

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1964)
Heft: [1]

Artikel: Swiss national exhibition : Lausanne 1964
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798184>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

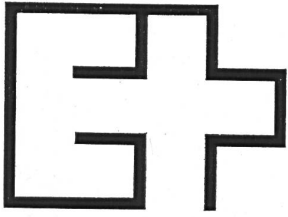
Download PDF: 16.05.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Swiss National Exhibition, Lausanne 1964

Sector: Art of Living / Joy of Living

Section: Clothing and Jewellery



The collection of buildings and display features forming the « Clothing and Jewellery » section is the result of a new conception, devised to fuse in a single display all the industrial and craft activities involved in the production of the articles used by man to clothe and adorn himself. To achieve this, the organizers decided to disregard the question of differences in processes, materials and uses in order to be able to show the indispensable contribution that clothing and jewellery make towards enriching life. Consequently not only the textile and clothing industries as well as the tanning and footwear branches are grouped here but also the watchmaking and dyestuffs industries and the branches manufacturing jewellery, furs, hats and umbrellas.

The creation of this overall effect called for the combined efforts of a great many groups, each contribution being all the more praise-

worthy and effective for being anonymous.

Today, the textile and clothing industries are among the most important in Switzerland ; by the quality and elegance of their products they contribute to spreading the fine reputation this country enjoys abroad. At present they employ some 200 000 men and women, annually export over a billion Swiss francs' worth of goods, while the turnover of textiles in the home retail trade averages in the neighbourhood of 3.5 billion Swiss francs a year. Further on starting with page 19, readers will find details concerning the main branches of production.

The « Clothing and Jewellery » section, whose general plan was conceived by the Lugano architect Tita Carloni, is divided into three parts : the « alley », the « atrium » and the « dome », visited in that order.

