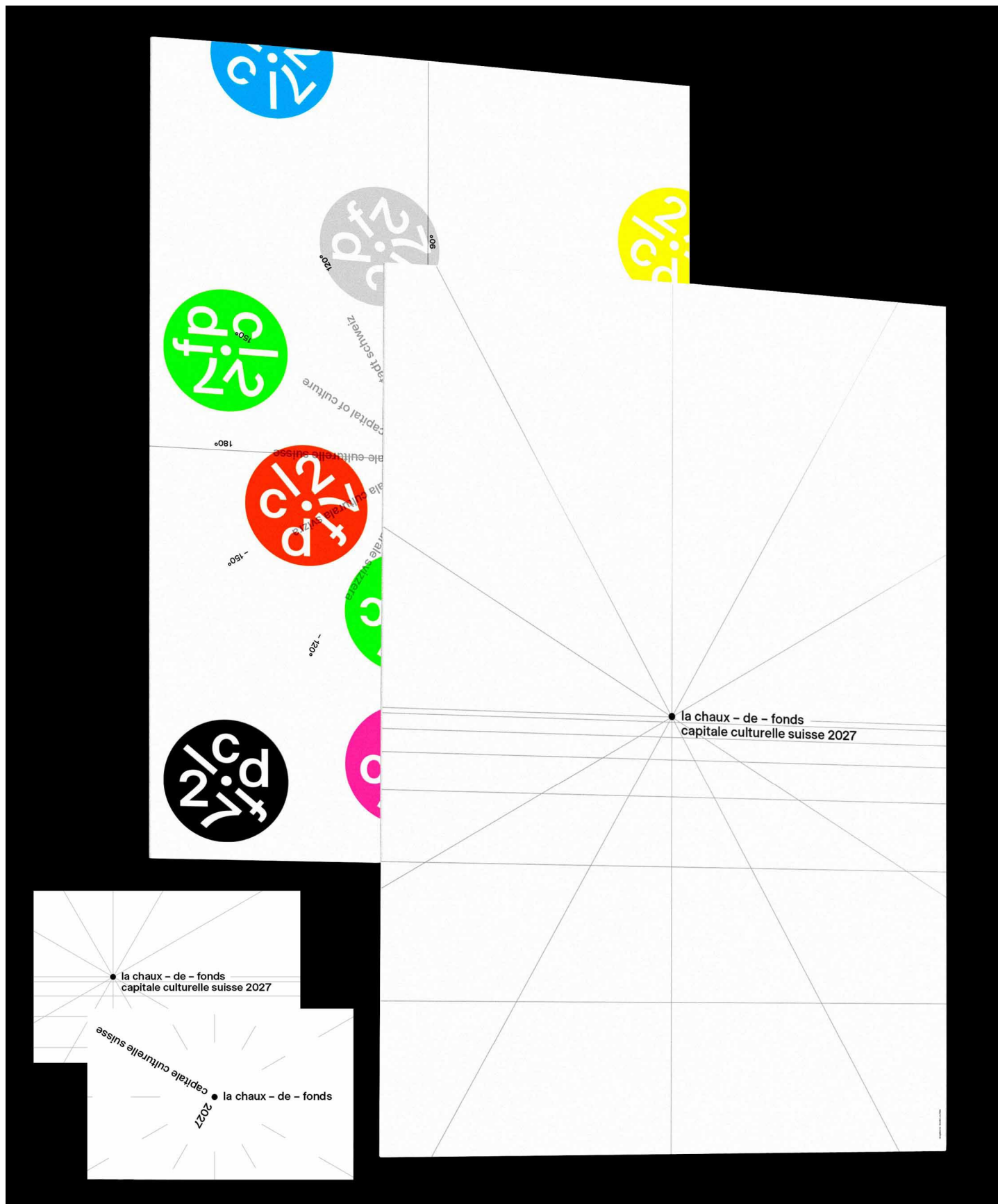


● la chaux – de – fonds  
capitale culturelle suisse 2027  
kulturhauptstadt schweiz  
capitale culturale svizzera  
chapitala culturala svizra  
swiss capital of culture

press release  
la chaux–de–fonds, 14.05.2025

A new visual identity for La Chaux-de-Fonds  
Swiss Capital of Culture 2027, created by graphic designer  
Lou Rais.



Press contact

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## new visual identity

Composed of modular shapes, striking gridlines and a symbolic vanishing point, this identity draws its inspiration from the city's watchmaking, urban and industrial heritage. It is structured by time, and designed to evolve, transform and travel – just like the event itself.

## a graphic vision serving a collective project

Inspired by the watchmaking town planning of La Chaux-de-Fonds, historically designed for production and daily life, Lou Rais' graphic vision is both meticulously precise and open to interpretation.

It is built around two key elements:

- The vanishing point, a fundamental abstract symbol, evokes a shared vision, a cultural destination to be reached together.
- The grid, usually hidden, is visible and underscored here in tribute to the architectural precision of La Chaux-de-Fonds.

## a logo and acronym to identify the event

The text includes the name of the event written in full – la chaux-de-fonds capitale culturelle suisse 2027 – along with lcdf27, the acronym of the event. An updated version of the website [lcdf27.ch](https://lcdf27.ch) and our social networks is now available.

What happens next?

The graphic charter – its different versions, uses and variations – will be unveiled at key stages in the development of lcdf27.

Lou Rais, born in 1997, is a freelance graphic designer. After gaining a CFC in Graphic Design from the School of Applied Arts in La Chaux-de-Fonds, she went on to obtain a Bachelor's degree in Graphic Design from ECAL University of Art and Design Lausanne. She heads the Lou Rais studio in Bienne and teaches Graphic Design at the Neuchâtel Vocational Training Centre – Applied Arts (CPNE-AA) in La Chaux-de-Fonds.

### A bold concept

Following a call for tenders in November 2024, Lou Rais' project was selected by a jury of professionals with expertise in design, arts and culture. Her proposal stood out for its clear, bold concept and its potential for adaptation to the event's multiple formats. The design embodies excellence and local roots.

### Composition of the Jury

- Diane Fleury  
Head of Communications at the Belluard Bollwerk Festival in Fribourg\*
- Alexis Georgacopoulos  
Director of the ECAL (Lausanne)
- Noémie Gyga  
Graphic Design teacher at CPNE-AA (La Chaux-de-Fonds)
- Felicity Lunn  
Head of Art & Design, Bern Academy of the Arts (HKB)
- Anna Golisciano  
Deputy Executive Director, lcdf27\*
- Jonas Parson Piguet  
Deputy artistic director
- Pauline Vrolixs  
Head of Communications, lcdf27

\* Position at the time of participation in the jury

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