

Brussels universal and international exhibition

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1958)**

Heft 1

PDF erstellt am: **13.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-798880>

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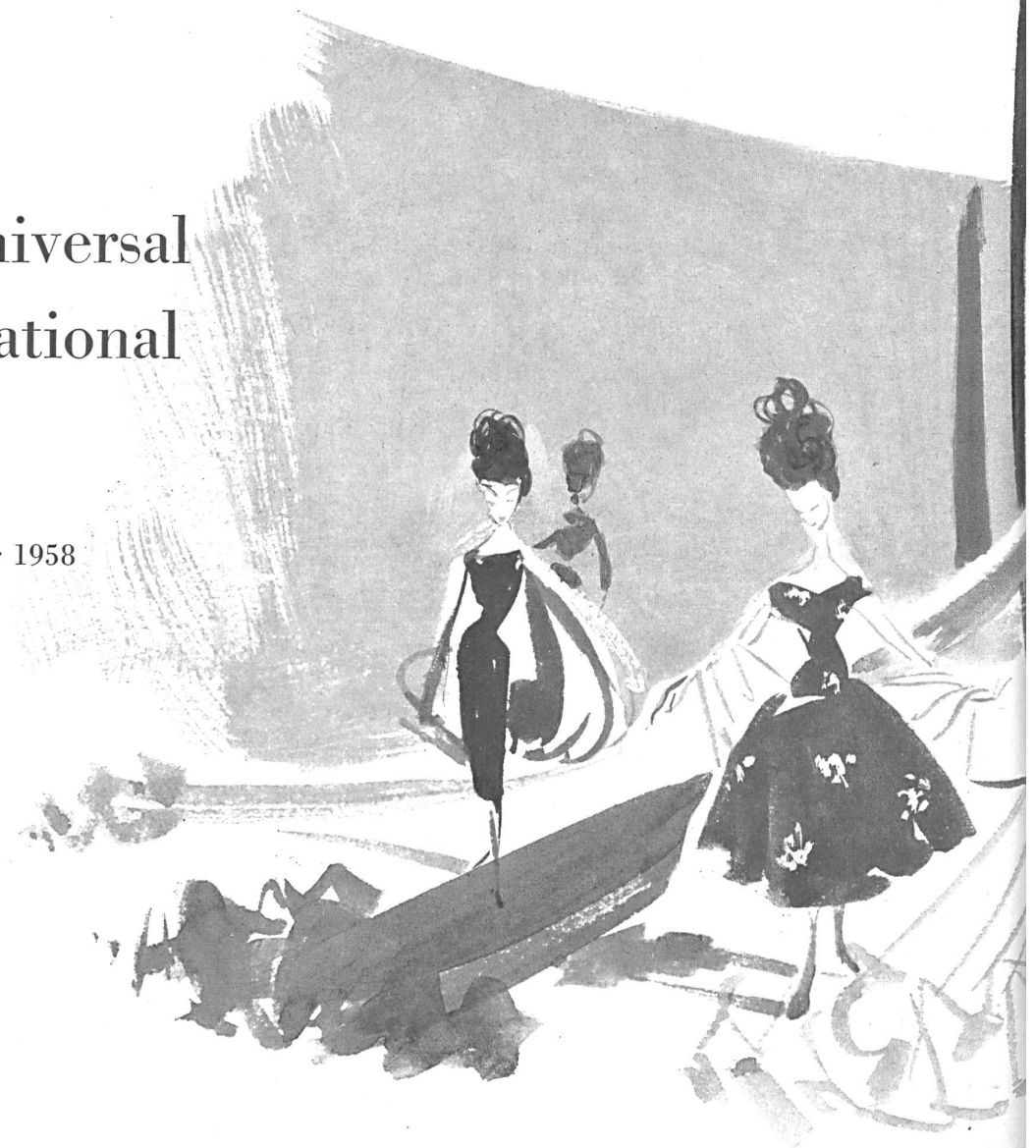
The textile section of the Swiss pavilion at the Brussels Fair is next to the cultural section and the enquiry office.

The hexagonal-shaped hall consists of a single big room in the form of an amphitheatre, which can be taken in at a glance from the entrance at the top of a flight of stairs. A glass partition almost 40 yards long divides the space into two parts, one of which is open to visitors while the other is reserved for the exhibition itself. In the centre of this part, at different heights, are nine weaver's shuttles, some 13 to 20 feet high, which symbolise the activities of Switzerland's textile industries. But instead of simple weft threads, fabrics specially manufactured for the occasion come reeling off these giant shuttles — gleaming satins, lovely embroideries, attractive prints, delicate

silks and cottons in a multitude of qualities made possible by the finisher's magic art... in short, the finest creations of the Swiss textile industry. Each group forms, in itself, a symphony of colour with its exquisite combinations of textures and materials, and at the same time gives an idea of the wide variety of Switzerland's textile products. Spilling out of symbolic shuttles, the fabrics lead to the finished articles, first of all the gala gowns, cut in specially selected Swiss fabrics and presented on strikingly beautiful manikins. In the side annexes are shown other garments: town and afternoon dresses, more casual wear for travelling and holidays, coats and suits, pullovers and other knitted articles. Here and there among these lovely creations of the Swiss clothing industry displayed on elegant

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17th April - 19th October 1958



life-like dolls are exhibited accessories and other fashion articles such as hats, shoes, hand-bags and scarves, in short, all that is designed to satisfy the desires of women with even the most eclectic taste.

Yet other products of the Swiss clothing industry are displayed in show-cases in the section reserved for the

public. It is not a thematic exhibition and the exhibits are grouped so as to form well-balanced wholes, where the criteria of good taste and quality have determined the choice of the items which, although few in number, have been most carefully selected. These displays include very exclusive evening shoes, a vaporous negligé with dainty slippers, as well as some sturdy ski-boots with a few gaily coloured sports sweaters, together with scarves, gloves, women's lingerie, men's shirts, blouses, handkerchiefs, etc.

This exhibition, which is the work of Hans Looser, the Zurich graphic artist, gives a remarkable overall picture of the Swiss textile industry, with its original displays of the world-famous high quality products of this essential industry.

