

Urban Zündt

*Designer, Digitiser, and Manufacturer, Principal of Atelier Zündt, and
Principal Partner in Zündt Design*



Urban Zündt is a third generation, formally trained designer, and digitizer from Switzerland.

He lives in Altenrhein, Switzerland, the centre for embroidery. St Gallen embroidery is represented at major world exhibitions. Leading fashion designers of Haute Couture still use St Gallen embroidery.

Felix Zündt, Urban's father, founded *Atelier Zündt* in Altenrhein. *Atelier Zündt* creates high class contemporary pattern collections for embroidery.

Urban has inherited his father's imagination and creative drive. At twenty, he joined his father's company bringing fresh new ideas.

Urban trained as a designer. He has an Arts degree majoring in Textiles, and further qualifications in Digitising and Design, and Business Administration.

With more than 30 years of designing and digitising experience, in both traditional and modern techniques, Urban draws inspiration for his design collections from the *Atelier Zündt's* library of historical embroideries. Urban has continued his father's legacy in offering high-quality embroidery designs.

Nine years ago, a fortuitous meeting with artist and designer, Tracey Sims has led to an inspired collaboration of design, textiles, and publishing; - a business relationship, which still exists today.

His work is represented in museums in Germany & Switzerland.

Urban is the Principal partner in Zündt Design.