



VICTORINOX
SWISS ARMY



time to care



AUREL AEBI

STEFAN CAMENZIND

TANIA RUEGG-BASHEVA

MARTINO D'ESPOSITO

LAURENT GENINASCA

BERNARD DELEFORTRIE

PATRICK LINDON

PHILIP LOSKANT

CHRISTIAN MÜLLER

ANDREAS VOGLER

ARTURO VITTORI

ROBERTO LOEB

JOSÉ PICCIOTTO

LU XIONG

KEN YEANG

VICTORINOX SWISS ARMY SHOWCASES ITS COMMITMENT TO ITS BRAND VALUES AND HERITAGE

TIME TO CARE: VICTORINOX SWISS ARMY BRAND VALUES IN ACTION

To promote the core values that have contributed to our 127 years of success and fame, Victorinox Swiss Army is proud to announce Time to Care, a yearlong initiative celebrating “The Spirit of Innovation and Sustainability.”

Running from late March through December 2011, the Time to Care project showcases the innovative Victorinox Swiss Army Alliance line of watches and chronographs. It consists of two initiatives: a traveling photography exhibition celebrating sustainable design and an international sustainable design competition. The events seek to promote and generate innovative design solutions.

A Time to Care micro-site (<http://timetocare.victorinox.com>) will support these initiatives.

Time to Care: “The Spirit of Innovation & Sustainability”

Responsibly meeting the needs of the present – and ensuring that future generations will be able to meet theirs – requires innovative thinking on an unprecedented scale.

Innovation is a core value of Victorinox Swiss Army. It governs every aspect of our

business, from how we design and manufacture our products to how we operate our facilities. The brand has a long heritage of environmental responsibility.

A pioneer in energy-conservation and recycling, it tries to ensure that every new method, idea and product is oriented towards sustainability. Ecological considerations are first and foremost in its planning and decision making, whether at the level of manufacturing, in the choice of materials, or in the way products are packaged.

Today, the need to foster sustainable practices is more urgent than ever. This is why Victorinox Swiss Army has organized “The Spirit of Innovation & Sustainability”, a unique project celebrating – and generating – innovative, responsible, and sustainable design.

Victorinox Swiss Army is taking this initiative to draw attention to the important work of some of the world’s most interesting sustainable innovators, and provide a platform for young innovators to develop new ideas for sustainability.

THE COMMITMENT

In today’s world of depleting resources and climatic change, better design means sustainable design. Design that does not waste resources or compromise the future. Design that improves the quality of life.

The brand’s award-winning* Green Shield program is a model of sustainable activism. Its forward-thinking initiatives have led to better-building practices, cleaner manufacturing, lower operating and maintenance costs, and sensible waste management.

THE AWARENESS

Victorinox Swiss Army vigorously promotes practical environmental protection through employee awareness programs like May Bike Month, Muscles not Motors, and Saving with Power and Light. It advocates the use of public transportation and emphasizes the need to save energy at the workplace and in the home. It encourages the purchase of local produce and the use of energy-saving appliances.

Victorinox Swiss Army has been quietly oriented towards sustainability for decades. It now feels it is imperative to more actively communicate its ecological commitment. To this end two initiatives have been launched.

* Schweizerische Umweltstiftung (Swiss Environmental Trust): The 2008 “Company Award”. A “special achievement in environmental protection” award honoring “selfless commitment to the preservation of our habitats that sets an example as motivation for future achievements.”

“THE SPIRIT OF INNOVATION & SUSTAINABILITY” EXHIBITION AT BASELWORLD 2011

The centerpiece of the Swiss watchmaker’s BaselWorld stand will be a showcase exhibition of pioneering innovation and sustainability as practiced by some of Switzerland’s – and the world’s – best designers and architects.

“The Spirit of Innovation & Sustainability” exhibition at the Victorinox Swiss Army BaselWorld 2011 booth examines the innovative practices of Aurel Aebi (Atelier Oi); Martino d’Esposito (D’Esposito Gaillard); Andreas Vogler & Arturo Vittori (Architecture and Vision); Philip Loskant; Stefan Camenzind and Tanja Ruegg-Basheva (Camenzindevolution); Christian Müller (Christian Müller Architects); Patrick Lindon; Laurent Geninasca & Bernard Delefortrie (Geninasca Delefortrie SA); Roberto Loeb (Loeb Arquitetura); José Picciotto (Picciotto Architects)...

“The Spirit of Innovation & Sustainability” features intimate photos and video portraits of the above innovators and their most important contributions to sustainable design and project. After BaselWorld, the exhibition will travel to different countries.

The Time to Care micro-site (<http://timetocare.victorinox.com>) will be launched at the end of March. Its first mission is to support the project by drawing attention to sustainable practices.

THE VICTORINOX SWISS ARMY TIME TO CARE SUSTAINABLE DESIGN AWARD

At the end of April, 2011, the Time to Care micro-website (<http://timetocare.victorinox.com>) will be the launch pad of the **Victorinox Swiss Army Time to Care Sustainable Design Award**, a major new initiative aimed at promoting sustainable solutions even further – right into the next generation.

Students of the top design schools in the world will submit projects about sustainable design to an international jury of designers and Victorinox Swiss Army executives, who will select the top ten entries. Visitors to <http://timetocare.victorinox.com> will vote for the top three projects. The winners will earn the funds necessary to realize their projects by means of a cash prize from Victorinox Swiss Army and through “crowdfunding” – a form of micropayments using social media and the Internet. The goal is to fund the projects through our website together with people who care about the environment and are passionate about design.

The award ceremony will be held in February 2012 to reward the winner.



ANDREAS VOGLER

Andreas Vogler has been committed to sustainable practices since the very beginning of his architectural career – his diploma project at the Swiss Federal Institute of Technology in Zurich was an energy-independent, pre-fab weather station in Arosa, Switzerland. His speciality is aerospace architecture – habitability on board the International Space Station, and, with NASA, the possibility of building habitats on Mars. Arturo Vittori has been collaborating since the beginning of his professional career, as designer and architect, on a very diverse range of fields, from outer space (space station, Moon base), marine projects (cruisers and mega yachts), aircraft interiors (A380), public and private buildings (Museums, houses) and art installations (outdoor sculptures).

ARTURO VITTORI

In 2003, they founded the multidisciplinary design studio Architecture and Vision, which is engaged in the development of innovative sustainability and technology transfer between space and Earth-based disciplines. Their extreme environment tent prototype, DesertSeal (2004), is part of the permanent collection of The Museum of Modern Art in New York, and a model of their inflatable habitat MoonBaseTwo (2007), developed to allow long-term exploration on the Moon, is in the collection of the Museum of Science and Industry in Chicago.

Architecture and Vision
www.architectureandvision.com



«Quality – Precision – Light weight»

Arturo Vittori

«We need innovation, we have to make new concepts on how we live on this planet,
I think this is the biggest challenge we have and that's what we are working on as
architects and designers.»

Andreas Vogler





ABOUT VICTORINOX SWISS ARMY

Victorinox Swiss Army timepieces are inspired by one of the most well-known products in history, the Original Swiss Army Knife: a true icon of Swiss savoir-faire. The company was founded by Karl Elsener in the town of Ibach, Switzerland in 1884. Seven years later, the workshop began supplying Swiss soldiers with its first generation of multi-purpose knives. Today, four generations later, great-grandson Carl Elsener IV is at the helm of the company and Victorinox Swiss Army Knives are standard issue for more than a dozen armies around the world – not to mention NASA astronauts. The knives have redefined what “multi-purpose” means, offering not just corkscrews, scissors, toothpicks and saws but laser pointers and flash memory drives.

In addition to the knives, which have been showcased in New York’s Museum of Modern Art since the 1970s, the Victorinox line also includes cutlery, timepieces, travel gear, fashion and fragrances. Each line has its own identity and style yet they all share the “Practical Luxury” values – highest quality Swiss design, durability and craftsmanship at a sensible price – for which Victorinox Swiss Army is legendary.

IMPRESSUM

PHOTOS MADE BY JOËL VON ALLMEN

Aurel Aebi
Stefan Camenzind & Tanya Ruegg-Basheva
Martino d’Esposito
Laurent Geninasca & Bernard Delefortrie
Patrick Lindon
Philip Loskant
Christian Müller
Andreas Vogler & Arturo Vittori

PHOTOS MADE BY ????????

Roberto Loeb
José Picciotto
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