

Press Release

A New Home for Hauser & Wirth Publishers in Zurich

In spring 2026, Hauser & Wirth Publishers will move into a new street-level space at Bäckerstrasse in Zurich, with a site-specific art installation by artist Stefan Brüggemann.



Hauser & Wirth Publishers' new location will open in the vibrant Kreis 4 district of Zurich at Bäckerstrasse, 51. The 150 square metre corner site will act as a multifaceted creative hub for research, artistic collaboration and ambitious publishing projects. The European home of the international editorial team continues to be led by Dr. Michaela Unterdörfer, who has helmed Hauser & Wirth Publishers since 2005, alongside the imprint's New York City location at 18th Street. In addition to the editorial studio, visitors to the new Zurich location can experience and purchase the full range of Hauser & Wirth Publishers' titles and back issues of Ursula magazine.

In keeping with Hauser & Wirth's artist-centric vision, Hauser & Wirth Publishers strives to transport readers into the universe of artists and provide in-depth insights behind the scenes of creative practices. At Bäckerstrasse, Stefan Brüggemann has been commissioned to create a new site-specific art installation featuring the artist's signature text-based work and punk aesthetic. Brüggemann's work will take over the entire façade of the street level location and continue inside the open-plan interior of the space.

The building was originally conceived by Swiss architect Theo Hotz, with the new home for Hauser & Wirth Publishers taking over the ground floor and marking the next milestone for the gallery's publishing universe. Beyond Bäckerstrasse, Hauser & Wirth continues to welcome visitors to galleries at the Löwenbräukunst and at Bahnhofstrasse in Zurich.



About Hauser & Wirth Publishers

Publishing has been a cornerstone of Hauser & Wirth's activity since the gallery's founding in 1992 and has grown into a dynamic imprint with an international team of editors. Today, the back catalogue extends to more than 230 titles with global distribution and bookstores inside Hauser & Wirth's spaces in New York, London, and Somerset. From publishing artists' writings and exceptional exhibition-related books to commissioning new scholarship and pursuing the highest levels of craft in design and bookmaking, Hauser & Wirth Publishers creates vital, lasting records of artists' work and ideas, forging critical gateways to the cultural discourse they inspire. The gallery's publishing activities steadily flourished through partnerships with imprints such as Hatje Cantz, JRP|Ringier, Steidl, Thames & Hudson, and Yale University Press before the establishment of Hauser & Wirth Publishers.

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