

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1965)  
**Heft:** 5

**Artikel:** The part played by textiles at the Lausanne fair in 1965  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798374>

### **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:** 14.09.2025

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

## The Part Played by Textiles at the Lausanne Fair in 1965



The Lausanne Fair or « Swiss Comptoir » as it is known locally took advantage of the pause enforced on it in 1964 by the Swiss National Exhibition being held in Lausanne, to carry out various structural changes and alterations to the premises. Thus for example the traditional exhibition of textiles, devoted mainly to ready-to-wear clothing and household textiles, formerly held in a typical, rather cold-looking exhibition hall, was housed in new premises better suited to its character and needs. Without being at all cramped the new hall is more self-contained; a circular gallery makes it possible to increase the actual exhibition area and offers greater scope to decorators, while at the same time giving visitors an attractive overall view of the whole sector and making it easier to visit.

As we have said, the textile sector at the Lausanne Fair is mainly occupied by local and regional firms in the fields of ready-to-wear clothing and household textiles, in accordance with the national character of the whole fair and its traditional visitors. Furthermore the management

of the Swiss Comptoir devotes to this part of the Fair a care fully justified by the popularity it enjoys. In 1965, the textile sector at the Lausanne Fair covered an area of almost 25,000 sq. ft. at floor level and 21,000 sq. ft. in the gallery, and showed the products and creations of some fifty exhibitors. In order completely to renew the general presentation of these stands, the management of the Fair had organized a competition among interior decorators, the most outstanding of whom was the young Lausanne decorator Samy Benjamin. The overall arrangement of the textile salon was therefore entrusted to this young artist with very modern ideas. Above, we show one view which will enable readers to gain a general idea of the whole, it being impossible owing to the nature of the display to give an overall view.

Let us add that next year's Fair, the 47th Swiss Comptoir, will be held in Lausanne from September 10th to 25th, 1966, with the official participation of Finland as guest of honour in the foreign pavilion.