

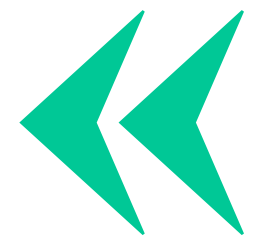
KAISERHAUS  
**HANDELZ**  
**ZUKUNFTSORIENTIERT**  
**PRODUZIEREN,**  
**KONSUMIEREN,**  
**VALORISIEREN.**

# INHALT

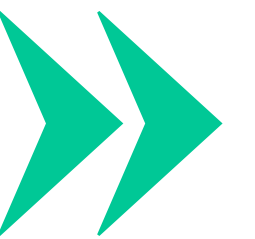
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The stakeholders of the  
entire **VALUE CHAIN**  
should come together  
**anew in KAISERHAUS**  
**HANDELZ.**



Become

# PART OF A NEW WAY OF TRADING

We are convinced that the way we produce, consume and trade today needs to be **rethought**. It dates back to the last, even penultimate century. **The economic system of the future will look different.**

The **neues Kaiserhaus** in Berne will be a place where inspiring **gastronomy**, the SNB (Swiss National Bank) **visitor center** and the **KAISERHAUS HANDELz** will offer a special urban experience.

The **Circular LAB** association is committed to **a transition to a circular economy and regenerative capacity**. Our path: collaborative multi-stakeholder networks and experimental fields for business and society.

With KAISERHAUS HANDELz, the association is therefore **creating a space and formats in which sustainable economic, ecological and social models can be designed, tested, negotiated, further developed and practised** – under the credo of efficiency, consistency and sufficiency. For a sustainable and enjoyable consumer culture.

Stakeholders from the entire value chain come together in the KAISERHAUS HANDELz: from **design and production, sales and supply to maintenance, return and regeneration**. They all present their offerings and perspectives.

They are given the opportunity to reposition themselves, to question themselves in relation to demand.

In this way, we are positioning the city and canton of Berne as an innovative location for the circular economy.

The Context

# The NEUE KAISERHAUS

# In the very CENTER OF ATTENTION

The Kaiserhaus property in Bern belonging to the Swiss National Bank (SNB) (buildings at Marktgasse 37-41 and Amthausgasse 22-26) is being converted in a project lasting several years with the aim of upgrading the Kaiserhaus, which is over a hundred years old, both architecturally and conceptually.

The SNB is creating a visionary location.

In the neues Kaiserhaus, the areas of gastronomy, the Swiss National Bank's visitor center and the KAISERHAUS HANDELz area will merge to form a **cultural center**.

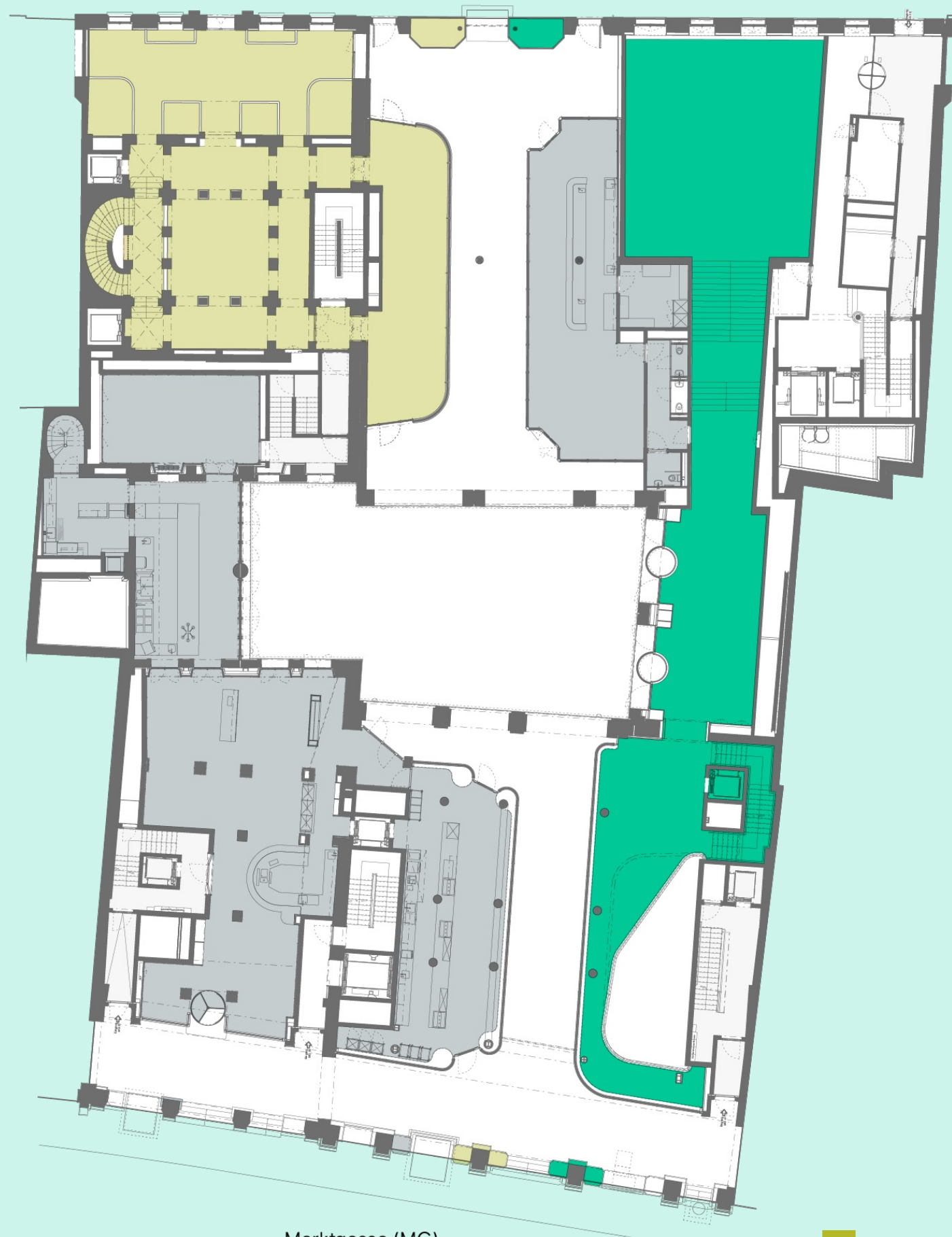
The neues Kaiserhaus, centrally located in the **heart of the city**, will be the place where Bern will meet tomorrow and will radiate nationally.

The new Kaiserhaus is expected to open in fall 2025. The KAISERHAUS HANDELz will follow with its opening in spring 2026.



# Overview HANDELz

Amthausgasse (AG)



Marktgasse (MG)

- Experience / Visitor Centre SNB
- Gastronomy
- KAISERHAUS HANDELz

## CIRCULAR LABoratoire

The Circular LABoratoire is an innovative research laboratory that tests prototypes and conducts case studies on existing circular economy models. It sees itself as a practice, research and learning laboratory. Workshops are offered.

It includes repair services and runs its own studio for repair and upcycling design.

In addition, the LABoratoire is a training center and coordination point for a training company network.

## PLATFORM Events

The Events platform curates events, connects stakeholders from product development and retail, and offers resources and contacts for projects. Events are linked to annual themes. The platform, including services, is available to external organization

## VITRINE

The VITRINE (showcase) is an agile format that creates participation and accessibility for many. Each year, focus topics are defined, from which three central trade fair themes are derived.

This format offers producers and designers an extended platform to increase their visibility and sales opportunities.

## SHOP-Cluster

KAISERHAUS HANDELz uses space and areas permanently in an innovative store concept that is linked to the annual themes and circularity.

The cluster of retail partners forms a store unit.

Erbaut  
anno domini  
1909

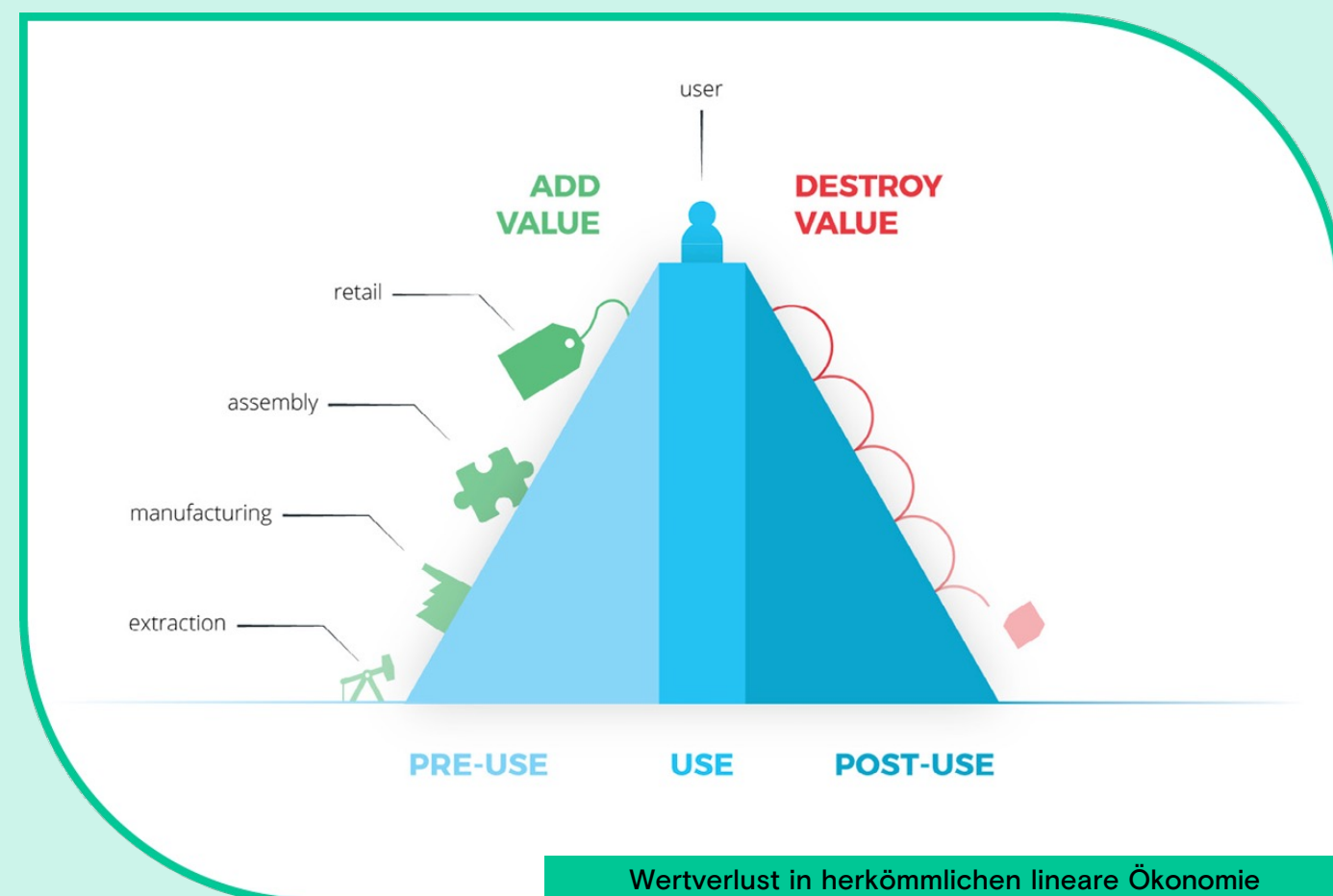
# KAISERHAUS

The Vision

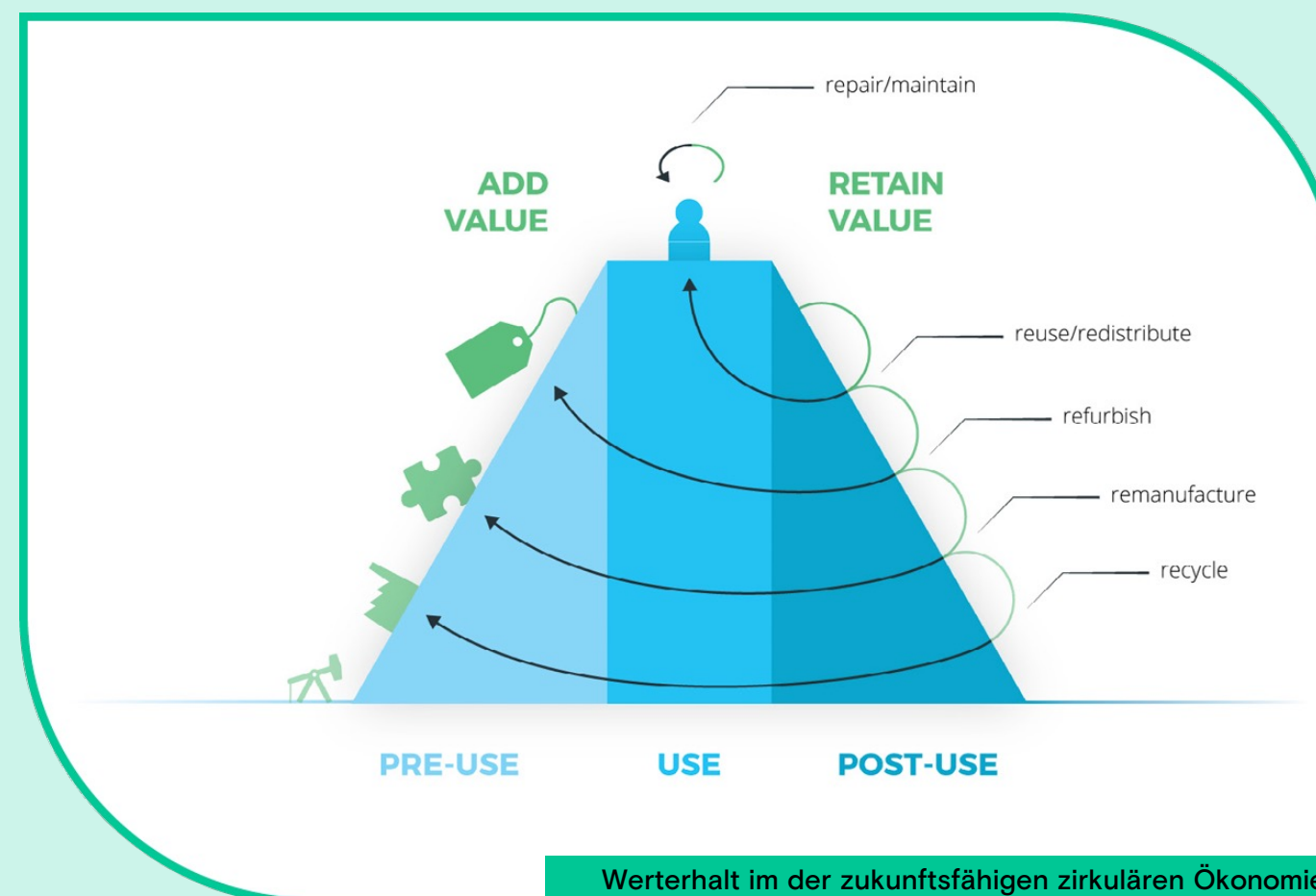
# TRADE OF THE FUTURE

We are fueling the

# TRANSFORMATION



The value of a product increases steadily on the way from production to sale. Its value is at its highest when it is purchased. As the product is used, its value decreases rapidly and its core benefit declines. It reaches the post-use phase.



The circular strategy aims to slow down the post-use phase in order to keep the value of the product as high as possible for as long as possible. While the product is extensively maintained on its way up, the components and materials on the left side of the hill are returned to the previous phase.

In this way, the product is reused. Its value is not lost, but retained. At the end of the product life cycle, the cycle is closed by recycling the remaining parts to create ne

We anticipate trends:

# PLEASURE PURPOSE

**Did you know that time is increasingly becoming a critical resource in consumer decisions?** And one of the biggest challenges for retailers. This is shown by a recent study by the GDI (Gottlieb Duttwiler Institut).

We have more free time than ever before. At the same time, our jobs, families and leisure time are demanding more and more of us. Many people are therefore suffering from time stress - and the trend is rising.

How we use our time has a direct influence on our mood. If we do more things that give us pleasure and that we experience as meaningful, our life satisfaction increases.

Shopping is in a crisis of fun and meaning. It is seen as having little meaning and is less and less enjoyable. Shopping is losing importance.

**To make shopping more attractive again, retail needs to become faster, closer, more attractive and more meaningful.**

This is precisely where the concept of the Circular LAB association in the Kaiserhaus comes in.

**PROMPTNESS  
PROXIMITY  
PLEASURE  
PURPOSE**

**85 %**

der Schweizer:innen  
wünschen sich  
einen sinnstiftenden  
Einkauf

Quelle: GDI Studie «Ausgebummelt –  
Wege des Handels aus der Spass  
und Sinnkrise», 2023

The Organisation

# COLLABO- RATIVE STRUCTURES



# BASIC- FUNDING

The premises earmarked for the KAISERHAUS HANDELz division will be equipped with the **technical infrastructure, connections and ventilation, which will support our plans.**

At least **51% of the founding capital of CHF 100,000 is to be contributed by the Circular LAB association** and 49% by the shareholders of the free share package.

To finance the share packages, the association is looking for **association members, lenders and shareholders and shareholders for the free share package.**

Shares of CHF 1,000 each can be subscribed for the free share package.

The establishment and operation of the **Circular LABoratoire**, which is managed by the Circular LAB association, is to be secured with **funding and contributions in kind** due to its non-profit orientation towards research, development and the transfer of expertise.

Why you should become a share-  
holder or association member

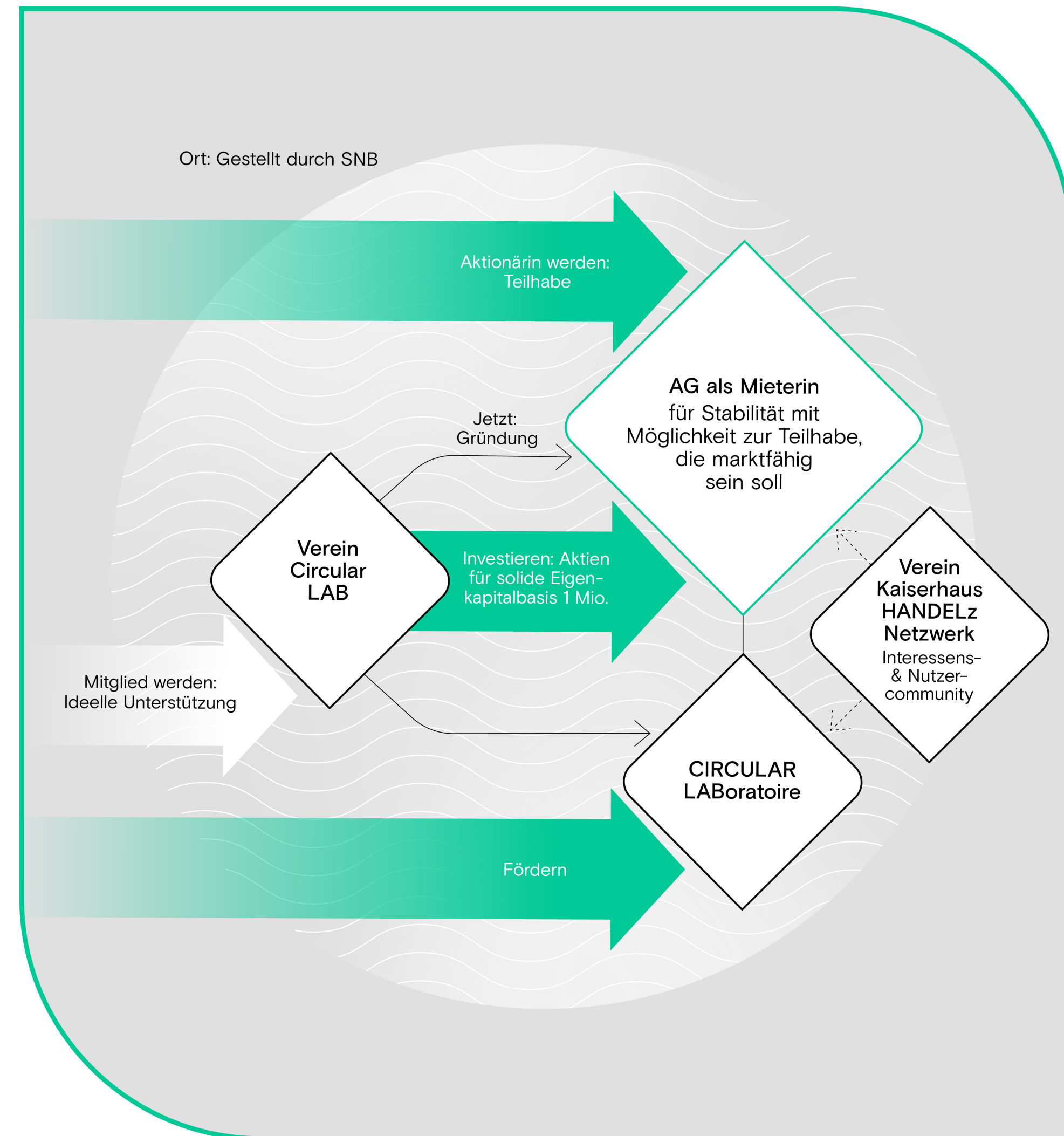
# NO RETURN ON INVEST

**Well, of course that's not exactly true.** By becoming a member of the association or subscribing to shares, you are part of a **value system** that **enables all participants to align their actions with the future.**

The development will take place in an agile manner over several years. With the opening, we set an **initial impulse** that is **further developed through prototypes.** The stakeholders take responsibility and create a Master Action Plan (MAP).

We are also developing a **regenerative value creation system** that conserves resources in the production, distribution and consumption of goods and treats nature, people and goods - both existing and new ones - in a regenerative way.

**The return on investment is added value for the community.** It arises from the subsidies (funding and association members) and the surplus profits of the AG, which flow into the investment fund to actively promote further development with projects.  
earth.



# Act a as member of the association

OFFER	DESCRIPTION	BENEFITS
<b>Private Person</b> 2024: CHF 50 2025: CHF 150	The KAISERHAUS HANDELz network association brings together <b>stakeholders from industry, trade and commerce as well as the general public</b> with a keen interest in the circular economy and KAISERHAUS HANDELZ in particular.	<b>Network and HUB:</b> As a member, you take part in exclusive networking events twice a year.  <b>Mind sharing and learning:</b> Take part in our themed roundtables and think-tank sessions.  <b>Use the formats with a discount:</b>  <b>Market access:</b> access to the online presence and zHOWcase.  <b>Production opportunities:</b> Use of the Circular LABoratoire offers.  <b>Workshops:</b> Rental discounts for workshop rooms.  <b>Events:</b> Reduced participation fees.
<b>Legal Entities</b> 2024: CHF 50 2025: CHF 500	The KAISERHAUS HANDELz network association <b>creates and supports a value system</b> that enables all those involved to orientate their actions towards a future worth living.	

# Become shareholder of the new was of trading

OFFER	DESCRIPTION	BENEFITS
<b>Shares Kaiserhaus AG</b> Per Share CHF 1'000	<p>The non-profit AG (Ltd) is the tenant of the entire space and the operational operator of KAISERHAUS HANDELz.</p> <p>The Circular LAB association acquires at least 51% of the share package.</p> <p>The free share package represents a maxim.</p>	<p>As a shareholder, you bear <b>joint responsibility and help determine the direction</b> of KAISERHAUS HANDELz AG.</p> <p>The appropriation of funds is the responsibility of the Annual General Meeting.</p> <p>After deduction of the statutory reserves, the profit flows into the company's development.</p>
<b>Lender</b> Ab CHF 5'000	<p>The loans serve to increase the share capital.</p>	<p><b>Additional benefits:</b> Visibility as a partner</p> <p>2 % interest in the form of Kaiserhaus vouchers. Enabling the association to purchase shares in the non-profit AG.</p>

The offer

# Pioneering Formats

We curate along

# RELEVANT THEMES

KAISERHAUS HANDELz is a **shop, manufactory and meeting place**. The discourse on the **retail of the future** is concretised in **various formats**. Criteria such as sustainable behaviour, diversity and inclusion are negotiated at KAISERHAUS HANDELz and concrete solutions are tested.

The focus is **on people with their values** and their desire to make things, trade with them, exchange things, create alternative spaces and feel a sense of belonging in them.

A curated **annual theme** connects all formats and offers the opportunity to give space to the ever-changing themes of our time.

As part of an annual theme, KAISERHAUS HANDELz invites **guest curators, designers and producers to take action** – on site across three floors and via digital form

## 1 CIRCULAR LABoratoire

Research, development, prototyping and building expertise. Future Craft infrastructure for textiles, ceramics and products in all sectors

### 1a Circular Future

Competence centre for cooperation projects

### 1b Circular Atelier

Care & repair, adjust & tune, re- & up-cycle, refurbish. Customized & semi-custom products, material and know-how transfer

### 1c Workshop

Various courses on offer

## 2 VITRINE

Hybrid; on site and digital

### 2a Schaufenster

Large display window, showcases in the pergola, wall over three floors

### 2b Online-Präsenz

Online presence „neues Kaiserhaus“

### 2c Showcase

Residencies, changing content, people and manufactory

### 2d zHOWcase

Temporary formats curated several times a year with different themes

## 3 PLATTFORM Events

Events, educational and networking formats, parties and festivals, forums and debates

## 4 SHOP-Cluster

The store is a retail stage with changing offers

### 4a Eigenmarke

Developed and produced in-house and in the network

### 4b Tausch und Teil Salon

TT subscription (Tauschen Teilen = swap parts) Usage fee

### 4c Second Life

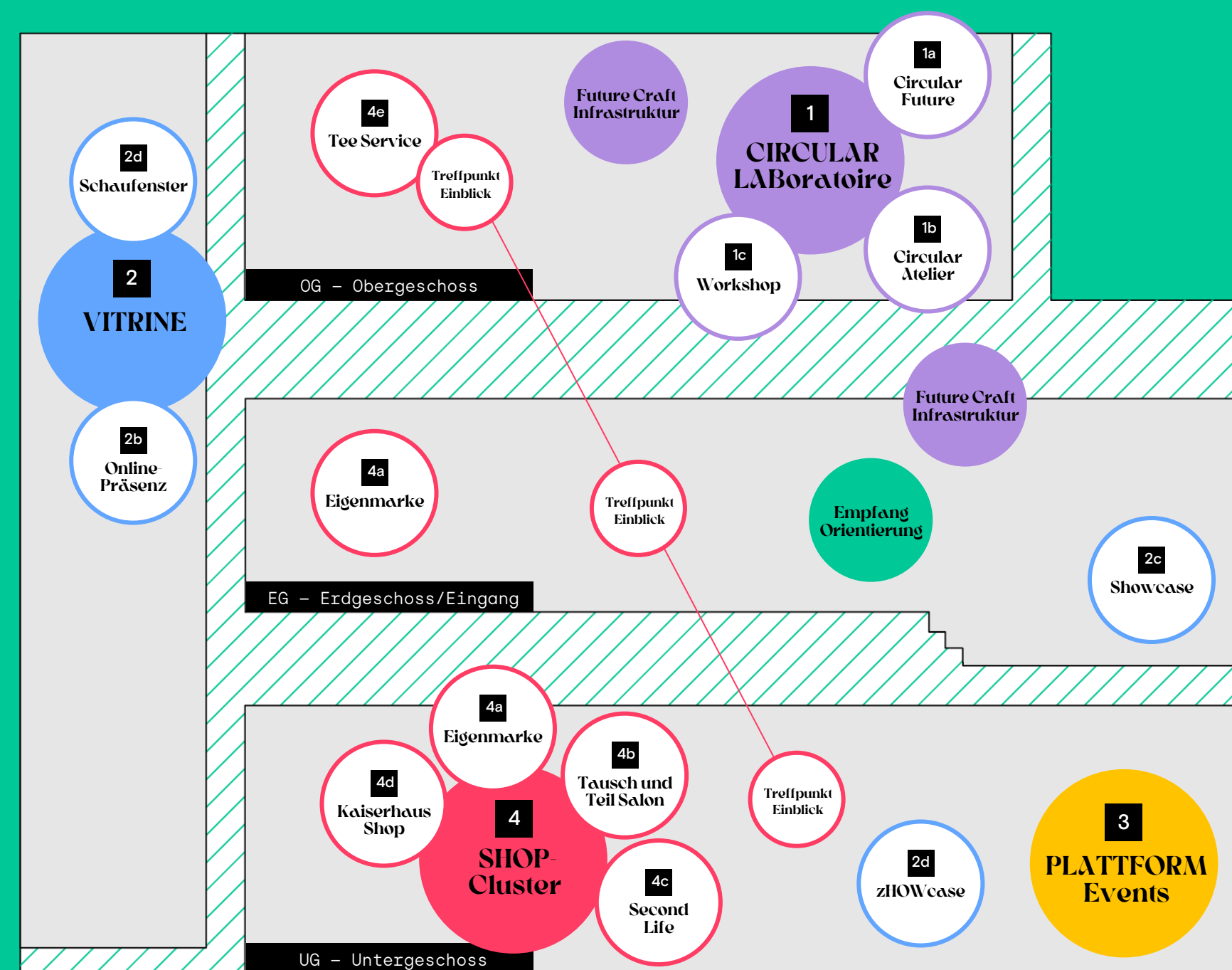
Retail space for upgraded items from the Circular Atelier

### 4d Kaiserhaus Shop

Curated range from around the world

### 4e Tea Service

HANDELz meeting point; service throughout the building



# SPRING 2026 – a sustainable START

## Circular Laboratoire

The Circular Laboratoire will launch in spring 2026 with a comprehensive basic offering that focuses on the key areas of care, repair and refurbish. These core offerings provide an important impetus towards sustainable product care and refurbishment by offering resource-saving solutions for extending the product life cycle.

With Re-innovate, rejects are upgraded and offered for sale again.

Another milestone is the introduction of the first fully circular own-brand products.

## Shop Cluster

A carefully compiled range of sustainable to fully circular products will be available for the launch in spring 2026.

This range will make it possible to discover innovative solutions for an environmentally conscious future. The range includes upcycling products that offer an ideal entry threshold to raise awareness of sustainability among the general public.

These products make the idea of re-use and the circular economy tangible and understandable.

The range is constantly being expanded with new brands and products that consistently follow the path to circularity.

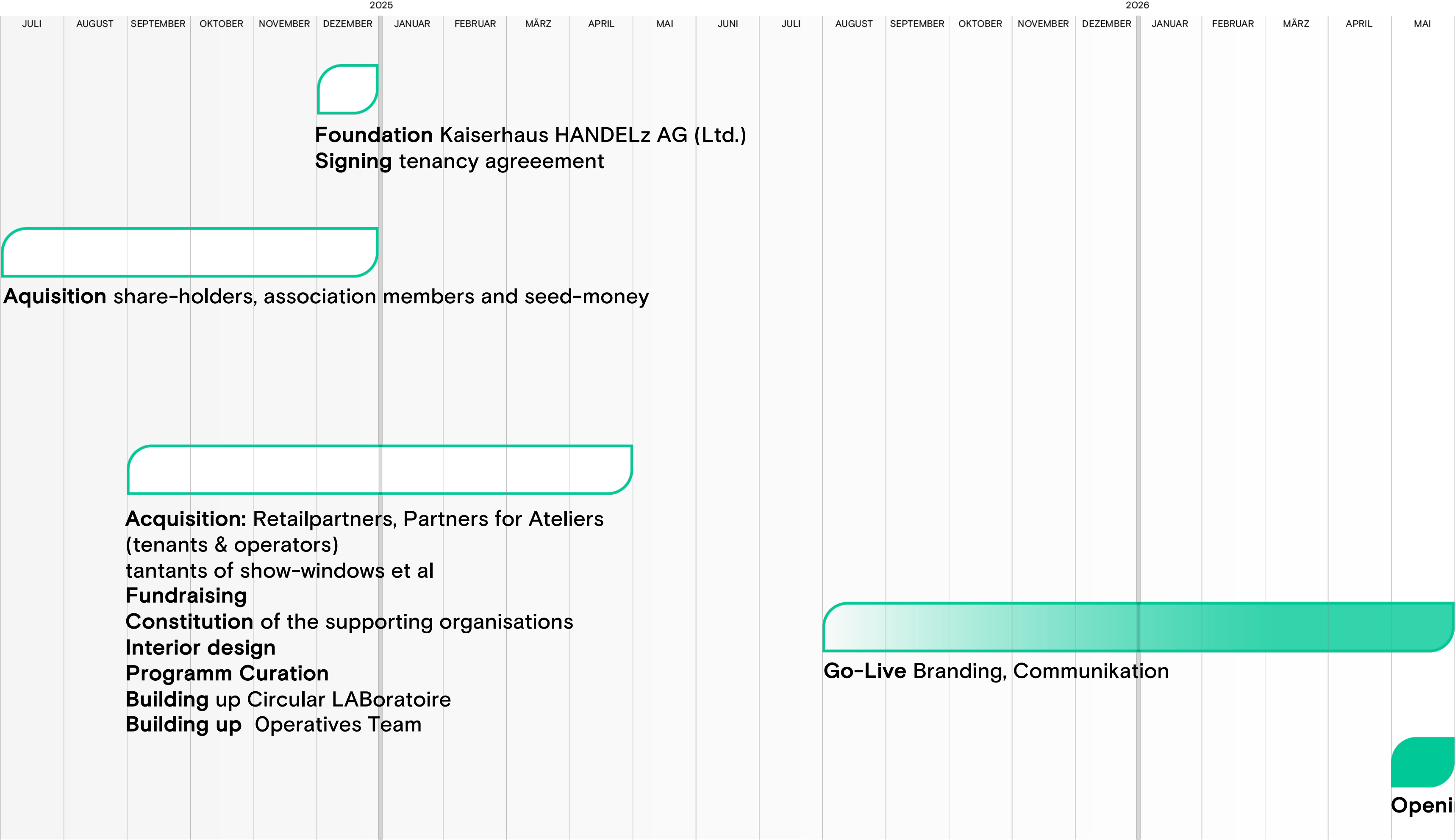
## zHOWcase / Vitrine

The first zHOWcase in spring 2026 combines the opening trade fair and exhibition in a unique pop-up event that spans three floors and focuses on the central theme of circularity.

This event will (finally!) offer the general public a comprehensible overview of upcycling solutions, repair concepts and fully recyclable products in the biological cycle.

The zHOWcase format, designed as creative pop-ups, offers the opportunity to immerse yourself in the world of KAISERHAUS-HANDELz in an interactive way and takes place several times a year on curated topics.

The Organisation



# CIRCULAR LABoratoire

The Circular LABoratoire is run by the Circular LAB association and is a practical research laboratory for prototypes and case studies and serves as an advice center for the circular economy.

As a central contact point for repair services, the Circular LABoratoire operates a workshop for repair and upcycling design. It also promotes sustainable cultivation, production and raw material procurement. Designers, manufacturers and companies are supported in the development and production of prototypes, small series and customized products.

The Circular LABoratoire is also a training center and coordination point for an apprenticeship network.



The CIRCULAR LABoratoire

# CREATES SOLUTIONS FOR THE CIRCULAR ECONOMY

The Circular LABoratoire acts as an **innovative, practice-based research laboratory close to the retail sector, where prototypes are tested and case studies on existing models are carried out.** It also serves as an advisory center for the circular economy, which is seen as an integral part of the retail of the future. Topics relating to the post-growth society are always included.

The Circular LABoratoire acts as a **central point of contact for repair services** and operates its own workshop for repair and upcycl

It has a **production facility for measure-to-measure and tailor-made business models.** Sustainable cultivation, production and procurement of raw materials are intensively researched here.

The Circular LABoratoire sees itself as a **practice, research and learning laboratory.** Our curated workshops, which are strongly linked to the annual theme and the topics of the respective trade fair, offer regular insights into the world of circularity. They are designed to impart newly generated knowledge and experiences.

In addition, the Circular LABoratoire acts as a **training center** and coordination point for a training company network.

Our target group includes designers, producers and companies who can benefit from the expertise and resources of the LABoratoire.

The purpose of the integrated Circular Atelier is the **development and production of prototypes, small series and customized and partially customized products.**

With Circular Future we develop

# FUTURE-PROOF VALUE CHAINS

We initiate, promote and manage projects to test how the circular economy can work. The aim is to try out, evaluate and further develop various approaches.

Circular Future is the **service hub and competence center** of KAISERHAUS HANDELz.

Our aim is to make the principles and visions of this future-oriented trading model known and to anchor them in the public sphere.

Our services are an integral part of the circular economy and enable processing studios, retailers and brands to create additional, meaningful value.

They also form an integral part of the customer journey in which all parties involved, including customers, conserve resources.

OFFER	DESCRIPTION	BENEFITS
Cooperation projects	Circular Future is the <b>service hub and competence center</b> of Circular LABoratoire and KAISERHAUS HANDELz. A wide range of services are on offer.	Prototypes are <b>tested and case studies carried out</b> together in the innovative research.
Prototyping in collaborations	The Circular LABoratoire serves as a central point of contact for repair services and runs its own workshop for repair and upcycling design. We conduct intensive research into <b>sustainable cultivation, production and procurement of raw materials</b> .	Make the <b>principles and visions of this future-oriented trading model</b> known and to anchor them in the public eye.
Communication and mediation	Information center for the circular economy. The <b>Circular Economy Information Center</b> provides support and advice on topics relating to the circular economy and the post-growth society.	Through our efforts, we strive for uniqueness and innovative approaches and want to <b>highlight and emphasize these</b> .
Workshops and room rental	Our services are an <b>integral part of the circular economy and enable the providers involved</b> , such as processing workshops, retailers and brands, to create additional and meaningful added value.	Workshops and topic-specific courses <b>impart newly generated knowledge and experiences</b> that are closely linked to the annual theme and the trade fair topics. These workshops and the rooms are also open to external interested parties.

# The Circular Atelier is dedicated to preserving value

The mapping of the repair studios and the development of cooperation with the studios will be advertised as a project.

Collaborations with labels and studios will be established in order to make the diverse possibilities visible, supported by an in-house placement office.

In addition, in-house productions and offers for repairs and up-designs are available.

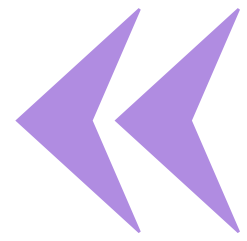
A specially established office curates and manages the project. Pilot projects and case studies are carried out from the studio, supplemented by an advisory and coaching office.

Project ideas are supported by the association fund.

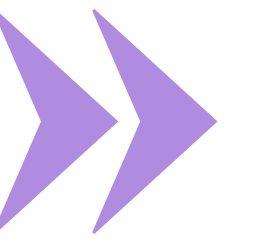
OFFER	DESCRIPTION	BENEFITS
Care&Repair	The <b>Care and Repair Station</b> is aimed at the general public.	Information point for the care and <b>maintenance</b> of products as well as <b>repair</b> and <b>upcycling</b> services for <b>retail partners</b> and <b>consumers</b> .
UP-design products	The aim is to <b>increase the appreciation of objects</b> and to create and preserve personal favorites.	We are also developing an innovative tool that represents a one-off investment and facilitates the care process.
Tailor Made – production Half - full measure	It acts as an <b>acceptance point for care &amp; repair and alterations, including external orders</b> .	These services are <b>part of the customer journey</b> , in which everyone involved, including the customer, helps to conserve resources.
Use of studio and machinery	There is also an <b>UP-design studio</b> and various specials.	
	<b>Textiles:</b> ironing table, steam generator, fusing press, quick sewing machine for textiles, quick sewing machine for zig-zags, overlook sewing machine, tape machine, darning machine, quick sewing machine for leather, quilt sewing machine, tufting station, Zünd cutting system, 4-8 3D printers, transfer printer, embroidery machine, washing machine and tumble dryer.	<b>Small manufacturers gain access to high-tech infrastructures.</b>
	In the <b>ceramics</b> area, we offer a kiln, a small spray booth, turntable stations (4-6X), a roller and a clay preparation station.	A sustainable (creative) economy and production is promoted.
	For <b>product and industrial design</b> , there is a printing studio with 3D printers and a Zünd cutting system for a wide range of materials – from hard Plexiglas to soft metals, leather and new, circular composite materials.	
Partnerships with educational institutions	A <b>workstation for goldsmithing</b> completes the offer. specials.	

SPRING 2026

OFFER	DESCRIPTION	BENEFITS
Material warehouse, purchasing and sales	Our materials warehouse consists of a comprehensive <b>materials library</b> with proven, <b>sustainable and recyclable materials</b> .	The clear curation of the materials on offer increases knowledge and the use of recyclable products.
Material tests and product development	<b>New</b> , recyclable materials can be tested by means of specific projects. The purchase and sale of materials and corresponding advice are offered.	The <b>production of circular products</b> is being tested and made possible under good conditions.



The **Workshops** inspire,  
sensitise  
and enable



OFFER	DESCRIPTION	BENEFITS
Workshops	<p>The workshops organised by the curators, which are inspired by the theme of the year and the themes of the fair, take place in various workshops, including textile and ceramic workshops and other creative fields.</p> <p>These <b>workshops are aimed at mediators, producers, designers and other interested parties.</b></p> <p>The workshops are also linked to the KAISERHAUS HANDELz.</p>	<p>By <b>promoting learning, inspiration and participation</b>, we are creating common assets.</p> <p>The workshops and premises are <b>open to all</b> interested parties.</p>

1F 205m<sup>2</sup>

OG

Marktgasse (MG)

**1** CIRCULAR  
LABoratoire

**4e** Tee  
Service

**1c** Workshop

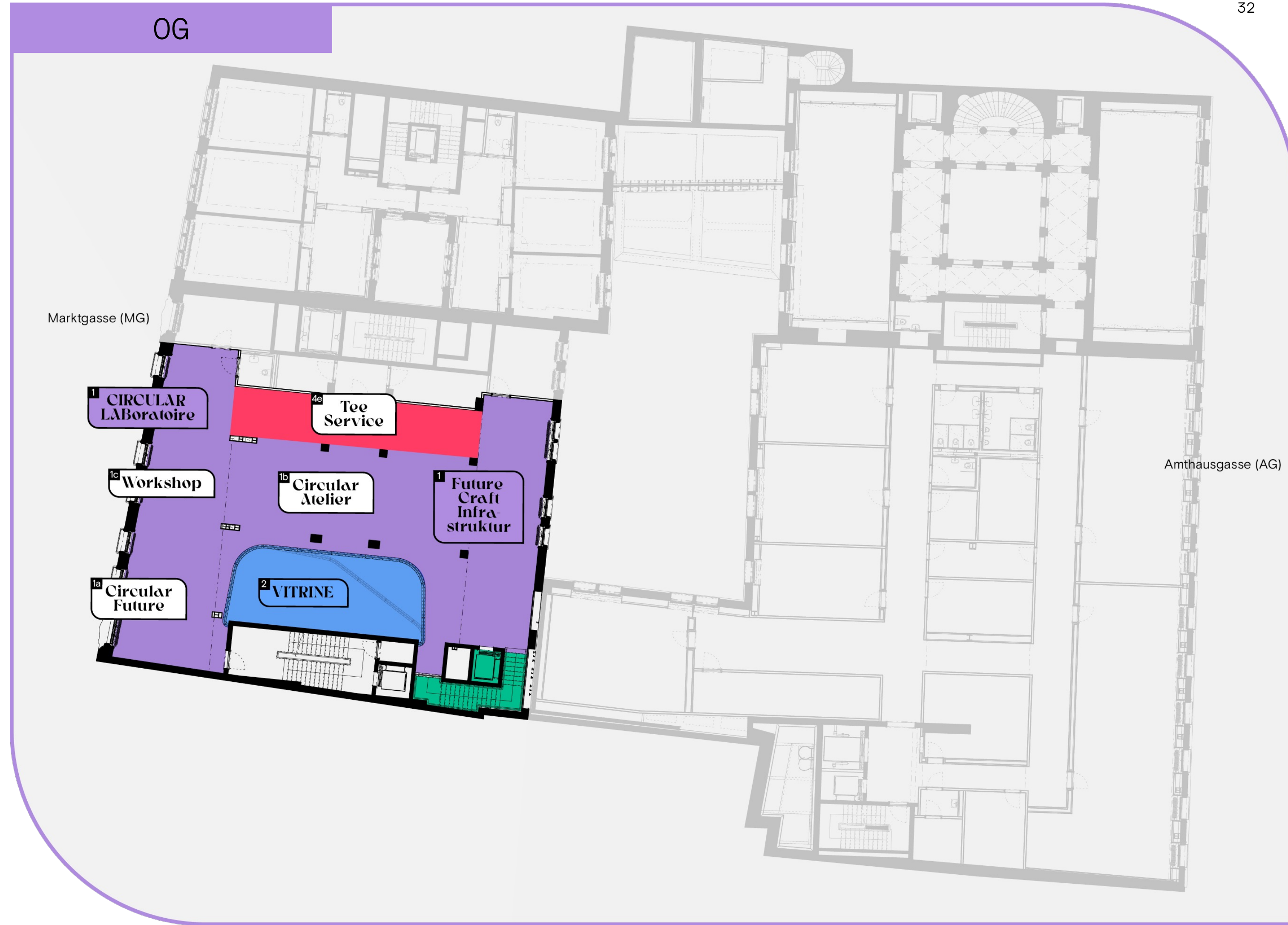
**1b** Circular  
Atelier

**1** Future  
Craft  
Infra-  
struktur

**1a** Circular  
Future

**2** VITRINE

Amthausgasse (AG)



# VITRINE

The showcase is an agile format that creates accessibility for many through participation. Every year, KAISERHAUS HANDELz defines key themes from which three central trade fair topics are derived.

This format offers producers and designers an extended platform alongside their existing sales channels to increase their visibility and sales opportunities.





The highly trafficked  
**VITRINE** opens  
 up new insights.



The Vitrine is the business card of  
 KAISHERHAUS HANDELz - it radiates and  
 invites. Producers, designers and retail  
 partners as well as circular design are given  
 visibility.

A strong online presence under the umbrella  
 brand identity of the neues Kaiserhaus will  
 provide in-depth storytelling to draw  
 customers' attention.

zHOWcases are held on a regular basis, aimed  
 at both B2B and B2C target groups. The focus  
 is on sustainability, transparency and the origin  
 of the products.

Shop windows and display cases offer space  
 for individual presentations and serve as a  
 showcase for current works. Exhibition areas  
 are available in the basement and on the  
 ground floor on the Marktgasse side.



OFFER				DESCRIPTION		BENEFITS	
zHOWcase				<p>KAISERHAUS-HANDELz creates <b>unique meeting spaces</b> for a broad, thematically diverse audience through regular live communication formats. They can be booked and staged by you, initiated by us or organised on a tailor-made basis at your request.</p> <p>The <b>creative, one- to three-day event interventions</b> make it possible to immerse yourself interactively in the world of KAISERHAUS-HANDELz. The <b>formats are flexible and modular, so that they can be used as exhibitions, residencies, educational platforms or product presentations</b> and adapted as required - with or without the intention of selling.</p> <p>Brands, products and making are presented and tested directly on the market in an open setting. Direct customer feedback provides valuable insights for future developments. This promotes <b>creative dialogue and the development of innovative ideas.</b></p> <p>The aim of the <b>zHOWcase</b> is to fulfil modern customer needs for sustainable products and services - from innovative fashion and culinary delights to high-quality care products and health-oriented offerings.</p> <p>Changing content, people and manufactories are presented in both analogue and digital formats. The format offers visibility and promotes dialogue with society, politics and future customers.</p>		<p>Located in the centre of the city of Bern, the <b>temporary formats</b> enable an exhibition presence embedded in relevant focus topics and help to reach new target groups.</p> <p>During the temporary display, <b>exhibitors benefit from panel discussions and events on the exhibition focal points as well as from the online presence, the network and access to the public.</b></p> <p>Gain traceability, transparency and credibility of circular and socially responsible solutions.</p> <p>Diverse participation opportunities and constantly changing topics and participants create an incentive to keep <b>rediscovering KAISERHAUS-HANDELz.</b></p>	
GF	20m2						
B	180m2						
Price idea for a presence at a 3-day sales event:							
m2 Price		CHF	150.00				
Marketing		CHF	150.00				
Electricity		CHF	20.00				
Handling		CHF	180.00				
Booth Mini	1m2	CHF	500.00				
Booth Midi	2m2	CHF	650.00				
Booth Grande	4m2	CHF	950.00				
Booth Maxi	6m2	CHF	1'250.00				

2026

SPRING 2026

OFFER	DESCRIPTION	BENEFITS
Online presence	<p>The neues Kaiserhaus umbrella brand is positioned and marketed as a <b>destination in the centre of Bern</b>.</p> <p>Gastronomy, the SNB Visitor Centre and KAISERHAUS HANDELz manage the online presence together.</p> <p>All tenants are joint hosts with exciting stories. In addition to the presentation of the offers, the <b>stories of the people, their activities and the resulting socio-cultural values are to be told</b>.</p> <p>.</p>	<p>Promotion of <b>sustainable trade and the creative economy</b> through online presence for companies, start-ups and producers and participation in KAISERHAUS HANDELz events and activities.</p>

# PLATFORM Events

The Events platform curates events, exhibitions, panel discussions, debates, networking events, festivals and celebrations. As a HUB for circularity, the Kaiserhaus connects stakeholders from all areas of product development and trade.

The events are linked to annual themes and trade fair topics and are available to external organisations.

The Kaiserhaus offers a unique pool of resources, knowledge and contacts for stakeholder projects.



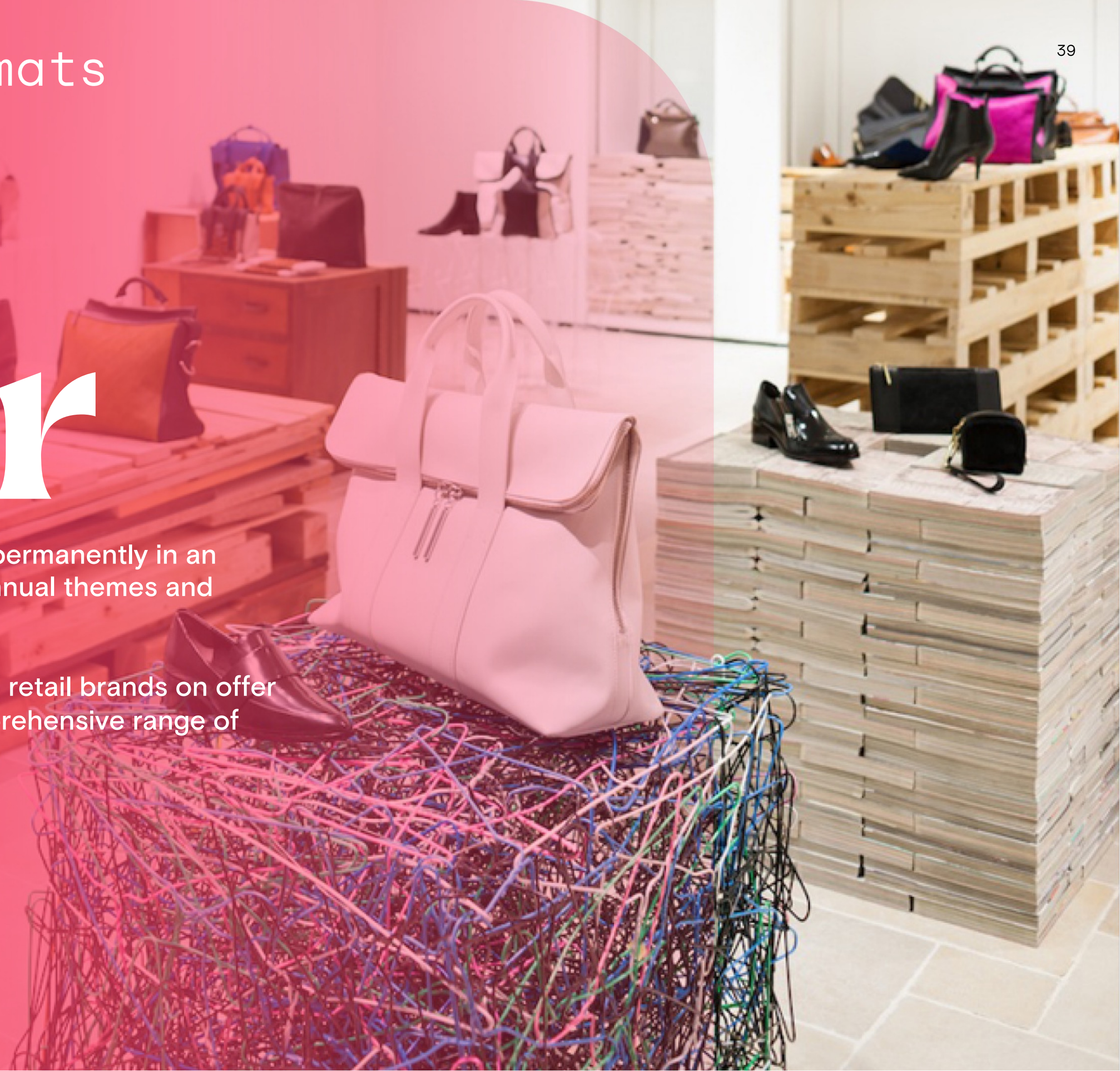
OFFER	DESCRIPTION	BENEFITS
Plattform Events	<p>Together with the visitor centre and the umbrella brand, the Events platform designs an exciting programme linked to the annual theme of the KAISERHAUS HANDELz. This platform can also be used by third parties.</p> <p>The event exhibition space is also a ‘stage’ and seating area in the style of an amphitheatre. The two-storey space has hanging fixtures, spotlights or diffused light in various colours, a spacious entrance area with direct access to the inner courtyard as well as a large display window and a vertical wall for use during the event.</p> <p>You can bring your own machines or infrastructure.</p>	<p>Our event space in the city centre, close to the Bundeshaus and a seven-minute walk from the main railway station, enlivens Marktgasse and offers companies and institutions from the region and Switzerland an attractive space for relevant topics.</p>

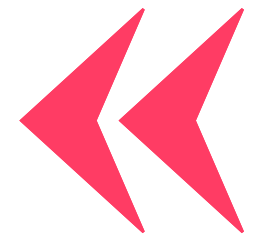
We offer new retail formats

# SHOP- Cluster

KAISERHAUS HANDELz uses space and areas permanently in an innovative shop concept that is linked to the annual themes and circularity.

The retail partner cluster forms a shop unit. The retail brands on offer become partners here and benefit from a comprehensive range of services.





# TEA Service – the celebration of hosting

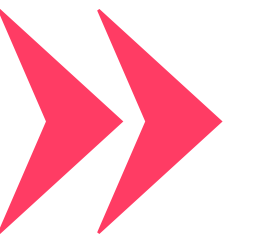
**Do you know the bazaar in Istanbul or Japanese tea houses?**

At KAISERHAUS-HANDELz in Bern, we want to revive this lively **atmosphere of trading, negotiating and coming together.**

The tea service grows out of this inspiration. The herbs and ingredients for our teas are cultivated in co-operation with Hof Elfenau in Bern.

We create inclusive workspaces in collaboration with the Blindspot inclusion project.

The tea service is served on all three floors at small tables and seating units; drink tea, linger and engage in dialogue with people.



# ◀◀ What is rarely in dialog plays together in the SHOP cluster, ▶▶



KAISERHAUS HANDELz AG utilises space and areas on a permanent basis in partnership with brands, manufacturers and designers. They become retail partners and benefit from a comprehensive range of services including curation, sales, marketing and communication.

Instead of the usual shop-in-shop formats, the SHOP cluster creates a shop unit.

The partners receive sales modules that they can design and use individually in consultation with the curation team.

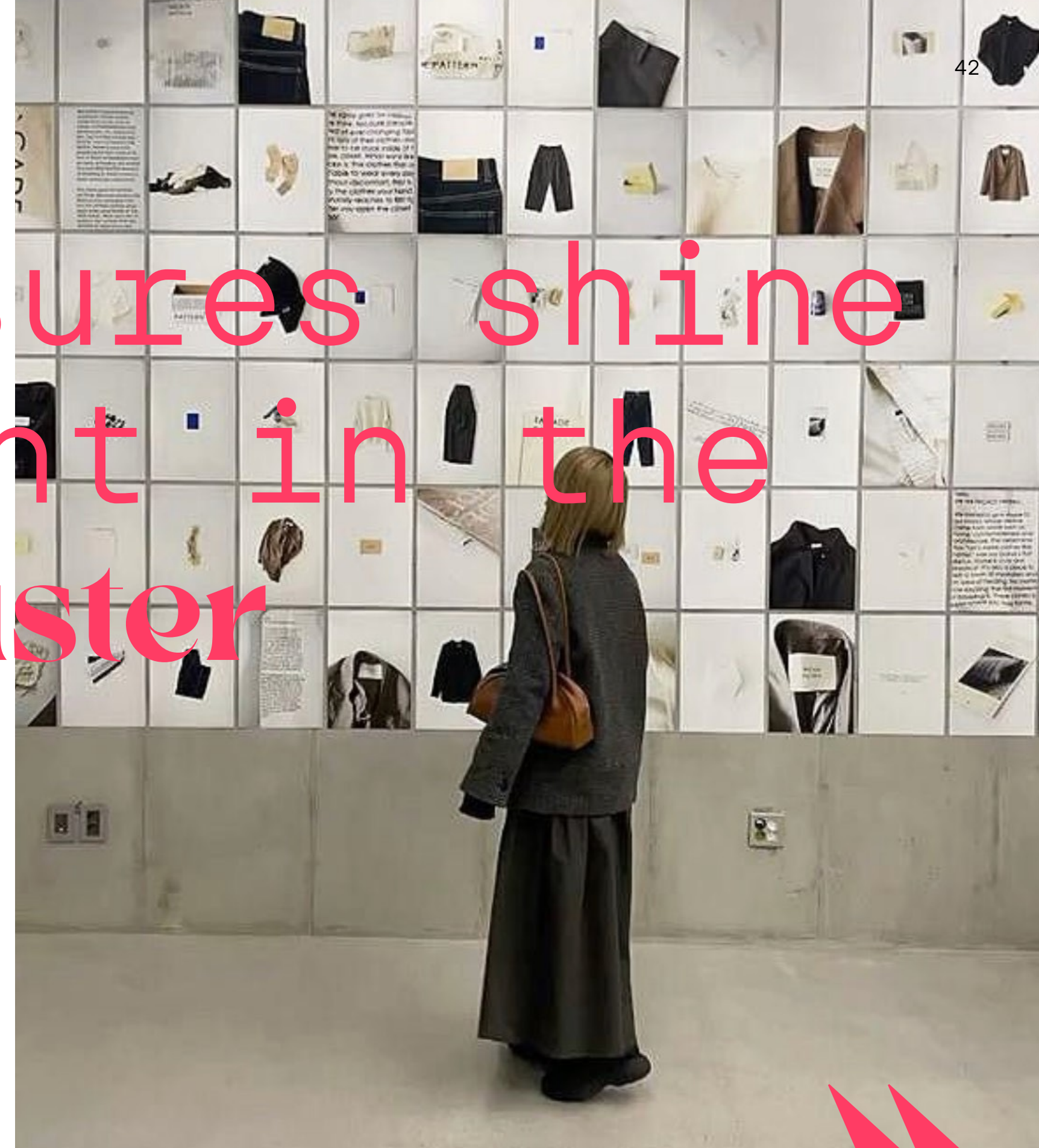
Close cooperation and linking of the topics is desired. The partners are committed to implementing impulses from the sustainability charter.

The aim is to create a retail space that makes it possible to integrate business models and the valuable culture of commoning into a circular system.

The shop cluster is also visible online.



# Timeless treasures shine in a new light in the SHOP cluster



OFFER	DESCRIPTION	BENEFITS
<p><b>Concessionaire:</b> Individual presence on the premises with own team and management.</p> <p>UG 440m2</p> <p><b>Price range:</b> CHF 800 – 1500 per m2/a year Without shop fitting</p> <p><b>Including:</b> electricity, heating and cooling, marketing communication, facility management, curation.</p> <p>Temporary presence in shop windows and display cases.</p>	<p>Brands with <b>high standards of sustainability</b> have the <b>opportunity to rent an individual space</b> in the SHOP cluster.</p> <p>This presence goes far <b>beyond</b> pure product sales. The brand space not only offers space for the sale of sustainable products, but also makes it possible to offer comprehensive <b>customer services</b> such as care and repair directly on site.</p> <p>In addition, the concept of <b>brand activation</b> is integrated, allowing the brand to be experienced in an authentic and interactive setting.</p>	<p>The curated environment of the KAISERHAUS HANDELz sharpens the positioning of the brands and guarantees an attractive, varied context.</p> <p>The <b>dynamic use of the entire building</b> continuously creates new appeal – visitors are always given fresh insights into the circular economy and its ongoing developments.</p> <p>The workshops and services of the Circular Laboratory offer the opportunity to provide <b>maintenance and repair services directly on site</b>. This allows companies not only to present their products, but also to actively demonstrate sustainable solutions in the field of circular economy.</p> <p>By customising their brand presence, entrepreneurs can present their identity in a clear and targeted way. At the same time, they can communicate their sustainable values and offers directly to <b>customers</b>, building trust and strengthening loyalty.</p>

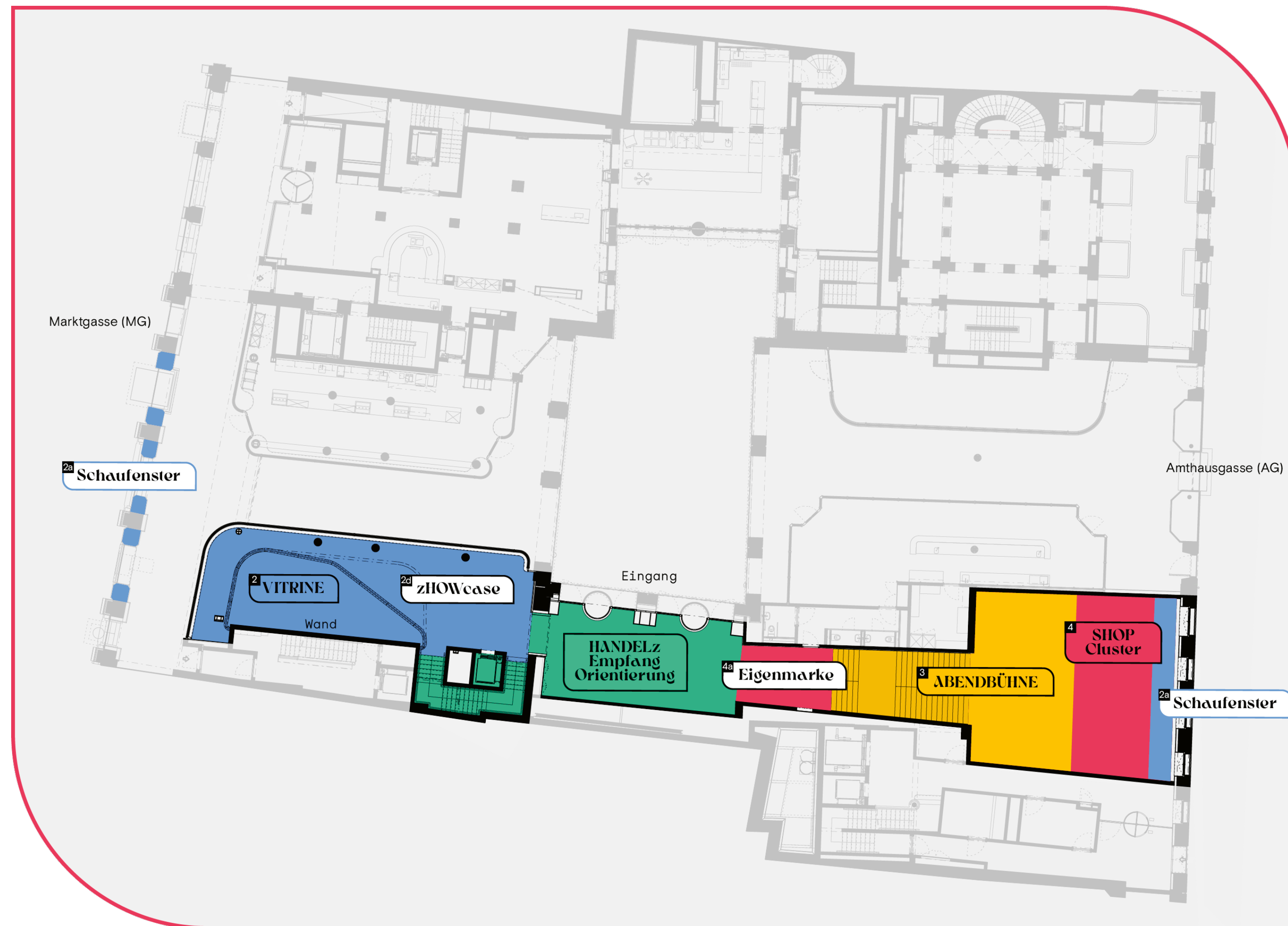
SPRING 2026

OFFER	DESCRIPTION	BENEFITS
<p>Presence in the SHOP with an individual fixed price:</p> <p>ground floor 25m2 directly at the entrance</p> <p>basement 440m2</p> <p>POS display: Cluster SHOP or your own price per month individually</p> <p>included: electricity, heating, marketing communication, facility management, curation.</p> <p>temporary presence in shop windows and showcases.</p> <p>sales tax: when using the sales team and management by HANDELz</p>	<p>The KAISERHAUS HANDELz shop range includes <b>three different product lines</b>.</p> <p>European product classics from traditional manufacturers offer services such as product refresh and replacement parts delivery, e.g. pan coating or knife sharpening, to ensure the longevity of the products.</p> <p>The latest and most innovative products with <b>circularity criteria</b>. A range of existing products and an Incube Lab offering products that are only produced after the order.</p> <p>The <b>custom-made, measure-to-measure</b> range consistently focuses on the individual needs of customers and avoids overproduction.</p>	<p><b>Without having to invest a lot of human and financial resources</b>, the shop enables designers and craftspeople to present themselves in a highly visible location in the city centre.</p> <p>Experienced retail professionals manage the shop as a service.</p> <p>Through their presence in the KAISERHAUS shop, circular products are given more exposure in an attractive environment and are <b>made accessible to a broad public</b>.</p>

SPRING 2026

GF 25m<sup>2</sup>  
Right at the entrance

GF 20m<sup>2</sup>  
Show-window to Amthausgasse



B 440m<sup>2</sup>

UG





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# How to be PART of it

# Bewerbung für Teilnahme Circular Laboratoire und/oder Shop Cluster

11.10.2024

## Send in form

Circular Laboratoire: evelyne.roth@handelz.ch

Shop Cluster:           patrick.honauer@handelz.ch

## Becoming a member of the network association KAISHERHAUS HANDELZ Netzwerk

**Mail an: [ghislain.clerc@handelz.ch](mailto:ghislain.clerc@handelz.ch)**

# HANDELZ

Partnerschaftsanfrage  
Partner Proposal

**Firma/Organisation:**  
**Company/Organisation:**  
**Vorname / First name:** \_\_\_\_\_  
**Funktion / Position:** \_\_\_\_\_  
**PLZ / Ort** \_\_\_\_\_  
**Postal Code / City** \_\_\_\_\_  
**E-Mail:** \_\_\_\_\_  
**Telefon / Telephone:** \_\_\_\_\_  
**Datum:** \_\_\_\_\_

**Ich bin interessiert an:**

- ☐ Vereinsmitgliedschaft / Membership Association
- ☐ Aktienwerb / Buying shares

Partnerschaft mit:

- ☐ Mein Produkt im Sortiment des Cluster SHOP  
My product in the SHOP Cluster assortment
- ☐ Eigene Fläche für meine Marke / mein Produkt  
Dedicated space for my brand / product
- ☐ zHOWcase Formate
- ☐ Circular LABORatoire

**Bitte beschreiben Sie Ihren Partnerschaftsvorschlag**  
Please describe your partnership proposal:

## Next Updates

24.10.2024  
12:00 Uhr

## Information Session 2 Online

Mid 2025

**Specific offers for:  
Plattform Events, Workshops,  
Kollaborationen...**

## Newsletter

Subscribe on [www.handelz.ch](http://www.handelz.ch)

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Verein Circular LABoratoire

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Design: [www.p-inc.ch](http://www.p-inc.ch)

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