



**Alfredo**

Alfredo Häberli recalls the people, places, and objects that have left their stamp on him and shaped his approach to the creative process. He tells of pilgrimages to the great oracles of Italian design, of audacious escapades to meet revered idols, and of inspiring interactions with the designers of his own generation:  
Enzo Mari, Bruno Munari, Italo Lupi, Rolf Fehlbaum, Martin Heller, Riccardo Sarfatti, Renato Stauffacher, Riccardo Blumer, Enrico Astori, Giulio Cappellini, Patrizia Moroso, Konstantin Grcic, Jasper Morrison, Anders Byriel, Philippe Starck, Ross Lovegrove, Giulio Ridolfo, Ramón Úbeda, Eugenio Perazza, Ettore Sottsass, Ulrico Hoepli, Eleonora Zanotta etc.

**Verbal Doodling.**  
Scheidegger & Spiess

**Häberli**

# Alfredo Häberli – Verbal Doodling

**30 Years, 30 Questions, 30 Answers. People, Places, Objects—1980–2022**

**Alfredo Häberli**

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- Swiss designer Alfredo Häberli introduces readers to his world of thought and speaks of his encounters and exchanges with people such as Stephen Bayley, Riccardo Blumer, Tyler Brûlé, Achille Castiglioni, Sarah Douglas, Rolf Fehlbaum, Konstantin Grcic, Ross Lovegrove, Italo Lupi, Enzo Mari, Francesca Molteni, Jasper Morrison, Bruno Munari, Valentina Raggi, Alice Rawsthorn, Robert Thiemann, and Patricia Urquiola
- A tribute to the people, places, and objects that have shaped Alfredo Häberli and his understanding of design
- Thirty personalities of the design world ask questions that Alfredo Häberli answers
- Alfredo Häberli is one of the world's most renowned product designers

Alfredo Häberli, who was born in Buenos Aires in 1964 and has been working from Zurich since the 1980s, is one of the world's most widely acclaimed product designers. Major international brands such as BMW, Camper, Georg Jensen, Iittala, Luceplan, Moroso, Schiffrini, or Vitra are among his clients, for whom he has designed furniture, lamps, objects, tableware, or even entire interiors. Häberli's work has been shown in numerous exhibitions throughout Europe and has earned him many awards over the years.

In the first of this book's two volumes, Häberli looks back at the people, places, and objects that have influenced him and shaped his ideas and creative process. He tells of his visits with the great Italian designers, the British and American role models influencing him, and about inspiring exchanges with colleagues such as Konstantin Grcic, Jasper Morrison, or Patricia Urquiola. Moreover, his encounters with visionary entrepreneurs, and the places, locations, and objects that forged his understanding of design come into focus through text and images.

For the second volume, Häberli invited 30 personalities from his circle to ask him one question each, which he answers frankly and in good humour. These personalities include fellow designers, architects, critics, journalists, and creative directors such as Stephen Bayley, Tyler Brûlé, Francesca Molteni, and Alice Rawsthorn.