



a perfect swiss cheese knife

HEAD – Genève in
the Swiss Design District

17.04. –
22.04. 2018

Salone internazionale
del Mobile di Milano 2018

Swiss cheese knife and board design for Gruyère® AOP – Switzerland manufactured by Swiza, maker of Swiss knives

Maison du Gruyère, who markets Gruyère® AOP cheese all over the world, asked students in Product Design from HEAD – Genève, Geneva School of Art and Design, to come up with a sturdy yet handy knife design with an accompanying cheese board, embodying the DNA of Gruyère® AOP – Switzerland. The knife will be a symbol of the long-standing tradition of Gruyère® cheese and be used and sold during fairs and cheese tasting events.

Gruyère® is a particularly hard cheese. Its recipe has been handed down through many generations of cheesemakers both in alpine and village dairies in the Fribourg region of Switzerland. Its production goes as far back as 1115 and it is still being manufactured by cheese makers in small dairies to this day. It is considered the king of cheeses in Western Switzerland, whether served with bread and wine or used to make our delicious fondue.

Under the guidance of internationally-renowned product designer Claudio Colucci, fourteen students came up with several designs. They followed a workshop in two parts, spending one week designing the concept and another producing their prototype. The only specification was to imagine innovative ways of handling the knife, with complete freedom as to the materials to be used. Gruyère then preselected four products in association with Swiza who brought their technical expertise to the project.

Thomas Manil's project was selected as the winner and his knife was manufactured by Swiza, the Jura-based makers of Swiss knives and clocks since 1904. Thomas Manil came up with a small round knife design whose protective cover doubles up as a board to cut typically rectangular slices of Gruyère®. The knife is small enough to fit in a handbag or backpack for a picnic.

His project was deemed to best represent Gruyère's identity. The Maison appreciated the fact that the design was reminiscent of the cheese wheel and the knife had the same shape as the real knife which professional cheese makers traditionally use. From an ergonomic point of view, the big handle was an advantage in this project and the large blade allowed easier cutting of the cheese.

The pictures of the winning project and of a selection of prototypes shown in Milan follow.





Prototype designed by Thomas Manli, winning project











Projects by second-year
BA students in Product
Design

Fanny Aigroz, Yesmine
Ben Ayed, Léa Breysse,
Mélissa Café, Lou Chartres,
Sarah Durrafourg, Loïc
Fankhauser, Lucile
Francony, Emilie Heger,
Margaux Koch, Thomas
Manil, Alexandre Marin
Landry, Bérénice Noël,
Florian Wicki

Workshop led
by Claudio Colucci

Display and scenography
by François Dumas

Photos by Baptiste Coulon,
HEAD – Genève

Graphic Design
by Neo Neo, alumni
in Visual Communications

Head of Design Product /
Jewelry, Watch and
Accessory Department
Elizabeth Fischer

Director of
HEAD – Genève
Geneva School of Art
and Design
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HEAD – Genève,
Geneva School of Art and Design

HEAD – Genève welcomes over 700 students from
40 different countries and offers Bachelor's and Master's
degree programs in fine arts, cinema, interior and space
design, visual communication, media and interactive
design, fashion, jewelry and accessory design, including
watch design.

During their studies, students are confronted with real
projects through public and private commissions regularly
handled by the school.

Engaged in an ongoing dialogue with the art scene and
the regional and international industry, HEAD – Genève
is strongly contributing to Geneva's cultural life. The
teaching staff, artists, designers, filmmakers and many
international guests set the ground for the students' future
professional network. HEAD – Genève is considered as
one of the leading art and design schools in Europe.

Bachelor of Product Design /
Jewelry, Watch and Accessory

HEAD – Genève is the only university in Switzerland to
offer a bachelor's course in jewelry, watch and Accessory
Design, specializing in personal products: watches,
jewelry and accessories in the broad sense of the term,
including 'smart' products. The design and manufacture of
such products – from single items to whole ranges – form
the core of a course in which acquisition of technical skills
and knowledge of materials is combined with mastery of
the process of design and project methodology.

Students also learn about the realities of marketing,
management and how to enhance their personal port-
folios in response to the demands of a specific market.

Watch Design is taught in partnership with watch
manufacturers or experts from the watchmaking
sector; HEAD also offers courses in watch culture
and specialized lectures.

The designer is encouraged to develop a personal outlook
and given the tools to respond to market demands in a
regional, national and international context. The lectures,
workshops and projects are supported by numerous
external experts and partnerships with actors in the
sector. All these features make this an outstanding and
distinctive course with an international appeal.

Salone Internazionale
del Mobile di Milano 2018
Tortona District

17 – 22 April 2018
From 10 a.m. to 9 p.m.

Opening
Tuesday 17 April 2018,
6 to 9 p.m.

Tortona District
Swiss Design District
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