



Die schönsten Schweizer Bücher
Les plus beaux livres suisses
I più bei libri svizzeri
The Most Beautiful Swiss Books
2011

*A competition of the
Swiss Federal Office of Culture*

HELMHAUS ZÜRICH
5–8 JULY 2012

Opening

Thursday, 5 July 2012, from 6 p.m.
7:15 p.m.: Welcome address
Jan Tschichold Award 2012:
Erich Keiser, Druckerei Odermatt,
Dallenwil NW

Exhibition

The Most Beautiful Swiss Books 2011
at the Helmhaus Zürich
Friday through Sunday,
6–8 July 2012, 10 a.m.–8 p.m.
(Sunday 10 a.m.–6 p.m.)

PROGRAMME

Thursday, 5 July 2012, 6–10 p.m.
Friday–Sunday:
Opening hours of the exhibition
Exit through the Bookshop

In our temporary bookshop at the
Helmhaus, all the awarded books of
the last three years will be available
for sale. Featuring a poster inter-
vention by Dafi Kühne.

Thursday, 5 July 2012, 6–10 p.m.
Friday–Sunday:
Opening hours of the exhibition
Café-Bar

In the exhibition hall of the Helmhaus,
Lena Reiser and Anika Rosen offer
small refreshments and a place to
relax.

Saturday/Sunday, 7 and 8 July 2012
(every hour from 2 p.m.)
Sam de Groot.
Monophonic Book Show

Via the PA system of the Helmhaus,
the Dutch graphic designer and pub-
lisher will comment on the awarded
books of 2011. Featuring a “Swiss
Books Jingle”.

Saturday, 7 July 2012,
10 a.m.–8 p.m.
Publisher Tables

A number of invited publishers present
their books and provide insight into
the various contexts of production.

Boa Books (CH), Book Works (UK),
Edition Fink (CH), Edition Patrick
Frey (CH), Éditions Héros-Limite
(CH), Edition Howeg (CH), JSBJ (FR),
Nieves (CH), Occasional Papers
(UK), Onomatopée (NL), Edizioni
Periferia (CH), Post Editions (NL),
Rollo Press + Bookhorse (CH),
Spector Books (DE), Edition Taube
(DE), Vexer Verlag (CH)
Swedish Table: Andperseand (SE),
B-B-B-Books (SE), Drucksache (SE),
Nilleditions (SE), Sailor Press (SE)

TALKS AND FILMS

Friday, Saturday and Sunday
6–8 July 2012
First floor

Under the title *Antichambre*, the
Federal Office of Culture, in collabo-
ration with Rollo Press, Zurich, is
hosting a number of talks and films
addressing the economics of pub-
lishing. In addition, the American
documentary *Linotype* will be shown
in its Swiss premiere.

Friday, 6 July 2012, 6 p.m.
Jan Wenzel, publisher,
Spector Books, Leipzig
*Do I Know What a Book Is – Do I
Know Who Knows That?*

Independent publishing seemed like
the answer to the crisis of traditional
publishing. Today, what is the answer
to the crisis of independent pub-
lishing? Jan Wenzel, one of the pub-
lishers of Leipzig’s Spector Books,
attempts to sketch a political econo-
my of making books in the future.
(*In German*)

Friday, 6 July 2012, 7 p.m.
Sara De Bondt and Antony Hudek,
Occasional Papers, London
Occasional Profits

In this talk, Occasional Papers co-
founders Sara De Bondt and Antony
Hudek will open their accounts and
speak about the economics underpin-
ning their non-profit press. Illustrated
by detailed graphs and pie charts,
the presentation will chart the ups and
downs of the principle “one book pays
for the next”, upon which OP has
based its business plan since its found-
ing in 2008. (*Talk via Skype*)

Saturday, 7 July 2012, 4 p.m.
Film screening
Die März Akte
(Peter Gehrig, Germany, 1985, 81’)

This documentary features a fictitious
audit of the legendary German pub-
lishing house März Verlag. Jörg
Schröder, its publisher, is being held
to account by the civil servant
Tomayer, and Schröder’s friends and
critics in the publishing world offer
their opinions. The film was awarded
the prestigious Adolf Grimme Award
in 1986. (*In German*)

Saturday, 7 July 2012, 6 p.m.
Jan-Frederik Bandel, author, editor
and literary studies specialist, Berlin
Recovery Position

“The entire industry has gone bank-
rupt. The whole thing is only being
held together by structural shrewd-
ness” – this was publisher Jörg
Schröder’s diagnosis in the mid-1980s.
Which forces – beyond economically
measurable ones – still succeed at
keeping the publishing operation in a
recovery position? A series of exam-
ples from the daily insanity of making
books. (*In German*)

Film Matinee – Swiss Premiere!
Sunday, 8 July 2012, 12 p.m.
Linotype: The Film
(Doug Wilson, USA, 2012, 76’)

The recently released feature-length
documentary is centered around
the Linotype type casting machine.
Called the “Eighth Wonder of the
World” by Thomas Edison, it revolu-
tionized printing and society. The
film tells the surprisingly emotional
story of the people connected to the
Linotype and how it impacted the
world, among others Carl Schlesinger,
Linotype Operator of the *New York
Times*.

Coordination
Anisha Imhasly, Federal Office of
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Helmhaus Zürich
Daniel Morgenthaler, Eva Wagner

Exhibition design and production
Daniel Gafner, Zürich

Publishers’ Tables and Bookshop
Georg Rutishauser, Samuel Bänziger,
Art Books, Zürich

Events programme
Urs Lehni, Rollo Press, Zürich

Café-Bar
Lena Reiser and Anika Rosen, Zürich

Concept and design of the catalogue
Aude Lehmann and
Tan Wälchli, Zürich
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ADDITIONAL
EXHIBITION DATES

Lavin Engadin
staziun Lavin, 3–5 August 2012
Opening: Friday, 3 August 2012, 6 p.m.
www.staziun-lavin.ch


Centre culturel suisse, Paris
15 September–16 December 2012
Centre culturel suisse, Librairie,
32 rue des Francs-Bourgeois,
F-75003 Paris
www.ccsparis.com

ECAL
Ecole cantonale d’art de Lausanne
7–14 November 2012
5, avenue du Temple
1020 Renens
www.ecal.ch

*Sitterwerk St. Gallen –
Kunstabibliothek*
18 November–16 December 2012
Sitterwerk, Sittertalstrasse 34
9014 St. Gallen
www.sitterwerk.ch

www.swissdesignawards.ch/
beautifulbooks

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Confédération suisse
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Eidgenössisches Departement des Innern EDI
Bundesamt für Kultur BAK

 **Stadt Zürich**
Kultur