



Private guided tours

General Information

- › We offer private tours for groups in German, English, and French. Tours in Italian, Spanish, Dutch, Swedish, Chinese, and Japanese are also available upon request.
- › On weekends and holidays an additional fee of € 75.00 will be charged. For guided tours of the current exhibition or of the Vitra Schaudapot outside of the opening hours, we charge an additional fee of € 150.00.
- › Payment in cash or by credit card; invoices are issued for amounts from € 300.00.
- › Reservations for private tours must be made at least three weeks in advance.

Contact/Reservations

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Vitra Design Museum



Group Visits

The Vitra Design Museum numbers among the world's leading museums of design. It is dedicated to the research and presentation of design, past and present, and examines design's relationship to architecture, art and everyday culture. In the main museum building by Frank Gehry, the museum annually mounts two major temporary exhibitions.

Admission: € 13.00 per person for groups of 10 or more
Free admission for children under 13



Nike: Form Follows Motion

21 September 2024 – 18 May 2025

This dialogue 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 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, plus admission € 13.00 per person
Group size: max. 20 people



The Shakers: A World in the Making

7 June 2025 – 28 September 2025

In summer 2025, the Vitra Design Museum will present a major exhibition exploring 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 dialog with contributions and positions of contemporary designers.

Duration: approx. 60 minutes
Tour fee: € 195.00, plus admission € 13.00 per person
Group size: max. 20 people
Guided tour bookable from 14 June 2025



Catwalk: The Art of The Fashion Show

25 October 2025 – 15 February 2026

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 plus admission € 13.00 per person

Group size: max. 20 people

Guided tour bookable from 2 November 2025

Vitra Schaudapot



Group visits

The Vitra Design Museum collection encompasses some 20,000 artefacts, including 7,000 pieces of furniture and 1,000 lighting objects. A multifaceted presentation of these holdings, which comprise one of the world's seminal design collections, is staged in the Vitra Schaudapot by Herzog & de Meuron. Over 400 key objects are displayed in the main hall. On the lower level parts of the non-public storage area are on display. There you will also find the Schaudapot Lab, where you can learn more about materials, processes, and prototypes of modern furniture design.

Admission: € 10.00 per person for groups of 10 or more

Free admission for children under 13



Science Fiction Design: From Space Age to Metaverse

18 May 2024 – 10 May 2026

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 dialogue 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, plus admission € 10.00 per person

Group size: max. 20 people

Vitra Campus



Architecture Tour (2h)

This comprehensive tour of the Vitra Campus provides an overview of the history of the Vitra company and the evolution of the company premises in Weil, placing special emphasis on the Fire Station designed by Zaha Hadid, the Conference Pavilion by Tadao Ando and the Schaudepot by Herzog & de Meuron.

On the way, participants learn about the factory buildings designed by Frank Gehry, Nicholas Grimshaw, Álvaro Siza and SANAA, as well as the »Umbrella House« by Kazuo Shinohara and Jean Prouvé's petrol station. The VitraHaus by Herzog & de Meuron is visible from different perspectives during the tour and can be visited on an individual basis.

Duration: approx. 120 minutes

Tour fee: € 285.00

Group size: max. 20 people



Vitra Campus Circuit (1h)

The tour provides an overview of the company's history and the development of the Vitra Campus in Weil with over a dozen buildings by world-renowned architects. The guided tour includes besides the Fire Station by Zaha Hadid also other parts of the non-public Vitra Campus, such as the factory buildings designed by Frank Gehry, Nicholas Grimshaw, and Álvaro Siza.

Duration: approx. 60 minutes

Tour fee: € 195.00

Group size: max. 20 people



Garden and Architecture

Projects by prominent architects and landscape designers – from the »Tane Garden House« by Tsuyoshi Tane to the Oudolf Garten by Piet Oudolf and the »Diogene« Tiny House by Renzo Piano – embody practical and contemporary ideas for a more sustainable approach to building. Join our guided tour of the Vitra Campus and discover its unique garden and architecture.

Duration: approx. 60 minutes

Tour fee: € 195.00

Group size: max. 20 people



Japanese Architecture at 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. Learn more about these buildings exclusively in the context of a diverse Japanese building culture.

Duration: approx. 60 minutes

Tour fee: € 195.00

Group size: max. 20 people



Wunderkammer: Robots & Space Toys

The »Wunderkammer« presents an engaging display of more than one thousand objects from the collection of former Vitra Chairman Rolf Fehlbaum. Similar to its historical antecedents, the Wunderkammer on the Vitra Campus brings together curiosities and artefacts from around the world. For all their variety and multiformity, the toy robots, space toys, comic book characters, merchandising products, and folk art in the collection share their origins in twentieth-century popular culture.

Duration: approx. 90 minutes

Tour fee: € 250.00

Group size: max. 10 people, children over 12 years



Production

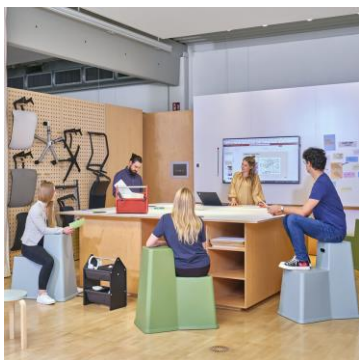
Take a look behind the scenes of the production on the Vitra Campus. Experience different steps of the manufacturing process of the Aluminium Chair on a guided tour through the production hall by Frank Gehry. The chair developed by Charles and Ray Eames in 1958 is considered one of the greatest furniture designs of the 20th century. Vitra has been producing this timeless classic over a period of decades in the same superior quality. The tour is followed by an introduction to Vitra's Test Centre.

Only available: Mon – Fri, 10 am – 3 pm

Duration: approx. 60 minutes

Tour fee: € 195.00

Group size: max. 10 people, children over 14 years



Citizen Office

The Citizen Office tour provides insights into the exemplary design of an open space office of the Vitra company.

Duration: approx. 45 minutes

Tour fee: € 170.00

Group size: max. 10 people



»24 Stops« Guided Walk

Covering a linear distance of six kilometres, the sculpture path »24 Stops« links two countries, two municipalities, two cultural institutions – and countless stories. The path runs between Weil am Rhein and Riehen, between the Fondation Beyeler and the Vitra Campus. Guided by 24 waymarkers created by the artist Tobias Rehberger, walkers can explore a uniquely diverse natural and cultural landscape.

Get to know »24 Stops« with an introduction about the artist, a presentation of individual objects and information about the surrounding landscape. The tour starts at the Vitra Campus and ends at the Fondation Beyeler.

Duration: approx. 120 minutes

Tour fee: € 350.00, no holiday surcharge

Group size: max. 30 people

Bookable until October 1, 2025

Picnic arrangement available upon request:

Duration: approx. 180 minutes

Tour fee: € 450.00, plus picnic package € 12.50 per person

It is possible to combine some of the guided tours listed here. We are happy to assist you.

Please note that only Vitra Design Museum guides are authorised to conduct tours in the Vitra Design Museum, the Vitra Schauddepot, and on the Vitra Campus.

Please also be aware that the buildings presented during the guided tours are in use. Occasional restrictions may occur during the tours.

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