

## News conference

Berne, 23 November 2005

### Remarks on tasks of jury and on results

Jean-Christophe Ammann, Chairman of the Jury

The jury's task was to assess the submitted portfolios, focusing in particular on the implementation of the theme and the quality of the designs.

The jury, under my chairmanship, included seven specialists from the worlds of art and design: Werner Jeker (who also acted as the Vice-Chairman of the jury), Jacqueline Burckhardt, Chantal Prod'Hom, Bertrand Cramer, Jean-Frédéric Jauslin, Renato de Lorenzi and Bruno Monguzzi. Roland Tornare, Head of the Cash division at the Swiss National Bank and project manager for the new banknote project, was also on the jury. A list of all the jury members can be found in the appendix.

The jury convened for the first time on 22 March 2005 to formalise the conditions of participation and the technical instructions. At the meeting, the jury was also briefed on the project and the theme, as well as on their tasks and responsibilities.

The task of the competition was to come up with designs for a new series of Swiss banknotes. The task was to be completed within six months, running from the beginning of May to the end of October.

In order to provide the designers with the ideal competition conditions, the Swiss National Bank organised a special seminar on 25 and 26 April 2005 for the twelve selected participants, during which they were familiarised with the concept of "Switzerland open to the world" ("La Suisse ouverte au monde"), as well as with the production and security technologies used for banknotes, and with the printing process. They were also told more about previous banknote series and the experiences gathered from them.

The jury gathered again on 17 and 18 November 2005 to assess the eleven designs submitted and award prizes. The designer Wendelin Hess withdrew from the competition shortly before the submission deadline. The jury began by acknowledging the National Bank's report regarding compliance with the technical directives and specifications.

The jury's job was to select the submissions with the best designs and which best reflected the competition's theme of "Switzerland open to the world".

Although the participants were not present at the appraisal, they had provided a dossier containing detailed explanations of their work.

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To award the prizes, the jury applied the five following assessment criteria:

- Common theme between the six banknotes in the series (cohesion).
- Risk of becoming dated. The designs ought to remain up to date for the coming years.
- Emotional impact, clarity.
- Projected image of Switzerland.
- Quality of work and research.

Portfolio submitted by Manuel Krebs, Zurich: The jury concurred unanimously that this portfolio was the one that best fulfilled the five criteria. The chosen images are relevant and all address difficult issues (e.g. AIDS). In addition to being very clear, the proposed designs are universal and will remain topical in the future. The sense of cohesion in this homogenous series is very strong, with the themes moving from the microscopic to the astronomical (from red blood cells to the universe) and the relationship between the obverse and reverse of the banknotes proving very perceptive. This portfolio is the type that breaks with tradition, offering an element of surprise. The semantic value is very pronounced. The only point not in its favour is that certain images could lead to confusion.

Portfolio submitted by Manuela Pfrunder, Zurich: The concept behind this portfolio is insightful. It is clear that the proposed themes were given a great deal of thought. Certain members of the jury find that the images have a somewhat fragile quality to them, which can tend to be slightly uninspired and unoriginal. In addition, the clarity is not always ensured. Nevertheless, the portfolio has no serious shortcomings and some of the images could be amended quickly if need be. At a cursory glance, the designs may appear somewhat dull. However, the fact that all printing techniques were incorporated into the designs could give this portfolio an added advantage were it to be implemented.

Portfolio submitted by Martin Woodtli, Zurich: This portfolio is very original in terms of graphic design. The designer plays well with the messages he wishes to convey and masters the use of symbols. Despite this, however, the designs on the lower denominations lack originality and clarity. This portfolio leaves a great deal to the imagination, thus giving it added vigour. As far as the concept and illustrations are concerned, the portfolio has a certain degree of potential.

Based on its assessment, the jury has decided to award the prizes as follows:

1 <sup>st</sup> prize:	portfolio by Manuel Krebs, Zurich	CHF 40,000
2 <sup>nd</sup> prize:	portfolio by Manuela Pfrunder, Zurich	CHF 15,000
2 <sup>nd</sup> prize (ex aequo):	portfolio by Martin Woodtli, Zurich	CHF 15,000

The jury's report on its decision is publicly available and can be viewed any time.

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I would like to take this opportunity to thank the National Bank for providing such ideal competition conditions and for the freedom it granted the jury in evaluating the designs.

And finally, on my own behalf and on behalf of the jury, I would also like to thank the designers for their work.