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Sommario/riassunto	In the small world of Swiss graphic design, prizes such as the Swiss Design Awards (SDA) are followed closely. The winners' works are admired, envied and emulated. The generous prize money allows designers to launch their careers and focus on lesser paid but critically recognised work. Awards thus play the role of bellwethers of the scene. However, criticisms inevitably arise. Speaking in hushed tones, designers speculate as to why a colleague won over another. Rumours have it that jury members favour their inner circles and exclude competitors. Analysing this universe in detail, Jonas Berthod retraces the recent history of the SDA and the emergence of a new design culture in Switzerland.