

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1968)

Heft: 1544

Artikel: The 1968 profile swiss industries fair

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-692228>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 12.12.2025

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

THE 1968 PROFILE SWISS INDUSTRIES FAIR

This is notable on two accounts. Firstly, important branches of the export industry will be prominent among the exhibitors. In addition to the Watch Fair — a regular feature — it is the turn this year of machine tools and industrial electrical engineering to put on displays, and these together with the textile- and clothing groups (including their special shows 'Création', 'Madame-Monsieur' and the 'Tricot Centre') will be of special interest to visitors from abroad. Secondly, the Fair will be remarkable for the quantity and diversity of products to be seen in the display groups which, taken altogether, occupy an area of some 42 acres. The full list includes: Watches, jewellery. Electrical engineering: current generation, distribution, measurement, control, telecommunications, electrical installation material, light fittings. Heavy machinery and the metal industry. Machine tools and tools. Machinery for the food industry. Apparatus and storage containers. Precision engineering, mechanical measuring instruments, optics, cameras, cinematography. Industrial supplies: hand tools and handyman's requisites, factory equipment, ventilating, fittings, hydraulic and pneumatic, equipment, welding, surface treatment, water supply, waste-water purification, accident prevention and factory protection, fire-fighting and civil defence. Medicine and dentistry, laboratory and hospital supplies. Personal hygiene, cosmetics, perfumes. Plastics, chemico-technical products, varnishes, paints, adhesives. Building materials, structural elements, sanitary fittings. Equipment for institutions, hotels and the catering trade. Domestic appliances and supplies. Furniture (Wholesale Furniture Fair 20th to 28th April). Office equipment, Shop construction and fittings. Packaging materials. Paper, advertising, books. Porcelain, ceramics, applied arts. Toys, musical instruments. Sport, camping, garden. Textiles, clothing, fashion. Shoes, leather goods. Foods, beverages.

Fuller details can be obtained from the Fair Catalogue, a work of 1,200 pages in two parts. It contains an index of exhibitors, indexes of trade marks and individual articles and goods, plans of the halls and official notices. The Catalogue enables the visitor to plan ahead so as to save time and effort and also serves as a reference work throughout the year.

BIG AUTOMATED CANTEN FOR A SWISS CHEMICAL FACTORY

At the beginning of 1968, the big Swiss chemical and pharmaceutical factory Ciba Co. Ltd., in Basle, inaugurated a new staff canteen with a number of interesting new features. Being partly automated, this new canteen can serve three meals every two seconds, so that in the 1,200-seat dining-hall 2,400 guests can be served within the space of an hour. This rationalisation has made it possible to cut down the luncheon break to sixty minutes only, thus increasing the employees' free time as well as helping to relieve midday traffic congestion in and around Basle, the canteen is decorated with seven floor-to-ceiling murals by the well-known Swiss artist Hans Erni. These modern frescoes are in actual fact colour blow-ups of the tempera originals which were photographed and then enlarged ten times, using the Cibachrome-Print (R) process devised for light-fast brilliant colour displays. The process was invented and developed by Ciba itself.

[O.S.E.C.]

SWITZERLAND AND SPACE RESEARCH

At the end of last October, a Zenith research rocket was successfully launched from the Salto di Quira base in Sardinia. This rocket, which reached an altitude of 87½ miles, was made by the Swiss firm Contraves Ltd., a member of the Swiss Association for Space Technics. The payload of the Zenith was constituted by scientific experiments prepared by Professors J. Geiss of the University of Berne and M. Golay of Geneva Observatory. This is proof that Switzerland can make an effective contribution to space research, even though not possessing the technical and financial means available to larger countries.

[O.S.E.C.]

NINTH INTERNATIONAL YOUNG FASHION DESIGN CONTEST

St. Gall, the centre of the Swiss textile industry was once again the scene of the International Young Fashion Design Contest organised for the ninth year by the Swiss Cotton and Embroidery Industry for European fashion schools (4th March).

This year, the "Staatliche Akademie für Werkkunst und Mode" of Berlin, the Europe School of Art of London, the "Collège d'Enseignement Technique d'Haute Couture" of Paris, the "Modenschule der Stadt Wien" (Vienna) and the "Kunstgewerbeschule der Stadt Zürich" took part. An international panel of judges awarded the first prize to Paris, and Zurich were runners-up. Vienna student designers were third, London in fourth and Berlin in fifth place.

The British fashion schools had won the contest three years in succession. This year, its representatives came from Harrow School of Art, and twelve students travelled to St. Gall in order to compete.

Each of the five schools received (from Switzerland) identical cotton fabrics and embroideries from which to design and make ten given *ensembles* ranging from night-wear to a picnic outfit, a dance dress called "Hit Parade", "Gin Fizz" — short cocktail dress and "Marriage" — model for a bride. Each team of students was accompanied by some of their teachers and by members of the press. TV viewers saw the contest on the BBC "Town and Around" programme.

By and large, the schools were well matched. The continental students displayed great imagination with interchangeable outfits. The competition standard of design and workmanship was high; garments were well co-ordinated and accessorised. Berlin scored highest marks for a beautiful, hooded, demure princess-line wedding dress and Paris scored highest marks in the contest with "Gin Fizz", a short dance dress.

Harrow's winning designs were: "Bonne Nuit", pyjamas and *negligée*, "Kurfürstendamm", a two-piece for town wear, and "Bistro". Harrow's most admired outfit in the competition — a black battledress jacket covered with black guipure over V-neck, one-piece culotte dress worn with black polka-dot stockings and large black hair bow.

These designs have been on display in the entrance hall of the Swiss Centre Restaurants in New Coventry Street, London W.1, and in April two of the Harrow students' designs will be on sale in ten Wallis Shops throughout the country.

(From information received by A.T.S. and Swiss Cotton and Embroidery Centre at Swiss Centre W.1.)