



Digital Tours

General Information

- › We offer digital tours for groups in German, English, and French.
- › An internet connection and the free Zoom video conferencing software are required.
- › On weekends and during holidays an additional fee of € 75.00 will be charged.
- › Reservations for private tours must be made at least three weeks in advance.

Contact/Reservations

Vitra Design Museum, Visitor Services

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Vitra Design Museum



Catwalk: The Art of The Fashion Show

The exhibition »Catwalk: The Art of The Fashion Show« explores the fascinating evolution of the fashion show and offers a look behind the scenes: from its beginnings in couturiers' salons around 1900 to the spectacular events of the twenty-first century; from haute couture to prêt-à-porter; from the era of supermodels to the celebration of diversity; from classic catwalk photography to the virtual fashion show. Through film and photo footage, original runway pieces, invitations, and stage props, the exhibition brings groundbreaking fashion shows back to life – including shows by Alexander McQueen, Balenciaga, Chanel, Comme des Garçons, Dior, Gucci, Helmut Lang, Hussein Chalayan, Martin Margiela, Prada, Yves Saint Laurent, and many more.

Duration: approx. 60 minutes

Tour fee: € 195.00

Guided tour bookable from 2 November 2025



The Shaker: A World in the Making

This major exhibition explores the American Shaker community and their unique design culture. Established in the eighteenth century, the Shakers were a free church community that embraced social equality, communal property, and pacifism, viewing labour and design as crucial expressions of their faith. Designed by Milan-based studio Formafantasma, the exhibition presents a variety of fascinating Shaker objects and sheds light on their cultural backgrounds. The Shaker ideals are placed in an exciting, contemporary dialogue with contributions and positions of contemporary designers.

Duration: approx. 60 minutes

Tour fee: € 195.00

Guided tour bookable from 14 June 2025



Nike: Form Follows Motion

The digital tour marks the milestones in Nike's fifty-year history and explores its ascent to the status of a global brand that holds a central role in design and popular culture. The focus of the digital tour is on Nike's design history – from the company's beginnings in the 1960s and the design of its famous »swoosh« logo to iconic products such as Air Max and current research devoted to future materials and sustainability.

Duration: approx. 60 minutes

Tour fee: € 195.00

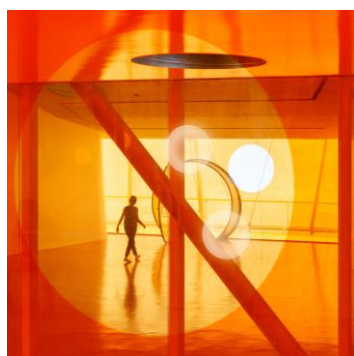


Transform! Designing the Future of Energy

The buildings, infrastructures, and devices for generating, distributing, and using energy are products of human creativity. Our digital tour explores the ongoing energy transition from a design perspective: from devices for harvesting renewable energy to solar buildings and wind turbines. Join us and discover how design can assist us in switching to renewable energies and reducing our energy consumption!

Duration: approx. 60 minutes

Tour fee: € 195.00

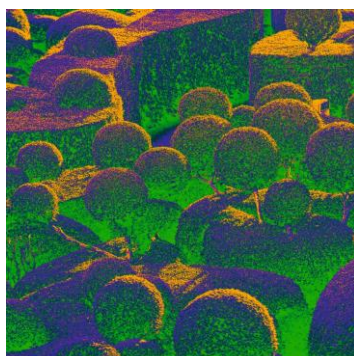


Iwan Baan: Moments in Architecture

Iwan Baan is one of today's leading photographers of architecture and urban design. Join our exclusive digital tour and discover his impressive images documenting the growth of global megacities, works by contemporary architects, and anonymous buildings all around the world. Baan's photographs are characterised by a vibrant realism that puts the focus on people and their relationship to the built environment. The guided tour of the first retrospective of his oeuvre opens up a fascinating panorama of human building.

Duration: approx. 60 minutes

Tour fee: € 195.00

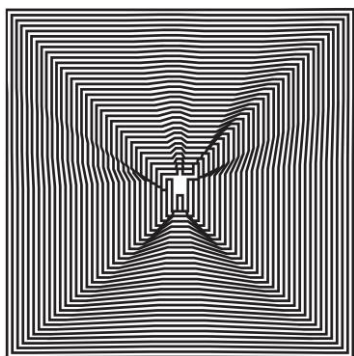


Garden Futures: Designing with Nature

Gardens reflect identities, dreams, and visions; they are deeply rooted in our culture. Recent years have seen a resurgence of interest in the garden – not only as a romantic idyll, but as a field of experimentation for concepts related to social justice, climate change, biodiversity, and a sustainable future. Gardens have become places of the avant-garde. Explore the history and future of the modern garden on this exclusive digital tour.

Duration: approx. 60 minutes

Tour fee: € 195.00



Hello, Robot: Design between Human and Machine

From delivery drones to disability robots and internet bots: robotics has found its way into our everyday lives. Yet the past years have also revealed the risks involved in digital environments piloted by algorithms and artificial intelligence. This exclusive digital tour presents highlights from the exhibition including robots in the home, in industry, and in healthcare as well as examples from cinema and literature. At the same time, it broadens our awareness of the ethical and political questions raised by robotics today.

Duration: approx. 60 minutes

Tour fee: € 195.00

Vitra Schaudapot



Science Fiction Design: From Space Age to Metaverse

The annual themed presentation in the Vitra Schaudapot spotlights visions of a future world manifested in design creations ranging from early science fiction film sets to the design of virtual spaces. The digital tour highlights pioneering objects from the Vitra Design Museum collection and examines how technological innovations and utopian concepts found their way into our everyday environment, influencing and shaping the world we live in.

Duration: approx. 60 minutes

Tour fee: € 195.00



Collection Highlights

Explore the Vitra Design Museum's renowned collection through a digital tour and get to know some of its highlights, including iconic pieces by designers like Arne Jacobsen, Aino Aalto, Verner Panton, and Charles & Ray Eames. Alongside landmarks from two hundred years of furniture design, the tour also introduces rare and lesser-known objects, prototypes, experimental models, and designs by anonymous makers.

Duration: approx. 60 minutes

Tour fee: € 195.00

Vitra Campus

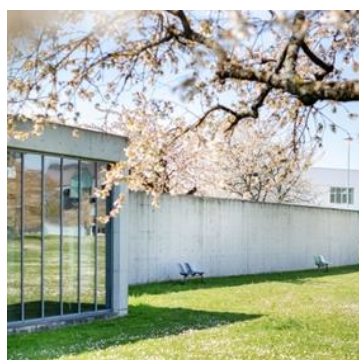


Campus Architecture

The Vitra Campus is unique for its iconic contemporary architecture. A digital tour now enables you and your group to explore buildings by Zaha Hadid, Frank Gehry, Tadao Ando, Herzog & de Meuron, and SANAA on a remote visit to the Vitra Campus.

Duration: approx. 60 minutes

Tour fee: € 195.00



Japanese Architecture on the Vitra Campus

Following Tadao Ando's Conference Pavilion, the Factory Building by SANAA, and Kazuo Shinohara's »Umbrella House«, another highlight of Japanese architecture was added to the unique ensemble on the Vitra Campus in 2023: the »Tane Garden House« designed by Tsuyoshi Tane. Join our digital tour and experience these buildings in the context of Japan's rich architectural heritage.

Duration: approx. 60 minutes

Tour fee: € 195.00 €

Credits: (Image 1) © Vitra Design Museum, Photo: Mark Niedermann; (Image 2) Chanel, Fashion show spring-summer 2015 Ready-to-Wear, Grand Palais, Paris © Helmut Fricke ; (Image 3) Image: Amie Cunat, »Stacked Boxes«, 2018 © Amie Cunat and Hesse Flatow, Photo: Jenny Gorman; (Image 4) Key Visual »Nike: Form Follows Motion« © Vitra Design Museum, graphic Design: Daniel Streat, Visual Fields; (Image 5) © Vitra Design Museum, illustration: Lorenz Klingebiel and Dominik Krauss, based on the photo: Les Jardins de Marqueyssac, Dordogne, France; (Image 6) © Iwan Baan, (Image 7) © Vitra Design Museum, Foto: Florian Böhm; (Image 8) © Christoph Niemann; (Image 9) Andrés Reisinger, The Shipping, 2021 © Reisinger Studio; (Image 10) © Vitra Design Museum, Foto: Bettina Matthiessen; (Image 11) © Vitra Design Museum, Foto: Bettina Matthiessen; (Image 12) © Vitra, Foto: Julien Lanoo. Subject to change. Last update 23.01.2025.

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