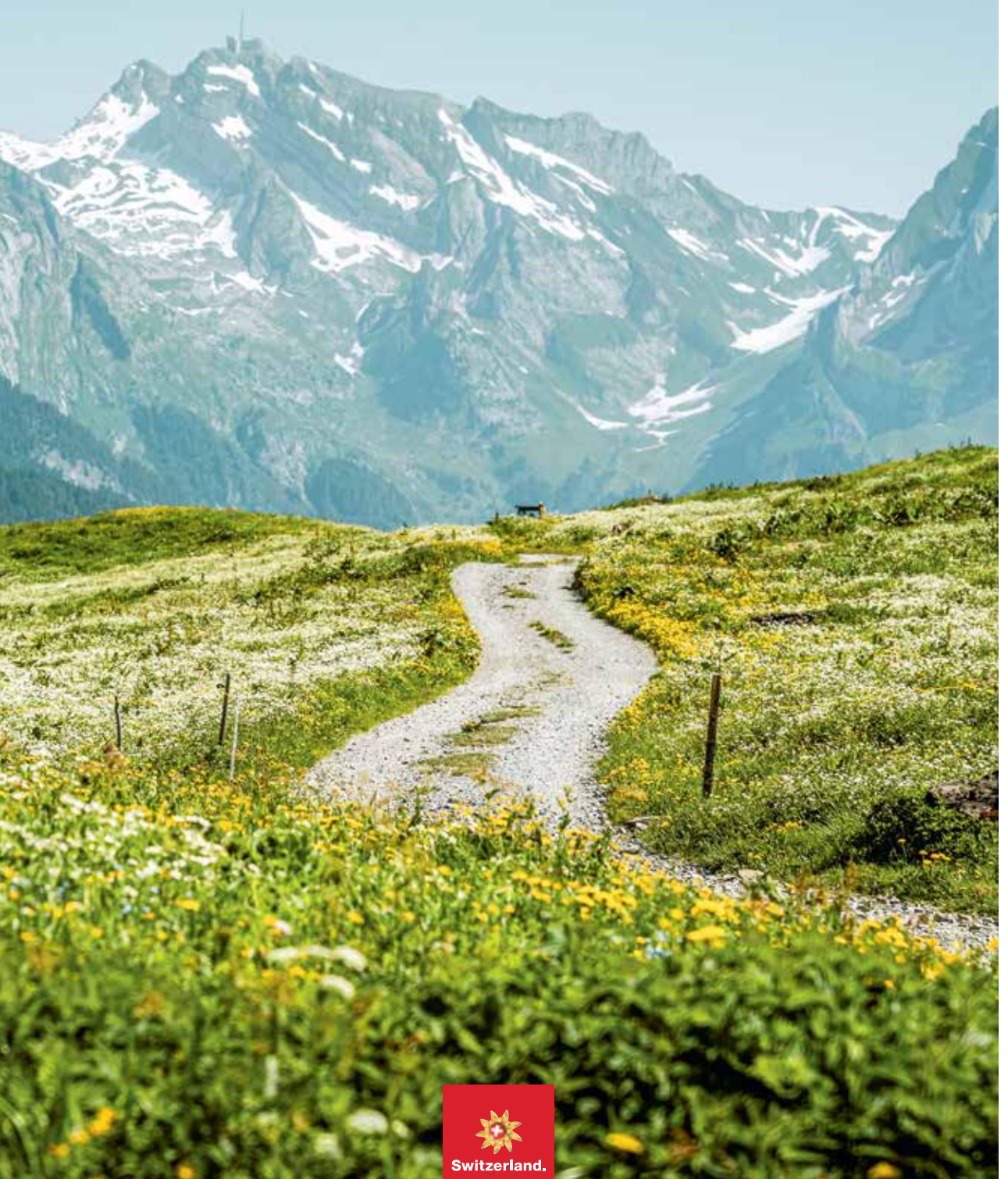


SWITZERLAND.

N° 01



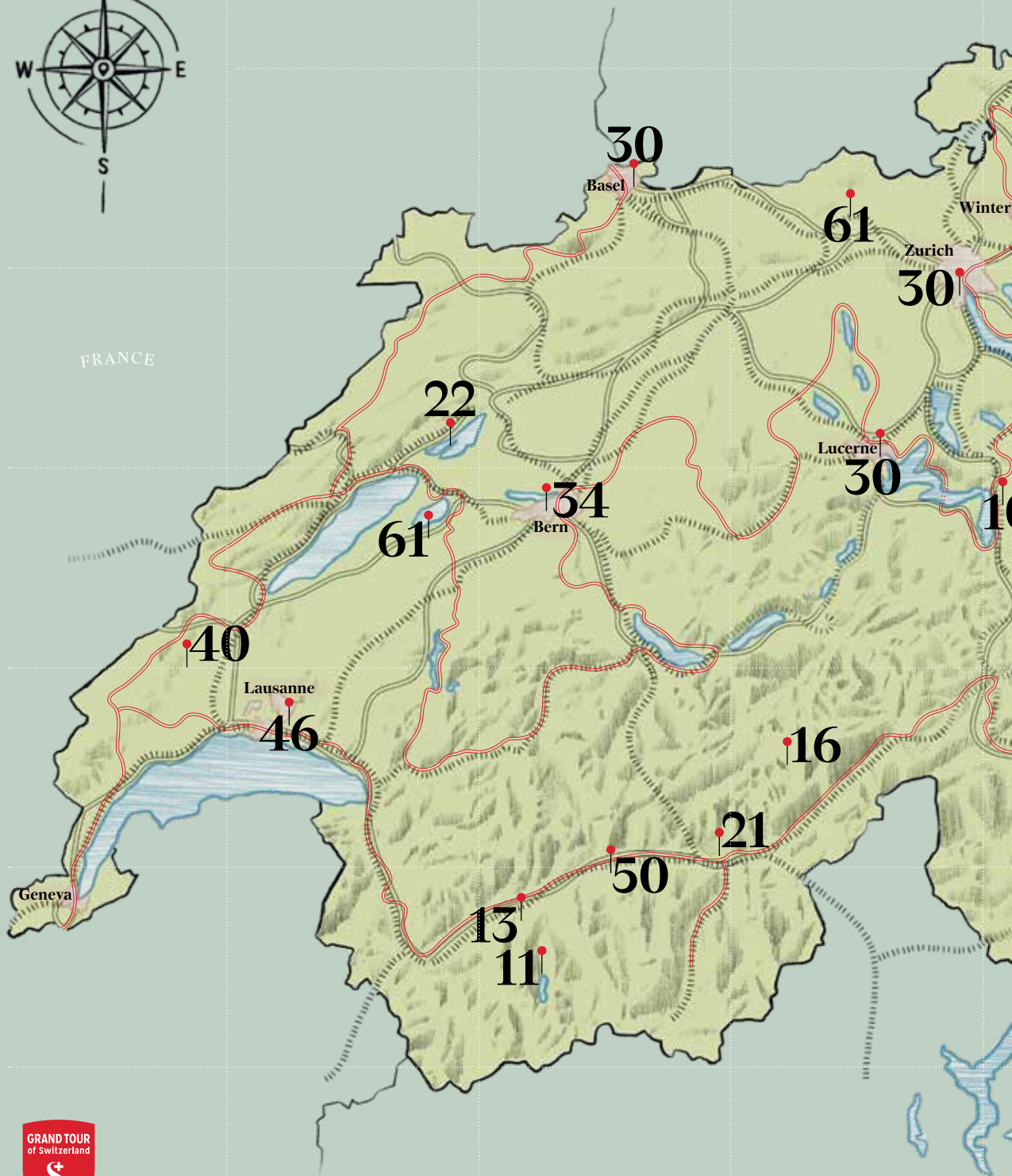
Switzerland.

SWITZERLAND

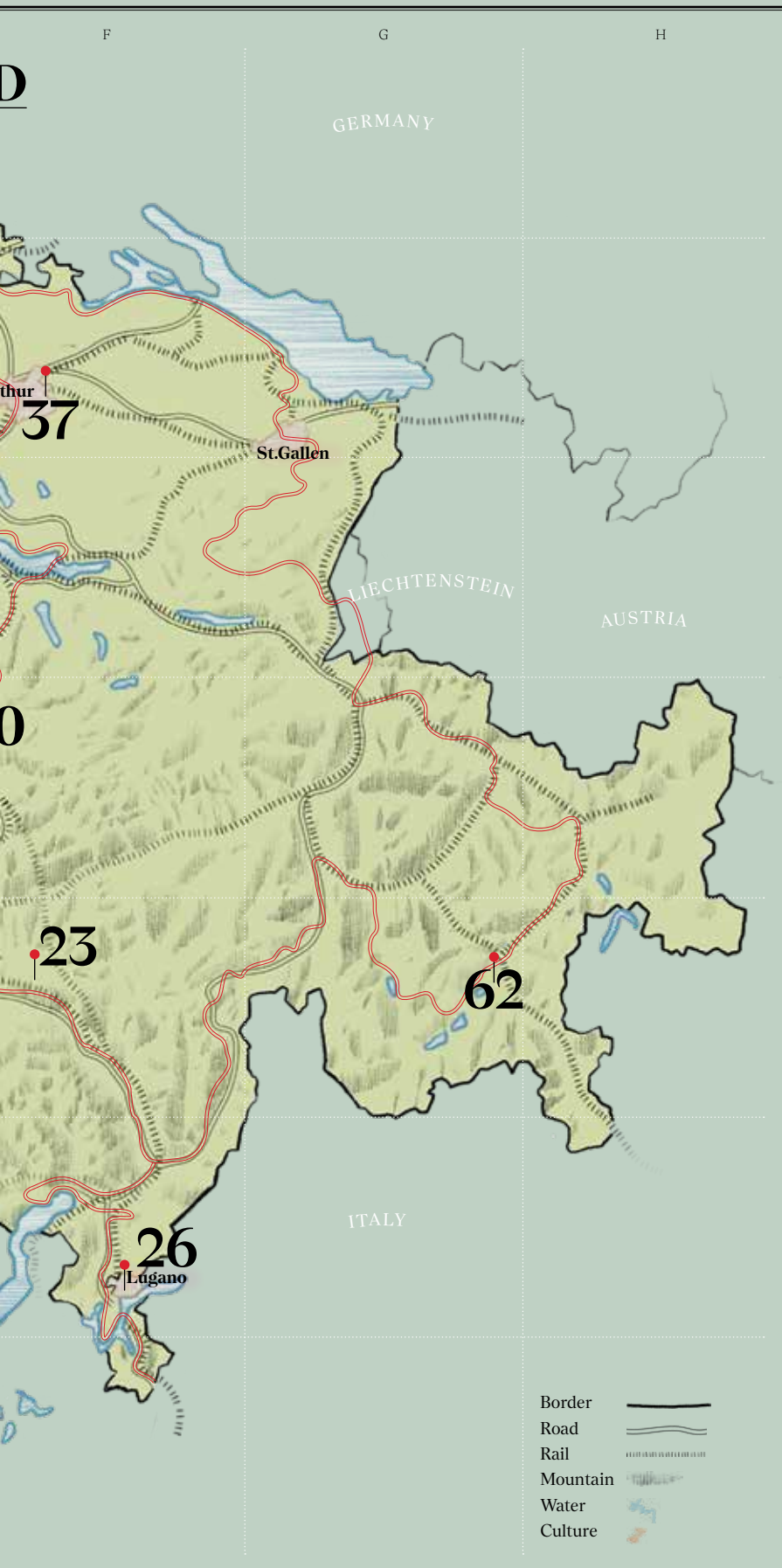


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FRANCE



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All stories at a glance:
→ Map on the last page.

For more inspiration see:
→ [MySwitzerland.com](https://www.myswitzerland.com)



The Toggenburg High Trail
opposite the mighty Säntis,
the iconic landmark of Eastern
Switzerland, from the summit of
which six countries can be seen.
© André Meier

Grüezi.

It may seem like a cliché, but there's a certain grain of truth in saying we cows are Switzerland's national animal. After all, we feel very much at home here. What could be better than the magnificent Alps, the beautiful natural surroundings and the lush green meadows? It's good for us – and for our cheese – after all a relaxed, happy cow produces the best milk to make the best cheese. Sometimes, when there is something to celebrate, we get to show off our finery, as in the picture made specially for this magazine.

In these pages, you'll find a portrait of Switzerland in my favourite seasons from spring to autumn when I can almost always be outside. It is divided into four chapters that together characterise the country: "Mountain" and "Water", as the defining elements of the Swiss landscape, and "Culture" and "People", as the traditions of those who live here, either enshrined in the past or kept very much alive.

Who knows, maybe on your visit you'll find the meadow where they picked the flowers for my headdress – make sure to take a good sniff so you can take the memory of this pure sweet smell home with you after your Swiss holiday is over.

See you soon!

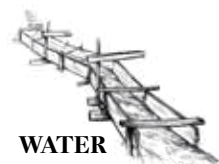
Emma



MOUNTAIN

There are so many trails through the Swiss mountains.

04–13



WATER

Water brings life and diversity on its travels.

14–23



CULTURE

Art comes in many shapes and colours and does not just belong behind glass.

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PEOPLE

A pioneering sense of adventure leads to rediscovery and reimagination.

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CONCIERGE

Always at your service as you travel in Switzerland.

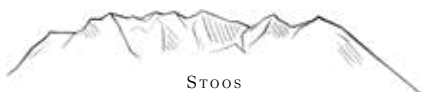
55–65

MOUNTAIN

For centuries, people avoided the mountains, believing that all they would find there would be a stony desert. Then they discovered the beauty of the mountains and little by little people ventured higher. These days there are 65,000 kilometres of hiking trails through the Swiss mountains.

A paradise for hikers

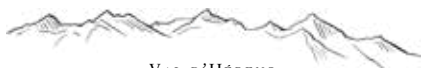
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STOOS

The trail makers

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VAL D'HÉRENS

The battle of the queens

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NENDAZ & VEYSONNAZ

Ridge walk to happiness

13





←
The views from
the ridge trail to the
Klingenstock and
the Urn Alps beyond.

MOUNTAIN

A paradise for hikers

Hiking is so important to the Swiss that the regulation of hiking trails is enshrined in the country's constitution.

When schoolteacher Jakob Ess took his class on a hike over the Klausen Pass on a fine summer's day in the 1930s, he was surprised by a vision of the future. Cars had experienced a surge in popularity in the years since his last visit to the pass and now he found a steady stream of drivers taking their vehicles for a spin on Uri's magnificent pass. This wasn't much fun for the class as they breathed in the dust and fumes from the vehicles that thundered past the group of hikers. The class teacher had never expected things to be like this. He therefore made his way to Bern with the recommendation that special trails should be marked out specifically for hikers. He quickly found enthusiastic supporters in Pro Juventute and the Swiss Youth Hostels, leading to the founding of the National Association of the Hiking Trail Movement in 1934. Already on the founding date, the black and yellow design of the signposts, which is still used today, was defined, and soon there were sections in every canton that took care of the planning, marking and maintenance of hiking trails.

The movement suffered a setback when the Second World War broke out and the Swiss army ordered that all signposts had to be removed in order not to provide orientation for any invading forces. However, by this time the Swiss had already been bitten by the hiking bug and work resumed immediately after the war ended.

There was another milestone in the 1970s when Zurich's mayor marched to Bern. He noticed that most of the signposted hiking "trails" were in fact paved in tarmac. He found the experience of walking on this surface unpleasant for the feet and quite dispiriting. To improve this situation, in 1974 he proposed an amendment to the constitution with the "Popular Initiative for the Promotion of Swiss Footpaths and Hiking Trails"; however, this was rejected by the Federal Council. Nevertheless, Parliament took a liking to the idea and pushed through a counter-proposal, thanks to which the subject of hiking trails has been regulated at the constitutional level in Switzerland since 1979. From a political perspective, this is a curiosity that is unique to Switzerland.

Supporters of the hiking trail network were overjoyed with the decision. To this day it is against the law to cover Switzerland's pathways and hiking trails with tarmac concrete without good reason. 

Hiking tip

SwitzerlandMobility app

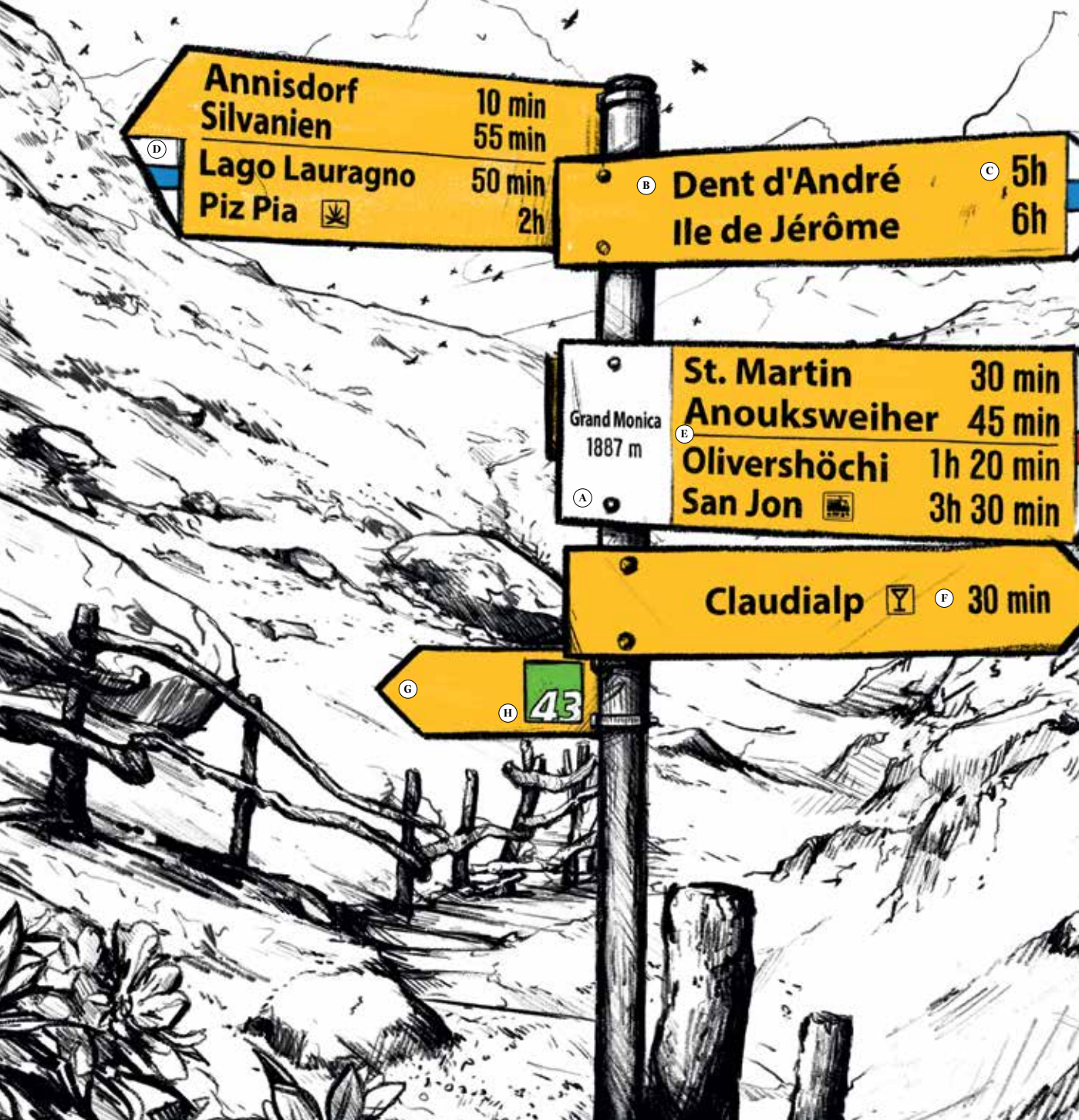
The SwitzerlandMobility app is a must-have for anyone exploring Switzerland. A particularly useful feature is the GPS-enabled map of the national network of hiking trails, including descriptions, photos and elevation profiles.

 switzerlandmobility.ch



Hiking is one of the most popular leisure activities among the Swiss.

Around 80% state that they occasionally walk the network of Swiss hiking trails with friends, family or even alone. The gentleman in the picture, for example, climbs 1,000 metres almost every day in the summer to reach the mountain behind his house, the Gross Mythen in the Canton of Schwyz.



Signposts

A Location

Current location and elevation.

B Hiking destinations

If several destinations are in the same direction, the nearest is listed first.

C Hiking time

Times do not include breaks.

D Trail category

The level of difficulty is based on the condition of the trail and how challenging it is for hikers. Colour coding is used to differenti-

ate between hiking trails (yellow), mountain hiking trails (white-red-white) and Alpine hiking trails (white-blue-white).

E Dividing line

If a route splits later, this is indicated with a dividing line.



Hiking trails

Hiking trail

Hiking trails often follow wide paths, but can also be narrow and uneven. Steep sections are made safe using steps and railings. Hiking trails make no special demands on users, aside from the usual care and attention. Sturdy shoes with a non-slip sole and weather-appropriate equipment are recommended.

Mountain hiking trail

Mountain hiking trails venture into rough terrain and can be steep, narrow and sometimes exposed. Some of the most difficult sections have ropes or chains for safety. Users must be sure-footed and in good physical shape and have a good head for heights, as well as being aware of the dangers in the mountains (falling rocks, risk of slipping and falling, changeable weather conditions). Sturdy shoes and good equipment are vital.

Alpine hiking trail

Alpine hiking trails also cross snowfields, glaciers, scree slopes or rocks. They may include short climbs and sometimes may not follow a marked path. Structural measures should not be expected. Users must be sure-footed and in excellent physical shape and have a good head for heights, as well as being aware of the dangers in the mountains. A compass, rope, ice pick and crampons may sometimes be needed.

Bookable offers

It couldn't be easier to book unique outdoor activities and mountain experiences or multi-day hikes in the Swiss Alps:

→ mammutalpineschool.com
→ eurotrek.ch

F Symbols

There are symbols for transport stops, lookout points, barbecue areas and restaurants.

G Direction signs

Signposts without destinations or time information are provided when it is unclear how the route continues.

IT Routes from Switzerland – a paradise for hikers

Route markers with a single digit indicate national routes in Switzerland. Via Alpina is the classic long-distance hike in Switzerland.

→ MySwitzerland.com/hiking



STOOS

The trail makers

A spectacular mountain hiking trail connects two peaks on the shores of Lake Lucerne. Although this is a high-altitude trail, it is often used by families and older people because the two peaks, the Fronalpstock and the Klingenstock, are both easily accessible by cable car.

The trail itself, with its fantastic view of the Alps and the lake, is maintained by committed senior citizens from the region who take great pleasure in keeping it well maintained. Their

reward? They have “the most beautiful workplace in the world” and enjoy the words of thanks from the passing hikers.

Since 2006, the volunteers have invested countless working days in the trail, transforming what was an exposed Alpine path into a well-maintained mountain hiking trail. In doing so they have built thousands of steps into the steep terrain using local resources such as stone from the mountain and the wood from old electricity pylons, widening the

route and improving the signposts. The fruit of their labour is a relatively safe trail that offers beginners an unforgettable introduction to mountain hiking.

If you take this impressive sky-high tour, you'll have a good chance of encountering the hard-working gents at work as they make further improvements to their trail. ⚠

Mountain hiking

- 📍 Stoos
- 📏 4 km
- ⚡ 400 m ↗ 400 m
- 🕒 2 h
- 👤 Connoisseurs with a head for heights
- 🍷 Picnic with a 360-degree view over Lake Lucerne

Film: Watch how a trail is created. →





VAL D'HÉRENS

The battle of the queens

The picturesque Val d'Hérens in Valais is home to an unusual breed of cattle, the black Hérens cow. Weighing about 600 kilos, these sturdy animals establish the hierarchy within the herd by locking horns and butting heads in impressive bouts. The atmosphere in the meadows can be explosive in early summer after the cows have been driven up to their summer pastures.

That's when the cows from different farmers come together for the first time and immediately

begin to test the balance of power. Watching them crack their skulls together with a gruesome thud makes for a fascinating spectacle. It's a sound that penetrates to your very core. Towards the end of the Alpine season, when the hierarchies have been established, they no longer fight as much.

By tradition, almost every family in the valley owns a few of these cows. They don't give much milk, but they are the pride of the region and the protagonists in

the traditional cow fights held in various arenas in Valais. The finals in the Aproz arena, which attract thousands of spectators, are like a piece of theatre from another world. Visitors and locals alike watch how the cows perform in the battle of the queens over raclette and wine. △

Cattle safari

📍 Val d'Hérens

📏 10.3 km

⚡ ♂ 790 m ♀ 790 m

🕒 4 h

👤 Adventurous nature lovers

👤 The black Hérens cows on Alp Mandelon

Film: Fighting cows on mountain pastures and in the arena. →





Fall in love
with Switzerland.

Before you even
arrive there.



A STAR ALLIANCE MEMBER 

[swiss.com](https://www.swiss.com)

Made of Switzerland.



NENDAZ & VEYSONNAZ

Ridge walks to happiness

If you like endurance sports and love the mountains, you'll understand Stéphane Aymon. He says: "Hiking is too slow for my taste because I can't see enough of this incredibly diverse scenery."

That's how this ski touring fanatic discovered trail running: jogging on mountain hiking trails. Although he was never very fond of jogging, he immediately became hooked on running in the mountains. "When you run, you feel light, free and at one with nature. You live in the mo-

ment." Stéphane lives in Nendaz, a community that stretches from the Rhone Valley at 460 metres to an elevation of 3,336 metres. The region is known for its sparse woodlands and pleasant "bisse" trails: hiking trails that follow old irrigation channels. But for Stéphane it's all about trails higher up the mountain: "There are very few places where you can run along such spectacular ridges." This affords him the perfect opportunity to relax and recharge his batteries.

He also competes in trail running races, such as the Nendaz Trail right outside his front door – an insider tip among runners. The Grand Parcours route is 70 kilometres in length and involves a total ascent of 3,590 metres. If you're put off by these numbers, you can still savour the atmosphere of a race on two shorter routes. There are 11 more routes where you can enjoy the diverse nature of the valley. 

Trail running

-  Nendaz Trail, beginner's route
-  16 km
-  ↗ 840 m ↘ 840 m
-  Sporty mountain enthusiasts
-  Alp Balavaux with 100-year-old larches

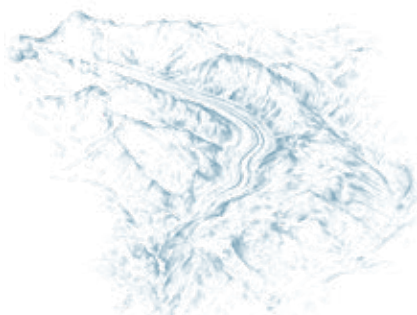
Film: Possibly the most beautiful after-work trail-running session. →



WATER

In its frozen, glacial state, it exudes vulnerable beauty,
an impressive sight and a warning, at the same time.
As it travels, water creates wonderful diversity as a habitat.

And sometimes it can be tamed, transforming dry
pastures into fertile land.



THE GREAT ALETSCHE GLACIER

Walking on ice

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AUSSERBERG

When water cuts through rock

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ST. PETERSINSEL

Island life

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VAL PIORA & LAGO CADAGNO

Meromixis

23



←
Miraculous worlds
of adventure open
up in the belly of the
glacier.

WATER





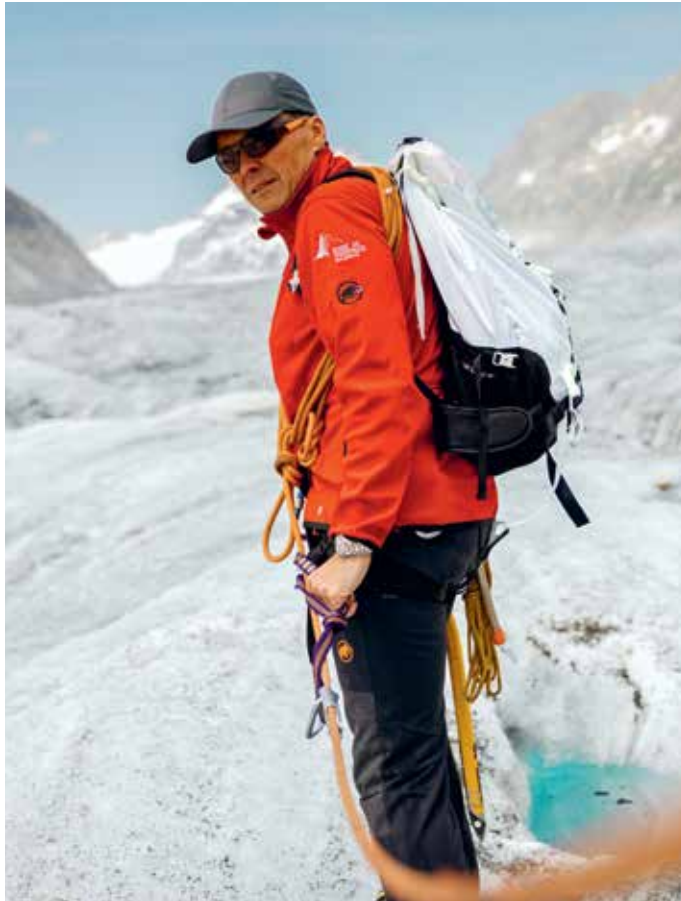
GREAT
ALETSCHE GLACIER

Walking on ice

The Great Aletsch Glacier cuts across the ice, while melt-water gurgles through a labyrinth of channels beneath their feet. A guided glacier trek on this giant is an experience for all the senses. Over the last 40 years, the Great Aletsch Glacier has shrunk back by 1,300 metres and has become 200 metres thinner. On hot days the glacier can lose up to 20 centimetres in height. When you cross the water here, the glacier teaches you humility in the face of the tremendous forces of nature. ❖

Visitors to the glacier feel none of the hot summer temperatures of the Rhône Valley. A chilly wind

cuts across the ice, while melt-water gurgles through a labyrinth of channels beneath their feet. A guided glacier trek on this giant is an experience for all the senses. Over the last 40 years, the Great Aletsch Glacier has shrunk back by 1,300 metres and has become 200 metres thinner. On hot days the glacier can lose up to 20 centimetres in height. When you cross the water here, the glacier teaches you humility in the face of the tremendous forces of nature. ❖



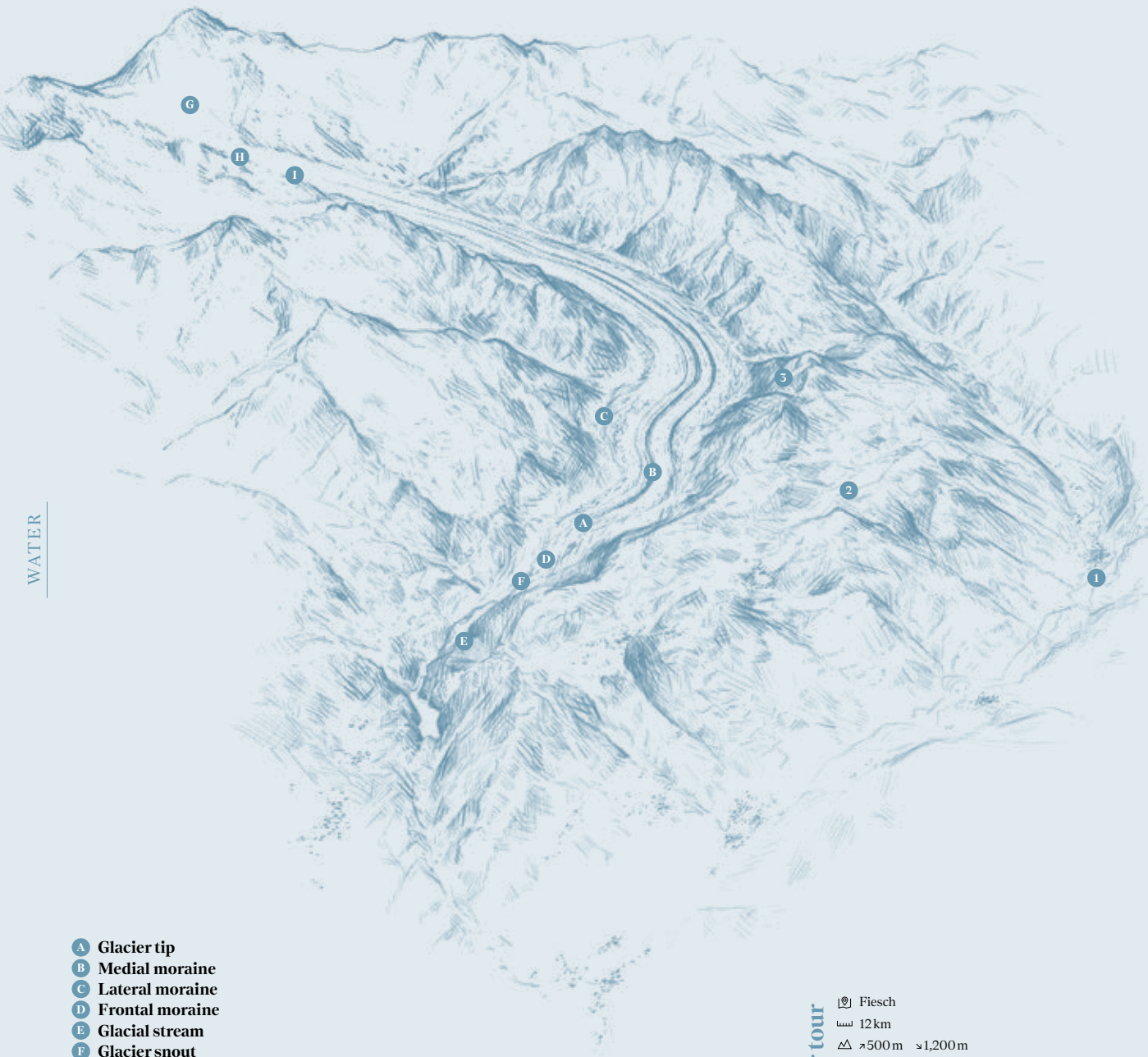
“Visitors who find themselves in the middle of this majestic mountain world on the glacier for the first time are simply overwhelmed by the experience.”

Patrick Z'Brun, mountain guide

→
With an experienced mountain guide
at their sides, even newcomers
are able to navigate a path
through the maze-like glacier.



A SHORT LESSON IN GLACIERS



WATER

- A** Glacier tip
- B** Medial moraine
- C** Lateral moraine
- D** Frontal moraine
- E** Glacial stream
- F** Glacier snout
- G** Snow field
- H** Accumulation area
- I** Ablation area

- 1** Fiesch
- 2** Fiescheralp
- 5** Eggishorn

Glacier tour

- Fiesch
- 12 km
- ≈ 500 m $\approx 1,200$ m
- 6 h (2–3 h on the glacier)
- Sporty nature lovers
- View from Eggishorn upper station to the ice giant

Film: A taste
of the glacier tour. →





AUSSERBERG

When water cuts through rock

The very existence of Valais' farming community depends on precious water being channelled in from the snow-laden mountains to the arid slopes above the Rhône Valley. Over the years, locals have constructed spectacular irrigation channels known as "bisses" to enable water to be channelled in this way. To ensure that the water can flow freely through the many kilometres of irrigation channels, clean-up campaigns take place in the spring, when all those who use the water from a bisse together remove sand, stones and branches and make any necessary repairs.

The land is irrigated day and night right through until autumn. A written schedule governing who is entitled to use the water at what times and for how long has existed for as long as anyone can remember and depends on how much land is involved. After a certain number of days, when all meadows surrounding a bisse have been irrigated, the whole process starts again. This process is known as "Wasserkehr" and repeats roughly every 14 days. The allotted days and times are clearly noted to ensure that no precious irrigation hours are missed. When it's hot and lots of water is needed, every second of the allotted irrigation time gets used.

Traditional irrigation is strictly regulated, but essential. The

method has been passed down verbally from generation to generation. The water needs to be channelled down to the steep slopes or everything would dry up. The water is fed into the meadows via a fine network of trenches, requiring a great deal of care and attention to ensure that it is not allowed to follow its own path. You can discover these irrigation channels and impressive landscapes for yourself by simply following alongside the channels – there are several such trails to choose from.

One spectacular but challenging mountain and bisse trail takes hikers to the Baltschieder Valley and back to Ausserberg. Speaking of which: the irrigated slopes of the sunny mountains of Upper Valais will be recognised by the Swiss Landscape Conservation Foundation as Landscape of the Year 2020.

If you just want to admire the craftsmanship without leaving the house, the bisses are also depicted on the current Swiss hundred franc note. ♡

Bisse trail

- 📍 Ausserberg
- 📏 15.6 km
- 🕒 4 ¾ h
- 🌿 Fresh air enthusiasts
- 🌀 Circular hike in the Baltschieder Valley

Film: How the bisses are still used today. →





ST. PETERSINSEL

Island life

St. Petersinsel is an elongated peninsula that reaches into the middle of Lake Biel and has been attracting poets and romantics for centuries. When the famous philosopher and writer Jean-Jacques Rousseau spent a few weeks on the island in 1765, he wrote the book “Flora Petrinularis” in which he expressed his love for this magical place in such beautiful words that the island soon became a dream destination for poets and princesses.

It's true that the enchanting tranquillity of St. Petersinsel renders it timeless: hidden beaches, secluded forests, walks and a former monastery make it a natural paradise for those seeking relaxation. And since the lowering of the water level in the lake 150 years ago, the former island has been connected to the mainland by a strip of land that lets you cross the water on foot or by bike. This unique place in the middle of Lake Biel is now an

area of special natural conservation. The perfect place for a relaxing weekend for two. The old monastery is now a Swiss Historic Hotel and has a pleasant garden restaurant that attracts many day-trippers. If you simply must have the island to yourself, book one of the 13 rooms – even the one where Rousseau wrote about his magical surroundings is available – and enjoy the silence under the evening stars. 

Monastery life

-  St. Petersinsel
-  9 km (round trip)
-  3 h
-  Leisurely strollers
-  Night and silence

Film: The magic of St. Petersinsel. →





VAL PIORA & LAGO CADAGNO

Meromixis

Situated at 2,000 metres above sea level, the Val Piora boasts an extraordinary diversity of fauna and flora and attracts researchers from all over the world. One of the particular draws is the fish population in Lago Cadagno which is ten times greater than in other mountain lakes.

This abundance of fish is due to the rare “meromictic” phenomenon, whereby a body of water consists of different layers of wa-

ter that do not mix. The upper layer of water is rich in oxygen – ideal conditions for fish. The lowest layer is fed by springs on the lake bed and enriched with salts from the Dolomite rocks. This makes it heavier and unoxygenated. Nothing can survive here. However, it is the middle layer that is the most exciting. This layer is home to a special sulphur bacterium living at a depth of 11 to 13 metres. It is rose-coloured, resulting in pink water

samples from this depth! However, you don’t have to be a scientist to find Val Piora quite fascinating. With more than 20 lakes nestled idyllically in the mountain scenery, the high mountain valley is a paradise for hikers. Anyone who needs to stop for a bite to eat should drop in at the cosy Cadagno mountain hut to sample the mountain cheese and prosciutto from the alp just around the corner. ♡

Lakeland hike

- 📍 Val Piora
- 📏 8 km
- 🕒 2.5 h
- 👤 Curious explorers
- 🍷 Enjoy a taste of Piora cheese and prosciutto crudo in the Cadagno Alpine hut

Film: Dive into the mysteries of the lake. →



CULTURE

Art, specifically street art, literally brings colour to the grey urban environment. It also acts as a surprising source of inspiration. Art playfully combines classic and new technologies, always experimenting with new perspectives.



LUGANO
Eye-catching lakeside museum

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LUCERNE | ZURICH | BASEL
Cities as spaces for art

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BERN
Historical witnesses

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WINTERTHUR
Where art is completely at home

37





←
The new art museum
in Lugano invites you
on an amazing voyage
of discovery.

CULTURE



LAC Lugano Arte e Cultura



LUGANO

Eye-catching lakeside museum

The LAC Cultural Centre in Lugano is a platform for contemporary creativity in Southern Switzerland. It is also an architectural oasis that could hardly be more diverse.

The Lugano Arte e Cultura (LAC) Centre sits on the shores of Lake Lugano like a ship ready to set sail for the wide blue yonder. Its dark-green surface and the large glazed frontage flash in the sunlight as if competing for attention. The museum is the work of Ticino architect Ivano Gianola, who won out against more than 120 competitors from around the world. Gianola's concept is characterised by the strong link to the environment in which the cultural centre sits. The boundaries between the city streets, the lake and the building seem to blur here, as do the boundaries between old and modern architecture. The LAC has become a place for creative encounters, a space where art can happen.

A The entrance hall

The heart of the cultural centre is the airy 650-square-metre entrance hall. The large windows offer an expansive view of the new Piazza Bernardino Luini, the amphitheatre and the park, as well as the ever-changing surface of the lake and the local peaks of San Salvatore and Monte Brè.

B Museo d'arte della Svizzera italiana (MASI)

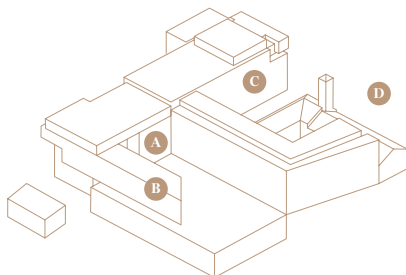
The MASI has become a cultural hub between the south and north of the Alps. The museum is spread over two locations, the LAC and the historic Palazzo Reali. Its spacious halls house impressive art collections from Lugano and the Canton of Ticino.

C The theatre and concert hall

Panelled entirely in pear wood, the room exudes a delicate fragrance. Sophisticated acoustic technology is used to immerse the listener in multi-layered soundscapes at concerts – ranging from classical to jazz and from opera to operetta.

D The church of Santa Maria degli Angioli

The cultural centre also includes architectural gems such as the church of Santa Maria degli Angioli with frescoes by Bernardino Luini dating from the 16th century. 3-D glasses bring the past to life in and around the church, for example the funicular railway that closed in 1913. 🏠



Urban jewels

- 📍 Art at Lake Lugano
- 🏠 The views of Monte Brè and San Salvatore should not be missed
- 🌴 Parco Ciani with its lustrous palm trees is a tiny oasis in the heart of the city.

Film: Art spaces and southern flair in Lugano. →







Around the LAC

(A)

Buongiorno!

The Hotel Gabbani is
the perfect place to start the day.

Located in the heart of the old town, Hotel Gabbani produces many of its staples in-house or buys them in from local producers. At breakfast, you'll find filter coffee, virtuoso egg dishes and a buffet of crispy breads, fresh jams and spicy Ticino cheeses.

Hotel Gabbani *Piazza Cioccaro 1, Lugano*

(B)

In the shade of the cypresses

Enjoy a promenade around the LAC
beneath the shade of the venerable trees.

Visitors mostly emerge from the LAC cultural centre to be greeted by the warm and friendly Ticino sun. An alley between the LAC and the "Palace" leads to the nearby cypress courtyard. You might imagine yourself in the garden of a Tuscan country house as you stroll under the giant shady trees and along the museum's minimalist facade.

The cypress courtyard at the LAC
Piazza Bernardino Luini 6, Lugano

(C)

Treasures from around the world

Discover artworks under the
city's open skies.

The city is constantly decking itself out with treasures from around the world. It is not uncommon for strollers to encounter art in the open air. In 2019, steel sculptures by Albanian artist Helidon Xhixha featured an enchanting play of light.

Along the lakeside promenade

(D)

A playful approach to art

Interact with technology
in the Besso Tunnel.

The digital art on display at the train station begs you to come and play: interact with technology in the Besso Tunnel. In an installation known as NeuralRope#1, artists and scientists have created a work that combines artistic and scientific content and stops the passers-by in their tracks.

Tunnel di Besso *Via Sorengo, Lugano*

(E)

Exotic blossoms

Bird song provides the perfect soundtrack
for daydreaming in the park of Villa Saroli.

The hustle and bustle of the streets of Lugano seem miles away in the enchanted park of Villa Saroli. It is a little botanical gem with varied subtropical vegetation. If you lower your gaze towards the ground, you will discover some exotic flowers. The villa itself dates from the Renaissance and its interior is richly decorated. In an ever-changing series of exhibitions, works of art enjoy a wonderful temporary home here, while evergreen jasmine flourishes in the orangery on the north side of the building.

Villa Saroli *Franscini 9, Lugano*

(F)

Water fun

Cool your head in the
waters of Lake Lugano.

The Lido San Domenico, easily reached with the number 2 bus from Lugano city centre, is the perfect place for city-dwellers to relax. Take a pedalo out onto the lake to see the surrounding villages from a new angle. As the sun slowly bathes the lake in the evening light, the lido is transformed into an outdoor nightclub or cinema. What better way to end the day?

Lido San Domenico *Sentiero di Gandria 12, Castagnola*

Cities as spaces for art



Urban art

If you're searching for street art and urban creativity, then Switzerland has some surprises in store for you.



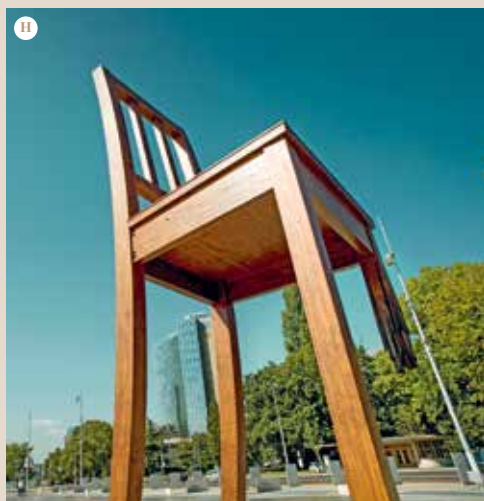
Museum architecture

Swiss cities have plenty of architectural jewels on offer, both in the city centres or on the outskirts.



Art in public spaces

Art also happens outside of museums, in public spaces, on squares and in the streets.





A Urban art tour of Basel

Many artists have already used the city of Basel as their canvas. They include Swiss street artist Tika, whose piece entitled “Basilisk” can be seen on the side of the Heuwaage building. Tours: artstuebli.ch

B Street-Art Festival Chur

Two years ago, artist Fabian Florin, alias Bane, founded the Graubünden Association for Urban Culture with the aim of bringing a street art festival to Switzerland similar to the kind that already exists elsewhere in the world. One of the results is

the huge bear created by Ticino duo Nevercrew. streetartfestival.ch

C Melody in Zurich

Zurich-based street artist Redl needed a crane and around 90 litres of paint to produce his work entitled “Melody”. Located on Limmatstrasse in Zurich, the work is 24 metres tall and 12 metres wide and is one of the largest murals in Switzerland.

Between the tram stops of Escher-Wyss-Platz and Dammweg



D Swiss National Museum

The mediaeval-style castle of the Swiss National Museum Zurich has been extended with an exposed concrete structure by the Basel architects Christ & Gantenbein.

Museumstrasse 2, Zurich

E Fondation Beyeler

In a lovely park a little way outside Basel's city centre an impressive building by Renzo Piano has housed the unique collection of Hildy and Ernst Beyeler since 1997.

Baselstrasse 101, Basel

F Zentrum Paul Klee

The futuristic Zentrum Paul Klee in Bern was also designed by Renzo Piano. It has room to display 4,000 works by Paul Klee.

Monument im Fruchtländ 3, Bern

G Plateforme 10

The MCBA (Musée cantonal des Beaux-Arts) opened in October 2019, also marking the launch of the new Plateforme 10 arts quarter right next to Lausanne's train station. The Musée de l'Elysée Photo Museum and mudac Design Museum are also due to move in here by 2021.

Place de la Gare 16, Lausanne



H Broken Chair in Geneva

Measuring 12 metres in height, this piece is hard to miss on a visit to Geneva. The chair, which is the work of sculptor Daniel Berset, is intended to commemorate the fate of landmine victims, while at the same time calling on the international community to support a ban on cluster bombs.

Place des Nations, Geneva

the work of artist Pipilotti Rist and architect Carlos Martinez.

Raiffeisenplatz 2, St. Gallen

J Lake view in Zug

You'll find a mysterious door on the lakeside in Zug. An unusual sight awaits you if you step inside and descend the staircase, where you'll find yourself peering into the waters of the lake. This steel sculpture is the work of Swiss artist Roman Signer.

Lakeside Promenade (Rössliwiese), Zug

I Red Square in St. Gallen

Visit Switzerland's first public living room in St. Gallen. The “Urban Lounge”, which is covered with red rubber granulate, is

Art in Lucerne, Zurich & Basel



Urban art in the city of Lucerne.

Film: Where the artistic duo finds inspiration in Lucerne. →



Urban art changes the look and feel of our cities and adds a little colour to some grey areas. In Lucerne, the walls are brought to life by the two-person collective known as QueenKong, among others. Armed with spray cans, brushes and paint buckets, they wander the alleys and lanes, acting as the voice of the city through their artwork – all quite legally. Lucerne's surroundings with the lake, mountains, Chapel Bridge and local wildlife serve as their inspiration.

A 4 Real

Inspired by the city: The boy with the litter picker is a reminder of the everyday heroes of waste disposal and the issue of littering.
Real-Gebäude, Reusseggstrasse 15, Lucerne

B Giant Bear

Inspired by nature: The bear turns an unremarkable building into something truly eye-catching.
Bernstrasse 62, Lucerne



Design & architecture in the city of Zurich.

Film: The importance of Zurich in the history of design. →



Zurich is a city where design and architecture can be discovered with ease by tram. The journey begins at the main train station with the iconic station clock by Hans Hilfiker which is regarded as an absolute design classic and has been copied the world over. Tram number 4 runs in both directions, linking the three houses of the Museum für Gestaltung. The museum, which was founded in 1875, spans two locations and also encompasses the Pavillon Le Corbusier presenting exhibitions ranging from industrial and product design to architecture and scenography.

C Museum für Gestaltung 1

The Swiss Design Lounge offers the chance to try out contemporary Swiss furniture.
Ausstellungsstrasse 60, Zurich

D Museum für Gestaltung 2

The exhibits in the Toni-Areal bridge the gap with education and research.
Pfingstweidstrasse 96, Zurich

E Pavillon Le Corbusier

This architectural icon is operated by the Museum für Gestaltung on behalf of the City of Zurich.
Höschgasse 8, Zurich



Encounters with art in the city of Basel.

Film: The colourful side of the Swiss capital of art & design. →



At the port district in the north of Basel, in the triangle where France, Germany and Switzerland meet, you'll also find a meeting of creative minds, beaver away on new ideas and projects. That's certainly the case for multimedia artist Permi Jhooti. Before moving to Basel she lived in London and football was her passion. The hit film "Bend It Like Beckham" made her life story known throughout the world. In Basel, she discovered her love of art through ballet. Since then, she has been collecting movements with her "kinetic camera" and transforming this digital data into works of art.

F Permi Jhooti

Her latest projects can be seen on her website.
permijhooti.com

G Werkraum Warteck pp

Art, culture and cookery under one roof in a former brewery. There is always room for experimentation here.
Burgweg 7-15, Basel

H Rheingasse

Architects, artists, musicians and scientists all cross paths here.
Rheingasse, Basel





Cultural riches

Art Museums of Switzerland
Switzerland's museums are a storehouse of an impressive variety of art, design and photography. Therefore ten museums have come together to form the "Art Museums of Switzerland", drawing attention to the quality of the artworks on show in a relatively small area.
MySwitzerland.com/AMoS

Further information:
Everything you need to know about Switzerland's art museums. →



A rainbow of colours

The street signs of the old town come in five different colours: this enabled former French occupation troops to find their way through the maze of alleys.

Toilet time travels

You can get a glimpse of mediaeval life over your Monday morning coffee on Gerechtigkeitsgasse: the glass floor of the toilet offers a view of the old latrine trenches.





BERN

Historical witnesses

A walk through Bern's historic old town is like a trip back in time to the Middle Ages. And if you finish your stroll with a plunge in the Aare river, you'll find yourself in the grip of the relaxed attitude to life of the Bernese.

The grey-green colour of the local sandstone is characteristic of the old town of Bern. When the strong midday sun glints between the rows of houses and down onto the cobbled streets in summer, the Bernese retreat to the shady arcades. The chance to take a stroll in the fresh air but out of the beating heat of the sun is due largely to the ingenious work of Bern's mediaeval builders. The arcades enabled the buildings of the old town to be enlarged from the first-floor level without losing a lot of space outdoors, on streets and alleys. This was a clever early example of maximising available space.

The arcades of the four main alleys in the old town are popularly referred to as the "pipe" since they run almost uninterrupted through the city centre from the Church of the Holy Spirit to the Nydeggbücke bridge. This means you can stroll between the shops for around six kilometres, protected from the sun or rain, in the longest covered shopping precinct in Europe.

It was a disaster in 1405 that drove the Bernese to replace the city's architectural fabric, which had previously been made of wood: a huge fire destroyed almost the entire old town at that time. The 15th century Town Hall and the first parts of Bern's Minster date back to this time.

The decision to rebuild Bern's urban centre on the Aare peninsula would prove to be a wise one. That's because the river afforded protection on three sides.

In the 15th century it protected against attackers and later when the city began to expand with increasing speed in the 19th century, geographical constraints meant it could only grow on the far side of the river. The various districts were interconnected thanks to numerous bridges and the mediaeval structure of the old town was preserved. The careful approach to construction paid off: Bern's old town has been a UNESCO World Heritage site since 1983.

While the Aare was once a vital channel for transporting goods in and out of the city, these days the river plays host to a favourite pastime among locals: swimming. A word of caution, though. If you're intending to take the plunge from one of the bridges after a stroll through the old town, always check first that there's no one swimming in the water just below you. 🏊

A city stroll

- 🕒 Zytglogge (clock tower)
- 🚶 6km walk under the arcades
- 🏞️ Enjoy the best views on the old town on the Aare peninsula from the Rose Garden.

Film: Start-up restaurant in Bern's UNESCO-listed old town. ➔



**TIES THAT
BIND US,
UNITE US.**



SWISSWINE | OF
COURSE

www.swisswine.ch

Switzerland. Naturally.



1846 Villa Flora

Villa Flora was built in 1846 and became the property of Hedy Hahnloser-Bühler's grandfather in 1858. It was Hedy Hahnloser-Bühler, together with her husband Arthur, who laid the foundations for the Villa Flora.

1915 Am Römerholz

In 1924, art collector Oskar Reinhart purchased the Villa "Am Römerholz" in the heart of Winterthur. Geneva architect Maurice Turrettini built the villa between 1913 and 1915 for industrialist Henri Sulzer-Ziegler.



WINTERTHUR

Where art is completely at home

Influential industrial families shaped Winterthur's cultural life from the earliest days. To this day, the city maintains a close relationship with art, allowing it room to develop.

Efforts to make art accessible to as many people as possible date back to 1848. That's the founding year of the Municipal Art Association, which has been committed to artistic endeavour ever since. The aim was that art should not be just for an exclusive elite of rich industrialists, but should be experienced everywhere and by everyone.

For example, the **Kunst Museum Winterthur** now presents work from various eras at three locations.

The **Museum am Stadthaus**, the former art museum inaugurated in 1916, is home to a large public collection of modern art in Switzerland. The **Museum Reinhart** in the Municipal Gardens houses the collection of Oskar Reinhart, the art-loving scion of the Reinhart industrialist dynasty. He began to acquire Swiss, German and

Austrian works of art shortly after the turn of the 20th century. The enchanted **Villa Flora**, residence of collector couple Arthur and Hedy Hahnloser-Bühler, has long been a popular haunt for both artists and art lovers. Today it houses the collection of Hedy and Arthur Hahnloser-Bühler, which includes works by Manet and van Gogh.

After touring the museum you can wonderfully reflect on your impressions in the Municipal Gardens under one of the mighty sequoias or in one of the nearby woodlands. 📍

Discovery tour

- 📍 Although only small, the Max Bill exhibit with the Pavilion Sculpture is a true gem.
- 📍 Experience industrial history up close and personal on Winterthur's industrial bicycle trail.
- 📍 The spectacular Rhine Falls are just 30 minutes away by public transport.

Film: The riches of the art collections. →



PEOPLE

A slice of bread. A glass of wine. It is so little and yet so much. Ancient grains are being cultivated once again with heart and soul, a sense for adventure and good old-fashioned hard work, in the same way as a small vineyard is carefully tended. Ancient knowledge and innovation go hand in hand.



ROMAINMÔTIER

Flour power

40



LAUSANNE

J'ai un coup de cœur
pour Lausanne

46



SALGESCH

Vineyard sheep

50





←
Delicious bread from
the fantastic grains
of Romainmôtier.

PEOPLE





ROMAINMÔTIER

Flour power

BACK TO ONE'S ROOTS



Cédric Chezeaux hosts top-class chefs and food researchers from all over Europe on his farm. Since he turned his back on conventional agriculture to devote himself wholeheartedly to growing almost forgotten grains, he has been in great demand. 🌾



Cédric's hope for his visitors

He wants people to touch the grains and the flour, taste them, discover them with all their senses and finally enjoy the finished bread.



VICTORINOX

VX TOURING **MADE BY US LOVED BY YOU**

The backpack for explorers, the Vx Touring CitySports Daypack is the place to stash all the essentials you'll need for today's adventure. Shop our travel gear and other products at our Swiss stores: Andermatt, Brunnen, Geneva, Ibach Factory Store, Lausanne, Lucerne, Würenlos, Zürich and Zürich Airport.

FROM THE MAKERS OF THE ORIGINAL SWISS ARMY KNIFE™
ESTABLISHED 1884

The secrets of Cédric's old varieties:



A Einkorn wheat

An ancient grain with high pest resistance and a particularly high proportion of carotenoids, which, thanks to their anti-oxidising properties, are considered radical interceptors.

B Spelt

A grain that is much valued by many allergy sufferers and those who want to lose weight. It is also said to be a mood enhancer.

C Buckwheat

Buckwheat is not a grass, but rather a knotweed. It is completely gluten-free and is a familiar sight on the dinner plate as pizzoccheri pasta, pancakes, crêpes or soba noodles.

D Emmer

In the Roman era, Emmer was regarded as the "wheat of Rome". It grows up to one and a half metres in height and the bread tastes slightly nutty.

E Rye

A cereal that puts allergies to flight. It is also good for prostate disorders and has antispasmodic properties.

F Rapeseed

Important for crop rotation with cereals. A good source of edible oils and lamp oils thanks to its high oil content.

Jura Vaudois Nature Park

Cédric's farm is in the Jura Vaudois Nature Park which stretches from the north side of Lake Geneva up the flanks of the Jura as far as France. It offers numerous attractive hiking trails through vast forests, beautiful pastures and historic villages – always with wonderful views of Lake Geneva and the Alps beyond.

From farm to fork

In the Brasserie Au Gaulois, Cédric's produce is used to conjure up sophisticated culinary menus with plenty of passion. With its 14 GaultMillau points, the brasserie is one of the best in the region.



8:00 a.m.

Breakfast

Bite into pastries made from local cereals at the "Fleur de farine" bakery.

9:00 a.m.

Spring trail

Hike through the Nozon Gorge to reach springs and waterfalls.

12:00 noon

Lunch

Stop at one of the restaurants along the way to enjoy Tête de Moine or a hearty sausage.

2:00 p.m.

Stock up

Buy some ancient grains at Cédric Chezeaux's farm shop.

4:00 p.m.

Time travel

Visit the 1,000-year-old abbey church to admire the architecture or enjoy an organ recital.

7:00 p.m.

Dinner

Savour a feast for all the senses at the Brasserie Au Gaulois.

10:00 p.m.

And so to bed

Relax in the romantic setting of the Junod Guest House.

**Film: A visit
to the unusual
farmstead. →**





SOURDOUGH BREAD

with ancient grains

Sourdough starter (pre-ferment)

120g organic flour
80ml water

Bread dough (main dough)

450ml water
15g finely ground sea salt
700g organic flour

1 The sourdough starter

The sourdough starter is started four days before actually baking the bread: put 60g organic flour and 40ml water in a glass bowl, mix it with your fingertips to produce an even dough the consistency of Bircher muesli. Cover the dough to allow air in and leave it to stand at 23 °C for 48 hours. Add another 60g flour and 40ml water and cover again for 48 hours. The dough can be tasted from day three – it should be very delicate and taste slightly sour.

2 The bread dough

The bread dough can be prepared on the fourth day. Put 450ml water and 15g finely ground sea salt in a glass container and add 700g flour. Mix everything well, but do not knead the dough. Instead, you should wet the dough. Cover the dough with cling film and leave it to rest for about six hours.

3 The dough and the starter

Spread out the dough by hand until it is roughly 2cm thick. Distribute 10g of the starter with a little water across the whole surface of the dough and then carefully roll everything into a ball. Leave the dough to rest again – once again allowing air to reach it – and wait for it to double in size.

4 Time and air and time

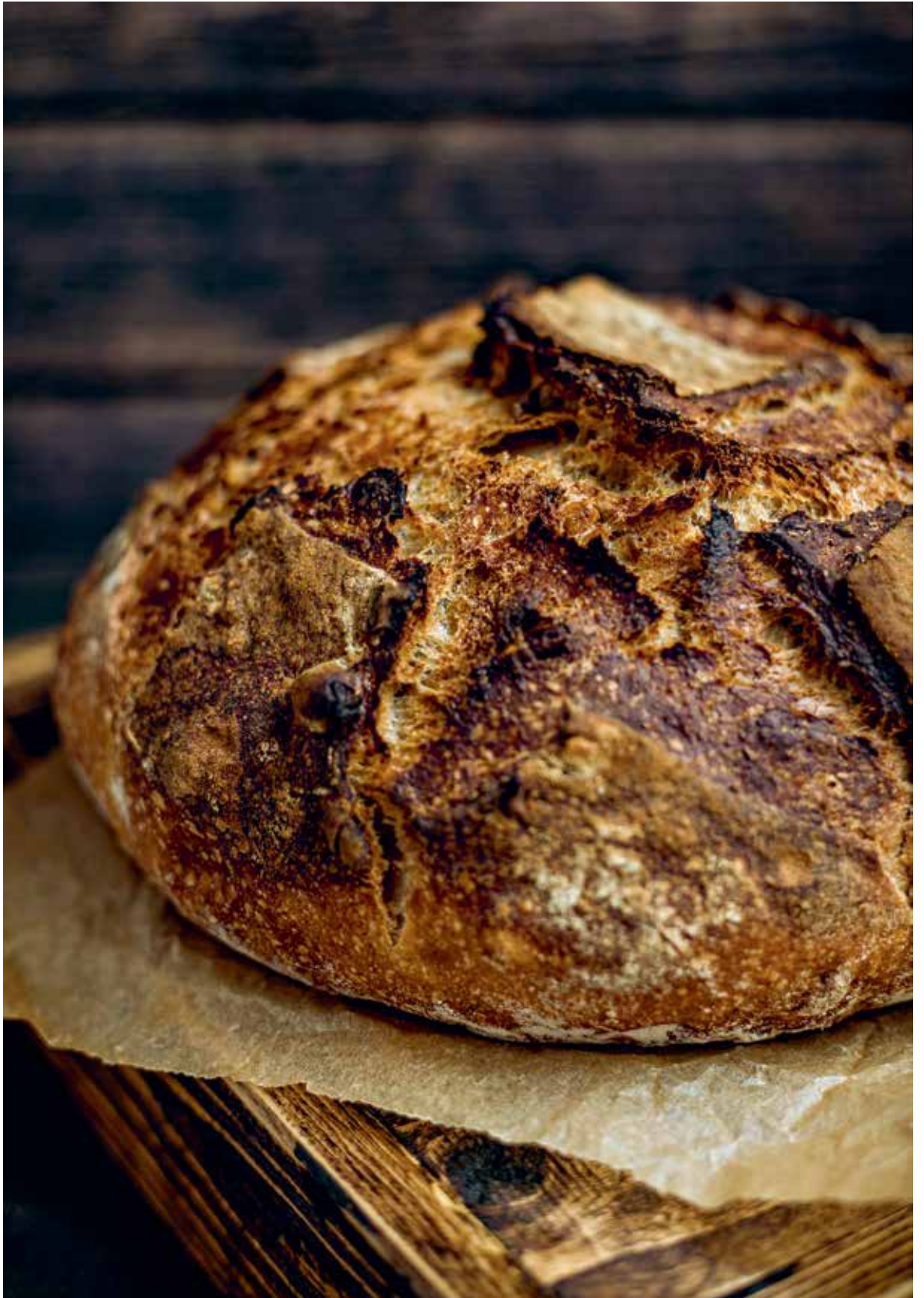
Once again spread out the dough by hand until it is roughly 2cm thick. Fold the edges of the dough inwards to allow air bubbles to form. Then cover and leave to rest for eight to ten hours and then work in more air bubbles. The bread can now be shaped, dusted with flour, wrapped in a linen cloth and placed in a proofing basket. Let it rise for a further two hours at around 24 °C. Slash the surface of the bread and dust with some flour.

5 Finally: baking the bread

Preheat the oven to 230 °C and place a small container of water inside. After 20 minutes reduce the temperature to 200 °C and remove the container of water. After 35 minutes crack open the oven door a little and leave the bread in the oven for another five to ten minutes. Then remove it from the oven and set it aside to cool.

Looking after your sourdough starter

The sourdough starter is happiest in the bottom part of the fridge at 4 °C. It should be fed once each week. To do this, double its original volume with flour and water. Before it is returned to the fridge, it should be lightly covered with flour – for better preservation.

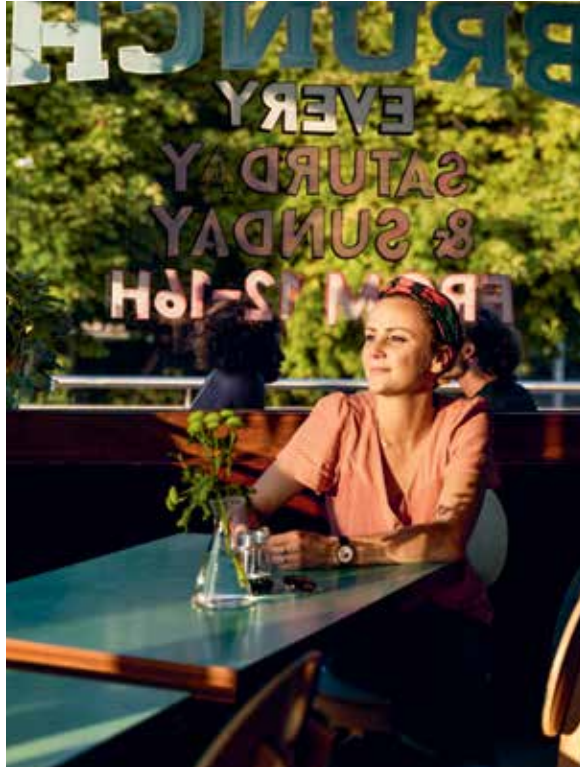




LAUSANNE

J'ai un coup de cœur pour Lausanne

LOVE AT FIRST SIGHT



Born in Bern, raised in Italy and at home in Lausanne. This was not how things were planned, but, for **Joséphine Zahnd**, the city on Lake Geneva was love at first sight. It was almost as if she had found the centre of her very own world, with the lake, the mountains and the old town. A compact city with a certain international flair. 🇨🇭



Joséphine's favourite places

DIVE INTO LAUSANNE

Districts

Lausanne has many faces.

As you move from one neighbourhood to the next you'll encounter different personalities with their own stories to tell. Joséphine is particularly fond of three areas:

A Old town

The old town, known as the "Cité", is one of Joséphine's favourite places. The views all around the Gothic cathedral are magical and the atmosphere is relaxing and quiet.

Place de la Cathédrale

B Ouchy

End the day in the golden evening light directly on the shores of Lake Geneva, for example following a visit to the Olympic Museum or a dip in the lake.

Quai d'Ouchy 1

C Flon

The former industrial and warehouse district is now the perfect haunt for night owls, with trendy bars and hip clubs. But there is always something going on during the day too, thanks to art galleries, boutiques, restaurants and much more.

Flon District

The various parts of Lausanne are connected by a series of steps. One particularly beautiful example is the covered wooden staircase known as



If you don't want to work your leg muscles, the subway is an easy way to deal with the differences in elevation.



Museum

Fine art, photography, design, textile art – three large museums and lots of cultural amenities will one day be united under one roof with Plateforme 10!

Experiences on and in the water

Enjoying the finer things in life: in summer, Lake Geneva glitters enticingly, offering relaxation or activity, depending on your taste.

①

Grab a snack from the buvette on the "Jetée de la Compagnie", lie down on the wooden laths next to the water and relax!

②

Hire a SUP board in Vidy or take a ride across the lake on one of the many inflatables on offer.

③

Enjoy the Dine and Cruise gourmet tour and let yourself be transported back in time by the Belle Époque steamer.



SWITZERLAND'S APÉRITIF CULTURE

We Swiss enjoy an apéritif whenever the mood takes us. Whether saying goodbye to an employee, celebrating someone's birthday, or simply because it's Monday evening – an apéritif can mark the start or end of any occasion – sometimes both. It is the perfect choice for after-work drinks, the crossover between professional and private life, or the arrival of guests and the start of dinner. White wine, beer, air-dried delicacies, cheese, grapes and nuts are all on the menu. We toast as many people as possible as many times as possible. And suddenly what was a brief interlude has become an altogether bigger affair; after all life is for celebrating.



3 bars

The Great Escape

A bar with a park in the middle of the city.

Rue Madeleine 18

MAD

Rooftop bar overlooking the city and lake.

Flon District

The Lacustre

This bar is where Joséphine works. It's right by the lake and has a view of the mountains.

Ouchy



Where to sleep

Agora Swiss Night by Fassbind

A modern take on Swiss design. Breakfast under the glass dome.

Avenue du Rond-Point 9

Moxy Lausanne City

Located in the middle of the Flon District and as hip as the district itself.

Rue de la Vigie 3

Château d'Ouchy

Lakeside comforts.

Rise like royalty.

Place du Port



Night watchman in the cathedral

The Cathedral of Notre Dame is well worth a visit by day and night. At night, between 10 p.m. and 2 a.m., the night watchman calls the time on the hour from the tower.

A

C

B



9:00 a.m.

Ça Passe Crème

Because perfectionists make the best baristas.

10:00 a.m.

Notre Dame Cathedral

Experience history in the Cité.

12:00 noon

Caffè Bellini

Lunch on the secluded terrace.

2:00 p.m.

Jetée de la Compagnie

Chilling on and in the water.

5:00 p.m.

The Lacustre

Drinks and snacks in the golden light of the lakeshore.

8:00 p.m.

MAD in the Flon District

Dance the night away.

12:00 a.m.

Good night!

Listen to the night watchman in the tower ... then it's time for bed.







SALGESCH

Vineyard sheep

THE PHILOSOPHY OF FARMING
FOR OUR GRANDCHILDREN

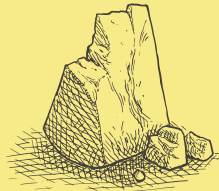


Valais is famous for its many hours of sunshine and for its lovely wines. In the winegrowing village of Salgesch in the middle of the Pfyn-Finges Nature Park, **Luc Mounir** and his family produce top-quality wines. They primarily work with traditional varieties and follow principles based on nature – something appreciated by both future generations of wine lovers and visitors to the nature park. 🍷

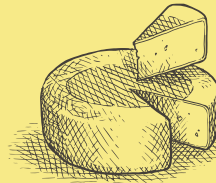
ALL ABOUT CHEESES FROM SWITZERLAND

Superior quality

The AOP (Appellation d'Origine Protégée) seal stands for the protected indication of origin and guarantees that a cheese variety has been produced, processed and finished in the relevant area of origin.



Extra-hard cheese
Sbrinz AOP



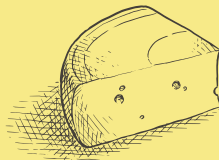
Hard cheese
Le Gruyère AOP

Favourite cheese

The most popular cheese among the Swiss is Le Gruyère AOP. The flavour comes from the maturing process; it takes at least five months to develop.

A savoury secret

Switzerland's tastiest secret comes from Appenzell. The treatment of the cheese wheels with the secret herbal brine gives Appenzeller® its unmistakable taste.



Semi-hard cheese
Appenzeller®



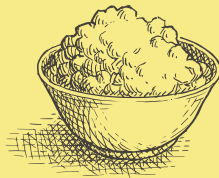
Soft cheese
Tomme Vaudoise

Tough skin, soft core

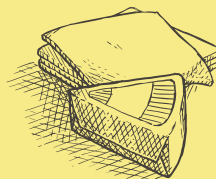
That's what they say about both the people of Switzerland and their cheese.

Cheese as a method of payment

As early as 1192 the monks from the Abbey of Bellelay were first mentioned in association with cheese. At that time they paid the annual interest on properties with cheese made in the abbey, now known as Tête de Moine AOP.



Fresh cheese
Mozzarella



Spreading and melting cheese
Cheese fondue

Where do the holes come from?

The propionic acid bacteria typical of the Emmentaler AOP are responsible for the large holes, but also for the unique taste.

Infinite variety

Switzerland boasts an impressive 700 different types of cheese!

Cheese contains valuable milk protein, easily digestible milk fat, vitamins A, B2, B12 and D, as well as calcium. Around 600 Swiss village dairies produce a wide variety of cheese specialities every day, including the well-known Cheeses from Switzerland brands. From mild and creamy to fresh and intense, there is something for every taste. The cheeses are made according to old traditional methods, with local milk and a lot of craftsmanship.



Cheeses from Switzerland
www.cheesesfromswitzerland.com

In conversation with Luc

You refer to your approach as “farming for our grandchildren”. What does that mean?

Luc Mounir: This is an expression of our philosophy of responsible management of resources. Our vines are planted in grass, and we use organic crop protection methods. In addition, photovoltaic systems cover the winery's energy requirements, and we have our own wormery to produce compost. Sustainability is key in every part of our operation: from our vines to our cellars.

Does this also include the sheep skipping about between your vines?

Yes, our French Ouessant sheep help us to manage our vines. Since they're so small, they can easily get under the vines to eat the grass and fertilise the ground as they go. They also provide wool, which I use to produce special wine coolers.

Are the grapes safe from the sheep?

Certainly not. That is why we only allow the sheep between the lower vines after harvesting and until budding. They are only allowed to graze all year round among the standard vines.

What are the benefits of sustainable wine-growing?

Firstly, you give something back to nature and secondly, you can assure your guests that they can drink your wine with a clear conscience.

And they really are spoilt for choice.

Yes, indeed. We produce a total of 30 wines. Four of them carry the official product label of the Swiss parks.

The effort associated with organic wine-growing is huge, can it possibly be worthwhile?

My family has been producing wine for three generations and in 1972 we won the world championship title with our “Perle du Rhodan” Pinot Noir. Since then, we have won over 200 national and international prizes. That says a lot. The reward for our hard work mainly comes in the great feedback from our customers. This is very encouraging because it tells you that you're on the right path. 🍷

Wine tourism in Switzerland

Swiss wines are a well-kept secret and something of an insider tip in international expert circles. Despite its small size, Switzerland punches above its weight with a large range of different terroir and over 252 grape varieties. In many places, the vines are grown in a breathtaking environment that can be explored in many different ways. Whether you are a wine buff or just enjoy a glass at dinner, there is so much just waiting to be discovered in the wine-growing country of Switzerland. 🍷

1.0 %

of Switzerland's wine is exported. We Swiss love our wine and drink so much of it that very little remains for export. Conclusion: Swiss wine is best enjoyed in Switzerland.

1.6 square metres

The world's smallest vineyard comprises just three vines. It is located in Saillon, measures 1.6 square metres and, since 1999, has been owned by the Dalai Lama.

148 million

Around 148 million 750ml bottles of Swiss wine were produced in 2018.

1,100m a.s.l.

Europe's highest vineyard is in Visperterminen at an elevation of between 650 and 1,150 metres above sea level. This is where the much-loved Heida wine is produced, as well as a special glacier wine.

38 bottles

Per capita, the number of 750ml bottles of wine we Swiss drink each year amounts to 38. Of these, 14 bottles come from Switzerland.

Wine tasting

Discover Switzerland, a paradise for wine-lovers: [MySwitzerland.com/winetourism](https://www.myswitzerland.com/winetourism)

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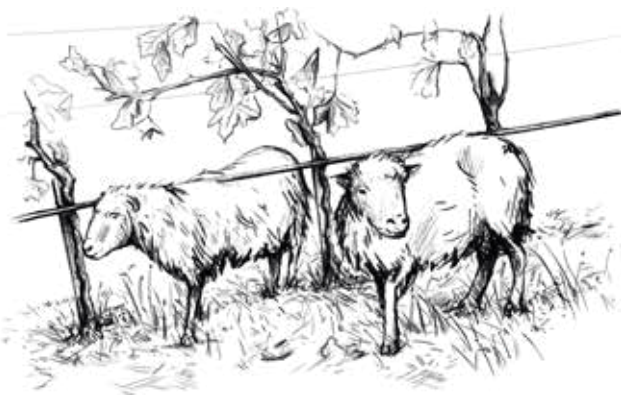
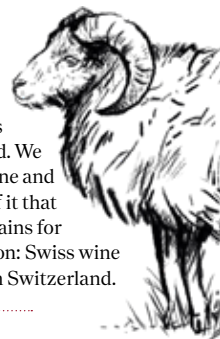


Salgesch, Pfyn-Finges Nature Park, Valais

The Mounir family, like 80 other winegrowers, produce their wine in the Pfyn-Finges Nature Park. This stretches from Gampel to Siders (Sierre) and from the terraced vineyards near Salgesch to Bishorn. No other Swiss nature park boasts as many different grape varieties or wine producers.

←
French
Ouessant sheep

Film: Discover the nature
park with its wineries and
sheep. →



Partners

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Switzerland Tourism
Morgartenstrasse 5a
8004 Zurich
Switzerland

Concept | Text | Production | Design

Transhelvetica, Passport AG:
Jon & Pia Bollmann | Laura Meier
Anna Sarcletti | Michèle Fröhlich
→ passport.ch
→ transhelvetica.ch

Switzerland Tourism:

Anouk Blum | Sabina Brack
Monica Danuser | Mara Duttweiler
Hans Estermann | Jan Karlen
Sarah Krauer | Jérôme Lacourrège
Silja Müller | Oliver Nyffeler
Felix Pal | Christine Peter
Fabienne Repond | Oliver Weibel
Jasmin Wyrsh
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Silvan Borer
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Official partners



The soul of discretion –
your concierge. Armed
with plenty of advice and
information, your con-
cierge can tell you every
wish from your eyes.

CONCIERGE



In Switzerland, trains, buses and boats are all geared up to take you to your destination on time and in comfort. The trains run like clockwork on the world's densest transport network: always at the same minute every hour and half hour on all routes. If you travel around Switzerland using public transport you'll really get to know what makes this country tick.

Explore a wonderland by rail

THE CLIMATE-FRIENDLY WAY TO EXPERIENCE SPECTACULAR NATURE

Sit back and relax as Mother Nature reveals some of her most stunning sights: The railway line through the Albula Valley and across the Bernina Pass in Graubünden is one of the most spectacular routes in the world. The Rhaetian Railway winds its way elegantly across audacious viaducts, past the glaciers of the Bernina massif and down to the palm trees of the Val Poschiavo. The railway line is a masterpiece of engineering and a UNESCO World Heritage site. It nestles harmoniously in a wonderfully wild and natural setting. People who choose to explore Switzerland's natural wonders by train are also helping to preserve them.

FROM THE CITY TO THE MOUNTAINS AND BACK AGAIN

Enjoy a hip breakfast in an old town café, stop off in a mountain hut for lunch and dance to the rhythm of the city in a trendy bar come the evening. Impossible anywhere else, but just a routine experience in Switzerland. Swiss peaks can be reached easily and conveniently by visitors. That's because the distances are small and public transport is outstanding. For example, starting from Bern, you could reach the Gornergrat ridge in three hours, where you'll enjoy views of the Matterhorn and the Gorner Glacier. Visitors can decide for themselves how high they want to go and which peak they want to visit from which city.



Grand Train Tour of Switzerland

The Grand Train Tour of Switzerland links together all panoramic routes to form a single breathtaking route.

- » 1,280 kilometres
- » Trains run all year round
- » UNESCO World Heritage sites



Switzerland's road network covers around 73,000 kilometres. They cross torrential rivers, meander through valleys, traverse high mountains and sometimes even pass right through them. The Grand Tour of Switzerland leads to the country's highlights via the most spectacular routes.



GENEVA

A lively jaunt around Geneva

A HIGHLIGHT OF THE GRAND TOUR

Nestling between Alpine peaks, the Jura foothills and the largest lake in Western Europe, Geneva combines Swiss culture with humanitarian traditions. Nicknamed “the world’s smallest big city,” it is the perfect place to start a lively road trip on the Grand Tour, passing fertile mountain vineyards and secluded wine-growing villages.

Grand Tour of Switzerland

The road trip through Switzerland is well signposted and can be completed entirely by electric car.

La Sauge → Sugiez

Mont Vully

Lake hopping

The Celts, to whom the Helvetii belonged, already appreciated the mild climate and the special charm of this area, leaving significant archaeological remains behind. These days, around 150 hectares of vines dominate the landscape on the southern slope of Mont Vully between Lake Neuchâtel and Lake Murten.

Thusis → Splügen

Viamala

Through the wild gorge

The Viamala (literally the bad route) no longer holds any fears for travellers passing through but is a fascinating rock formation that has been carved into the rock by the Posterior Rhine over the centuries. Skirting the Viamala Gorge, the route continues over bridges, through galleries and tunnels, and finally emerges into the sunshine and onto the Pass near Zillis.

St.Gallen → Werdenberg

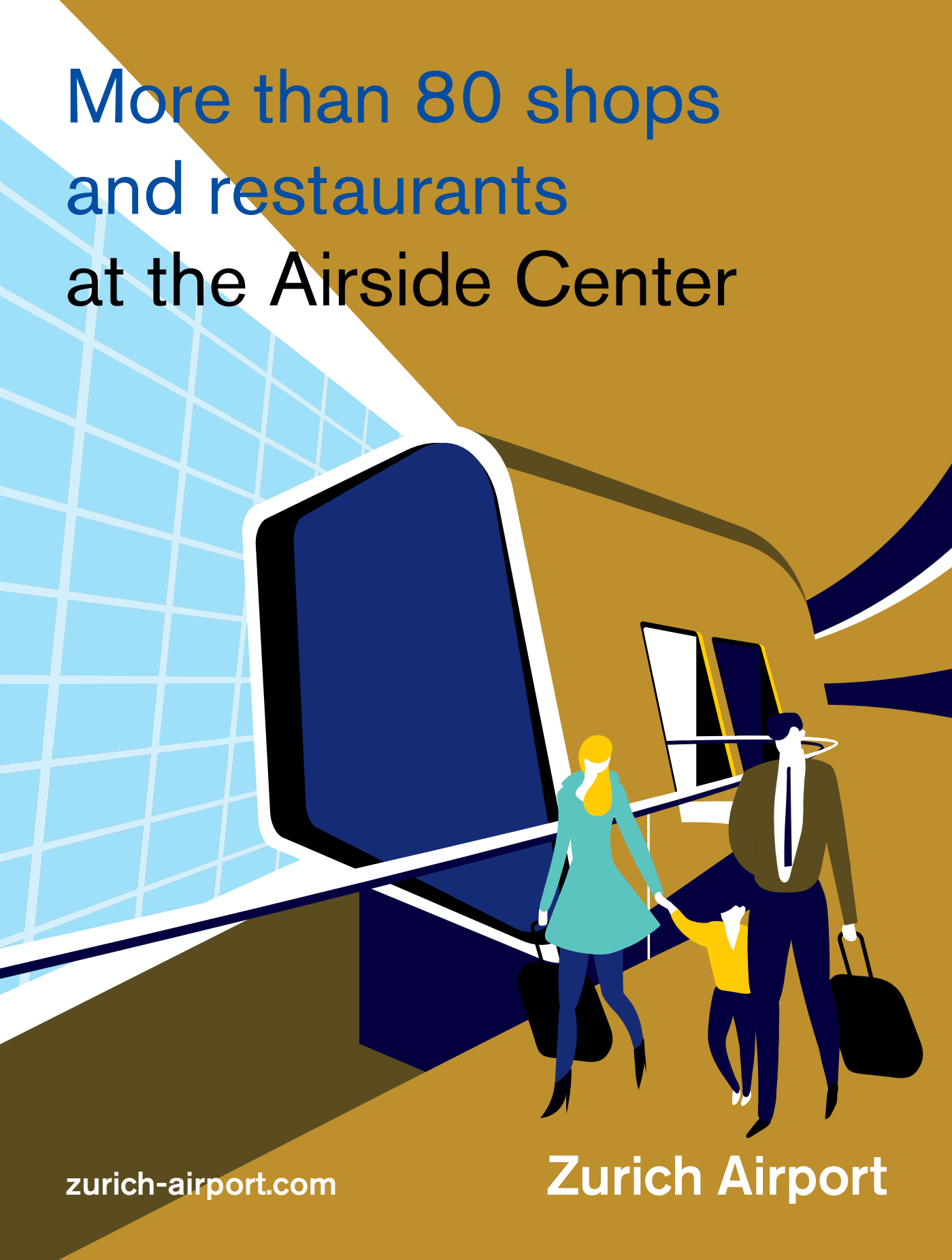
Säntis

Sky route to the mountain

This route takes you from the esoteric charms of St.Gallen and its baroque abbey library to the smallest city in Europe, passing through three cantons and under the shadow of the Säntis. You can get there the easy way by cable car or take the more demanding hike to the peak, where a spectacular view of the neighbouring countries awaits.

- » 1,600 kilometres
- » 22 lakes
- » 5 Alpine passes
- » 12 UNESCO World Heritage sites

More than 80 shops and restaurants at the Airside Center



zurich-airport.com

Zurich Airport



Switzerland is a paradise for cyclists. Even well-trained road cyclists will break a sweat on our Alpine passes. Spectacular trails against a magnificent mountain backdrop offer mountain bikers pure cycling pleasure. And over 12,000 kilometres of signposted cycling routes take you through the most beautiful countryside and cities.



LAKE CONSTANCE

Avoid ascents

CYCLING ALONG LAKE CONSTANCE

The Lake Constance bicycle trail takes you along the third-largest freshwater lake in Europe. You will fly past colourful gardens and inviting fishermen's inns as you follow the picturesque route along the shoreline. As a new service, cyclists will enjoy free internet access along the way thanks to handy little Wi-Fi hotspot devices. The devices can be collected from designated businesses and returned at your destination.

Stage 1: **Romanshorn → Stein am Rhein** 🕒 shoreline bicycle path 50km



SWISS BIKE HOTELS

Single trails, bike workshops or in-house bike hire. Swiss Bike Hotels are ready to satisfy the adrenaline cravings of even the most ambitious riders.

**Landgasthof
Kemmeriboden-Bad** **A**
Schangnau
MySwitzerland.com/bikehotels



Bike events

Whether to want to watch, participate or simply be there, bike fans will find top cycling events throughout Switzerland. From Tour de France stages through Switzerland and the Tour de Suisse to World Cup races

and world championships and to SlowUp and the Bike Days Solothurn. There is something to please every sports cyclist.

MySwitzerland.com/bikeevents

**Trun → Davos →
Lenzerheide → Trun**

Mountain biking

Graubünden Bike

This Alpine tour offers the finest panoramic views and enjoyment over 11 stages. A highlight for experienced riders.

Andermatt → Andermatt

Road bike

Gotthard challenge

For racing cyclists, the route from Andermatt over the Furka, Nufenen and Gotthard is a real highlight: three legendary passes, 3,100 metres in elevation gain – up and down. A real Alpine classic.

Rorschach → Lausanne

Slow cycling

Heart Route

13 stages from Lake Constance to Lake Geneva over gentle hills: the Heart Route takes you through the most beautiful areas of pre-Alpine Switzerland. Tip: hire an e-bike.

Ride the Alps

For people who love winding turns and bends

Certain Swiss Alpine passes are reserved exclusively for cyclists on specific dates. So... saddle up! For more information on the locations and dates see:

MySwitzerland.com/ridethealps

A family-friendly welcome is the main reason why guests with children choose Switzerland as a holiday destination. Families especially appreciate the diversity of the mountain scenery and the proximity to nature that Switzerland can offer to visitors of all ages.



FAMILY HOTELS & LODGINGS

Crèches, storytelling, children's spas, cinemas or adventure playgrounds: the needs of the little ones are the focus for Swiss Family Hotels & Lodgings. This is certainly the case at the Parkhotel Brenscino in Brissago, where the 38,000-square-metre garden is exclusively for hotel guests. Children can let off steam

here and learn a lot about the 500 different types of plants. Head gardener Martin Russenberger often likes to take groups of all ages on a voyage of discovery through the fairy-tale park.

Parkhotel Brenscino A
Brissago

[MySwitzerland.com/familyhotels](https://www.myswitzerland.com/familyhotels)



Family Destination

The Family Destination seal of quality is awarded to holiday resorts and destinations that tailor their offers to the needs and wishes of children and their families.

Discover the best family offers. →





LAKE MURTEN

Boat trip

CAPTAIN CORINNE STAUFFER TAKES US
ON A CRUISE ON LAKE MURTEN

Murten: In 1476, the Confederates triumphed over Charles the Bold and his army. The people of Murten attribute this not least to the fortified wall with its 12 towers. A lively place, the town of Murten is not only steeped in history but also offers leisurely strolls through the old town, spectacular sunsets, as well as wonderful boat cruises. Families can experience this for themselves with Corinne Stauffer, the first female cruise ship captain on Lake Murten. Having grown up by the lake, she has held the highest skipper's licence on Swiss waters since 2018. Corinne's tip

after a cruise: a slice of cream cake for the little ones and a glass of local wine for their parents.

Experience

- Murten
- Curious water rats
- Cream cake & sunsets

Film: Discover the captain's insider tips. →



AARGAU

Time travel

ON THE TRAIL OF THE HABSBURGS

The history of the House of Habsburg takes its course in Habsburg Castle – just like the family road trip through Aargau. It continues on to Muri Abbey, which holds memories of the heartbreaking story of the last of the Habsburg empresses. Emperor Karl and his consort Zita were expelled from Austria in 1918 after the fall of the monarchy. When the 34-year-old emperor died of pneumonia four years later, Empress Zita carried her husband's preserved heart in a hat box through half of Europe while fleeing. Today both hearts are

reunited in the Imperial crypt of Muri Abbey.

Experience

- Aargau
- Empresses & castle lords
- A plunge into Lake Hallwil

Film: Historical route. →



Family



GRAUBÜNDEN

Tee off with a view

Golf courses with a panoramic mountain setting

If you want to improve your handicap on the greens in Samedan, you might not only see a deer flitting past while playing golf but also Caroline and Eugenio. Caroline Rominger, the 35-year-old giant of the Swiss golf scene, and Eugenio Rüeggger, the 80-year-old golf pioneer, like to spend their free time knocking about on the golf courses of Graubünden. They not only enjoy the peace and the revitalising strength of nature, but also benefit from the thinner mountain air that helps their golf balls travel farther. You might find them in

Samedan on Switzerland's oldest golf course one day, and in Arosa with the highest golf tee in the Alps the next.

Badrutt's Palace Hotel **A**
St. Moritz

Experience

- 13 golf courses in Graubünden
- Samedan Golf Course
Founded in 1893
- Tee off at 1,900 m a.s.l.
in Arosa

Film:
**Caroline and Eugenio's
best golfing hits.** →



SWISS HISTORIC HOTELS

[MySwitzerland.com/historic](https://myswitzerland.com/historic)

Whether you choose a grand hotel from the Belle Époque or a baroque inn, guests at Swiss Historic Hotels sleep within walls that are steeped in history and can enjoy the atmosphere of a bygone era and hospitality that has developed over generations.

Grand Hotel Les Trois Rois **E**
Basel

Romantikhotel Bären **G**
Dürrenroth

DESIGN & LIFESTYLE HOTELS

[MySwitzerland.com/
designlifestyle](https://myswitzerland.com/designlifestyle)

High creative standards, a distinct design and carefully selected materials: With their inspiring architecture, a stay at one of Switzerland's Design & Lifestyle Hotels will be a lifestyle experience for guests with a sense of style.

The Chedi Andermatt **B**
Andermatt

25hours Hotel Langstrasse **F**
Zurich

SWISS DELUXE HOTELS

[MySwitzerland.com/deluxe](https://myswitzerland.com/deluxe)

Elegant architecture, state-of-the-art facilities and top-notch service: Swiss Deluxe Hotels offer surprising extras such as the hotel's own snow sports schools or ski butlers. Private cable cars round off the luxury experience.

The Dolder Grand **C**
Zurich

Tschuggen Grand Hotel **D**
Arosa





Feel the power of water

Swiss wellness

Switzerland's leading role in promoting health and in beauty treatments is due in no small measure to nature: as it takes its circuitous route through the rocks, glacier water absorbs minerals whose restorative and curative powers amazed visionaries like Paracelsus and have been valued by the masses ever since. Whether natural brine, thermal water or sulphur: liquid energy is an integral part of Swiss wellness.

The best way to experience this is in one of the 11 Wellness Destinations, where a holistic approach is practised. Far from the stress of everyday life, these Wellness Destinations capitalise on the interplay of unusual spa treatments, balanced health concepts and active relaxation.

Waldhaus Flims A
Flims

[MySwitzerland.com/spa](https://www.myswitzerland.com/spa)

TYPICALLY SWISS HOTELS

[MySwitzerland.com/typically](https://www.myswitzerland.com/typically)

Regional building style, traditional decor or a menu of Swiss specialties: the Typically Swiss Hotels – from aristocratic townhouses to country inns – are sure to please any fan of Switzerland.

**Rinderberg Swiss
Alpine Lodge** B
Zweisimmen

Maiensässhotel Guarda Val G
Lenzerheide/Lai

INSPIRING MEETING HOTELS

[MySwitzerland.com/inspiration](https://www.myswitzerland.com/inspiration)

Host meetings against a beautiful mountain panorama, in a former monastery or in a luxurious high-tech tent: Inspiring Meeting Hotels help promote successful meetings with their unusual locations and their exceptional support programmes.

**Jugendstil-Hotel
Paxmontana** C
Flüeli-Ranft

Grimsel Hospiz F
Grimsel Pass

SPA & VITALITY HOTELS

[MySwitzerland.ch/spa](https://www.myswitzerland.ch/spa)

Sauna, medical treatment or outdoor pool: guests of the Spa & Vitality Hotels will enjoy the facilities at these superior wellness hotels in some of Switzerland's most unique natural settings. The perfect choice for health-conscious travellers.

Kurhaus Cademario D
Cademario

Grand Resort Bad Ragaz E
Bad Ragaz



Hotel & wellness

The best way to discover the character of Switzerland is with your taste buds: from milk to fondue, from back then until right now, every aspect of nature is served to the table.

→ [MySwitzerland.com/food](https://www.myswitzerland.com/food)

*German-speaking
Switzerland*

Rösti

Grated potato, fried until golden and crispy.

Ticino

Polenta

A stiff paste made from maize flour, gently cooked over a wood fire.

*French-speaking
Switzerland*

Saucisson

Hearty, well-seasoned pork sausage.

Graubünden

Capuns

Spätzle pasta and salsiz sausage, gently wrapped in chard leaves and cooked in cream.

Swiss

Gourmet cookery

DIVERSITY

Switzerland's culinary world reflects the diversity of its regions and cultures – from the Mediterranean to the Alps.

HISTORY

Original Alpine cuisine was shaped by innovation, know-how and high-quality standards.

TOP-CLASS

With 122 Michelin star-winning restaurants, Switzerland has the highest ratio of gourmet chefs per capita in the world.

→ [MySwitzerland.com/gourmet](https://www.myswitzerland.com/gourmet)

KEY INFO

Milk by numbers



There are
700,000
cows
in Switzerland

A cow eats
80kg
of fodder
every day

Farmers produce
44,110,000,000
litres of milk
per year, 1/3 of which is
used to produce cheese,
butter, cream, yoghurt
or milk powder.

52.5
litres of milk
are consumed by each
Swiss each year



Mountain cooking

In the rocky mountain landscape high above Lake Uri, the air smells of fresh grass, cool earth, aromatic herbs and lush flowers. All of these ingredients are part of what makes great hut fine dining.

Lidernenhütte SAC
1,700m a.s.l.

**“I had to leave Switzerland
in order to appreciate what great products
we have on our doorstep.”**

*Sven Wassmer, gourmet chef
“Memories”, 2 Michelin stars*



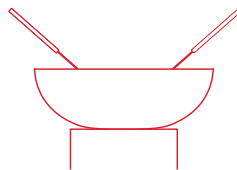
Trout

Trout are highly sensitive and are used in water treatment plants as indicators of clean water.



A festival of flavour

At Food Zurich hearty food mixes with experimental methods and traditional dishes flirt with future trends.



Fondue

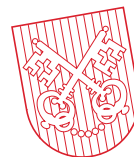
A bit of a smell is fine, after all, fondue is more than “just” melted cheese and has been part of Swiss cuisine for centuries. The oldest fondue recipe can be found in Zurich's Central Library. It dates back to the year 1699 and was written by a Zurich woman.



Origin of

Drinking water

40% GROUNDWATER
40% SPRING WATER
20% LAKE WATER



Organic pioneers of Valposchiavo

Almost 90% of the agricultural land in Valposchiavo is cultivated by certified organic farms. With such a high organic share, the valley is pretty unique in the world.

Switzerland
by numbers



Area:

41,284 km²

Capital: **Bern**

Cantons: **26**

Population: **8,500,000**

4

SEASONS
to enjoy



SPRING

March – May

Flowers bloom and birds sing.
An ideal time for city breaks.



SUMMER

June – August

The country's lakes and
mountain regions offer a
place to cool off.



AUTUMN

September – November

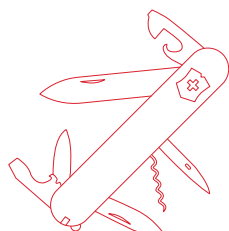
Take a walk through the
riotous colours of the trees and
enjoy the summer's harvest.



WINTER

December – February

Fun in the snow and downtime
by the fire.

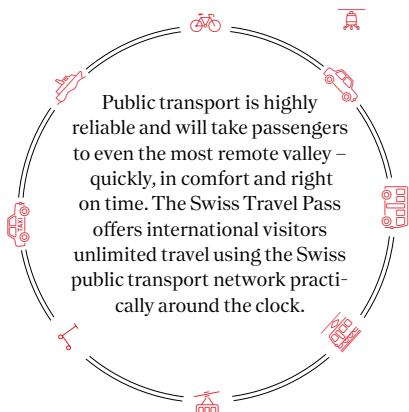


Swiss army knife

Whether you're frying
cervelat sausage or
building a hut: the iconic
Victorinox all-rounder is a
loyal travel companion.

Public transport

→ [MySwitzerland.com/SwissTravelSystem](https://www.myswitzerland.com/swisstravelsystem)



Opening hours

Shop opening hours are regulated at the cantonal level and can vary widely. As a rule of thumb, shops are usually open from Monday to Friday between 9 a.m. and 6:30 p.m. They close a little earlier on Saturdays, and most shops are closed on Sundays.

Swiss

inventiveness

Bircher muesli
The zip fastener
The bicycle chain
Sugar cubes

Top events

Switzerland might be small, but it has a lot going on. The events calendar is sure to have something that's right up your street. For example:

Sport: Weltklasse Zürich

Art: Art Basel

Music: Montreux

Jazz Festival

Film: Locarno Film Festival

For more inspiration see:

→ [MySwitzerland.com/topagenda](https://www.myswitzerland.com/topagenda)



For more inspiration see:

→ [MySwitzerland.com](https://www.myswitzerland.com)



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Zurich Airport

Whether you're a holiday-maker or business traveller, Zurich Airport is the gateway to Switzerland and an exclusive shopping destination.

At the heart of Europe

Flight time to Zurich:

- 1 Amsterdam 85min
- 2 Frankfurt 60min
- 3 Vienna 85min
- 4 Rome 95min
- 5 Barcelona 110min
- 6 Paris 80min
- 7 London 100min
- 8 Osaka 13 h
- 9 São Paulo 12 h
- 10 Washington 9 h



Swiss International Air Lines (SWISS) is Switzerland's national airline.

It serves more than 100 destinations in 44 countries from Zurich and Geneva. With its fleet of around 90 aircraft, SWISS carries almost 18 million passengers each year. → [swiss.com](https://www.swiss.com)

