

Alfredo Häberli



*«You must ask the right questions
to create something outstanding.
This time it was:
What needs to be reduced?»*

Alfredo Häberli
Product Designer / Creative Director

Alfredo's iconic designs made him famous worldwide. With his unparalleled understanding, he created the unique character of Golfyr.

Alfredo Häberli is an internationally renowned designer known for his innovative and creative approaches. His distinctive style uniquely combines functionality and aesthetics. He takes detours, and questions, and thus forges new connections. Despite tight design constraints, he was able to develop a design of recognizability from existing conventionality and the material carbon and infuse the product with a soul. The goal was an honest approach to the game of golf, which was completely questioned during the design process. Simplicity, the number of clubs, handling in playing situations... reduction was applied everywhere. From "What can be omitted?" to 7>14. Playing with contemporary, modern, and unbridled freedom. It's a distinctiveness that Golfyr is proud of. Engineered, designed, and manufactured in Switzerland. Authenticity and simplicity. Design follows technology.

Milestones Projects

- 2002 «Essence» for Iittala (FIN)
- 2002 «Segesta» for Alias (ITA)
- 2003 «Take a Line for a Walk» for Moroso (ITA)
- 2012 «Hotel 25hours Zurich West» (SUI)
- 2015 «Spheres» for BMW Group Design (GER)
- 2016 «Haussicht» for Baufritz (GER)
- 2018 «Fiber Box» for Salt Mobile (SUI)
- 2022 «DiaStar Anniversary» for Rado (SUI)

Milestones Awards

- 2001 Excellent Swedish Design Award and the Japanese Zakka of the Year Award
- 2002 iF Design Award
- 2004 Now! Designer de l'année 2004 at the Maison & Objet trade fair, Paris
- 2005 Design Preis Schweiz
- 2009 A&W Designer of the Year 2009 during the IMM in Cologne
- 2011 Nomination for the Design Preis Schweiz
- 2013 Nomination for the Design Preis Schweiz
- 2014 Grand Prix Design of the Swiss Federal Office for Cutlute