

SICAM Pordenone, Italy, October 15-18, 2019

## **Design competency in decorative hardware. Schwinn connects contemporary design to classic Bauhaus.**

**100 new tools in 15 months, a new collection every year, and a dedicated team of in-house designers and engineers – these are just a few facts that document how important the design and development of custom and exclusive products is for Schwinn. October 15-18, 2019 at SICAM in Italy Schwinn will once again present a range of handles, knobs, hooks and furniture feet showing the depth and breadth of Schwinn’s design oriented approach as a major supplier to the furniture industry.**

Right on time for SICAM Schwinn is publishing an updated version of the “Mood Book 2020” first shown at Interzum. Printed in a limited edition of 150 copies, this large format, opulent volume showcases mostly new designs. It is an expression of a deep dialog with design told through emotionally charged metallic colors, accessories and the sensuality of textures. On 84 pages all carefully researched and curated relevant trends and styles are documented and shown how they have been translated into innovative designs.

### **Inspired by Bauhaus**

The in-house design team is headed by Ruediger Wolf, who is educated in the Bauhaus tradition by third generation Bauhaus masters. In celebration and recognition of the Bauhaus anniversary typical elements of Bauhaus design play an important role in the Schwinn design development. “Schwinn 2Z384” for example, a circular segment pull, and “Schwinn 2Z383”, a railing handle, both celebrate intersecting geometric shapes.

Used as a single pull the circular segment halve is a combination of a circle and a square. When installed as a set the attraction of the Bauhaus style fully blossoms. “Schwinn 2Z383” is a play of a line intersecting a slightly angled, soft square. Viewed from top that intersection creates a harmonious cross.

Bauhaus principals are the core of the daily work at Schwinn. The differences between art and craft are eliminated through designs that express an industrial style. Railing pulls for kitchens or a recessed pull in antique zinc finish, distressed and complete with decorative screws heads, are good examples for these industrial references.

### **Beauty through function.**

Functionality is always the foundation for Bauhaus design and Schwinn product development. This basic design goal is best expressed in an innovative Schwinn design for a handle for crates or chests. It was designed to make lifting a heavy piece of furniture easy and safe. With a “stop-motion” mechanism, similar to the ones used in marine applications, the handle will not hit the furniture and provides an ergonomic grip.

Schwinn customers can choose from a collection of over 1500 designs in 24 different finishes. All original Schwinn designs are design and copyright protected. Everything presented on the walls of the SICAM exhibit is tooled, in stock, or can be manufactured to order.

At the center of the SICAM exhibit is a large work bench style, rustic, solid wood table with concepts, prototypes, and final stage designs meant to be picked up, touched, examined and explored. A wonderful opportunity to get inspired and together develop new, customer exclusive solutions.



*Caption 1a: In celebration and recognition of the Bauhaus anniversary typical elements of Bauhaus design play an important role in the Schwinn design development. “Schwinn 2Z384” for example, a circular segment pull, celebrates intersecting geometric shapes. Photo: Schwinn*



*Caption 1b: The circular segment pull is suitable for solitary application. When installed as a set the attraction of the Bauhaus style fully blossoms. Photo: Schwinn*



*Caption 2: In celebration and recognition of the Bauhaus anniversary typical elements of Bauhaus design play an important role in the Schwinn design development. "Schwinn 2Z383" is a play of a line intersecting a slightly angled, soft square. Viewed from top that intersection creates a harmonious cross. Photo: Schwinn*



*Caption 3a: Beauty through function: Schwinn designed a handle for crates or chests to make lifting a heavy piece of furniture easy and safe. With a "stop-motion" mechanism the handle will not hit the furniture. Photo: Schwinn*



*Caption 3b: The Schwinn handle for crates or chests will not hit the furniture and provides an ergonomic grip. Photo: Schwinn*



*Caption 4: Bauhaus principals are the core of the daily work at Schwinn. The differences between art and craft are eliminated through designs that express an industrial style. Railing pulls for kitchens or a recessed pull in antique zinc finish, distressed and complete with decorative screws heads, are good examples for these industrial references. Photo: Schwinn*



*Caption 5a: Right on time for SICAM Schwinn is publishing an updated version of the "Mood Book 2020" first shown at Interzum. Photo: Schwinn*



*Caption 5b: The large format of Schwinn's "Mood Book 2020", opulent volume showcases mostly new designs. It is an expression of a deep dialog with design. Photo: Schwinn*