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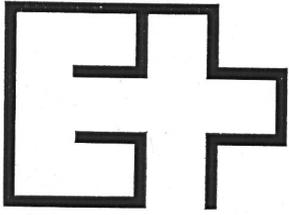
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Swiss National Exhibition, Lausanne 1964

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.

