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## **Coordinated design promotion: Migros Engagement programmes build on Swiss Design Awards**

**The new design promotion of the Migros Engagement development fund launched in 2012 establishes targeted interfaces to existing development instruments and supplements them in a complementary manner.**

The programmes and support channels of Engagement Migros design promotion have been drawn up since the start of 2013 in consultation with the Federal Office of Culture, the Swiss Arts Council Pro Helvetia and other experts. Hedy Graber, Head of Cultural and Social Affairs at the Federation of Migros Cooperatives says: "Our commitment aims to pick up precisely where other public institutions leave off. A focus of the programme of Engagement Migros therefore lies in assessing and preparing prize-winning ideas for market launch."

The *Creative Hub* support programmes assist designers in further developing ideas and prototypes with potential that are already at an advanced stage and launching them on the market. The candidates benefiting from the Hub's coachings and workshops therefore include winners of design awards such as the Federal Office of Culture's Swiss Design Awards. The experts of the Creative Hub review the products of winners and nominated winners in terms of their potential and invite them to apply for the support programmes.

There are also close connections between the *Mode Suisse* platform supported since the second edition by Engagement Migros and the Swiss Design Awards. Yannick Aellen, initiator of the platform, therefore considers the coordinated support to be a major opportunity for Swiss fashion design: "Quite often the winners of the Swiss Design Awards also feature in our fashion shows with their creations. If a collection finds its way into the shops in this way then we have achieved a common goal."

Coordinated design promotion is a novelty in Switzerland and is aimed at optimally strengthening design work by creating interfaces and points of contact and enhancing the sustainability of the individual initiatives. The Federal Office of Culture and Engagement Migros are presenting their interwoven sponsorship programmes to an international audience under the heading *Swiss Design Enhancement* at Design Miami/Basel.

**Media contact:** Stefan Schöbi, Head Engagement Migros, +41 44 277 22 19, [stefan.schoebi@mgb.ch](mailto:stefan.schoebi@mgb.ch)

### *About Engagement Migros*

The Engagement Migros development fund was launched in 2012 to enable Migros to give voluntary support to projects in the fields of culture, sustainability, business and sport. The projects are funded by Migros Group companies with commercial activities in retailing, financial services and travel. The funds made available represent ten percent of the dividends disbursed by the companies each year. The development fund stems from Migros's commitment to corporate social responsibility, supplementing the sponsorship work carried out by the Migros Cultural Percentage.