries Fair at Basle will be held from May 8th-18th, 1954. Next year's exhibition will constitute a landmark in the history of the Fair, for the new buildings for Halls 10 to 21 will be in use for the first time. The new three storey buildings will raise the total floor space of the exhibition to 1,350,000 square feet, and will make it possible to set out the displays even more clearly than before.

Among the industries benefiting by the new possibilities thus offered are the textile groups. Formerly spread over the big hall 2 and the three floors of the adjoining building 2 b which overlooks the Riehenring, these groups will now be concentrated on the first floor of the new building, occupying a surface of more than 160,000 square feet. Not only the exhibitors but visitors too will benefit by this change which will make it possible for them to see all the textile stands on the same floor, thus enabling them to have a better view of the display as a whole.

For years now, the special feature called « Creation » has been a centre of attraction among the textile groups which are all outstanding for the high quality of the products exhibited and the exceptionally skillful and attractive way in which they are presented. This feature will be found again in the new building but in a completely original form ; it will moreover be completed by a special new exhibition called « Monsieur et Madame ».

In the new building, which is remarkable both architecturally and from the point of view of the lay-out of the stands, the numerous and attractive displays of the different Swiss textile industries will certainly be tastefully set out and are bound to capture the attention of all those interested in textiles.



Silks from Zurich.