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- 1 Blasio Spielaktion im «Park im Grüene Rüsclikon», Zürich, 1971, Entwurf: Atelier Blasio. Abbildung: Museum für Gestaltung Zürich / ZHdK.
- 2 Polaroidfoto aus dem Archiv des Atelier Blasio, Entwurf: Atelier Blasio . Abbildung: Museum für Gestaltung Zürich / ZHdK.

Every child in Zurich knows Blasio: the colorful “bouncy castles” are a popular attraction at summer street festivals and Zurich’s outdoor pools. These cheerful inflatable PVC play objects are the fruit of a project on labor market integration.

In 1987, inspired by an “inflatables” project for the unemployed in London, the carpenter and social worker Emilio Blasio set up his own workshop in the Wollishofen district of Zurich. Called “Atelier Blasio,” it offered varied work and a daily structure for young people in need of extra support. It spanned the entire process, from design and production to rental and set-up of the inflatable play objects.

PVC-coated fabric tarpaulins were heat-sealed with hot air using simple tools. The modular system developed by Blasio employed three basic connections—the log

cabin connector, the splitter, and the miter joint. Together with clearly defined work steps, these connections offered scope for project participants to implement ideas independently. Over a period of thirty years, Atelier Blasio developed more than 200 shapes and created over 1,200 play objects. Production was discontinued in 2016 and TIT-PIT GmbH took charge of the rental and storage of the play objects. The City of Zurich now runs the play events in outdoor pools. (Sabina Tenti)

Modelle, Blockhaus, Abzweiger, Gehrung, 2016

Entwurf: Atelier Blasio

Herstellung: Atelier Blasio, Zürich, CH

Material/Technik: PVC

70 × 70 × 50 cm, 70 × 50 × 100 cm, 70 × 70 × 50 cm

Donation: Soziale Einrichtungen und Betriebe (SEB), Zürich, CH

Eigentum: Museum für Gestaltung Zürich / ZHdK

<https://www.eguide.ch/en/objekt/blockhaus-abzweiger-gehrung/>