

*my*Switzerland

#INLOVEWITHSWITZERLAND

# Swiss Cities

designed for you

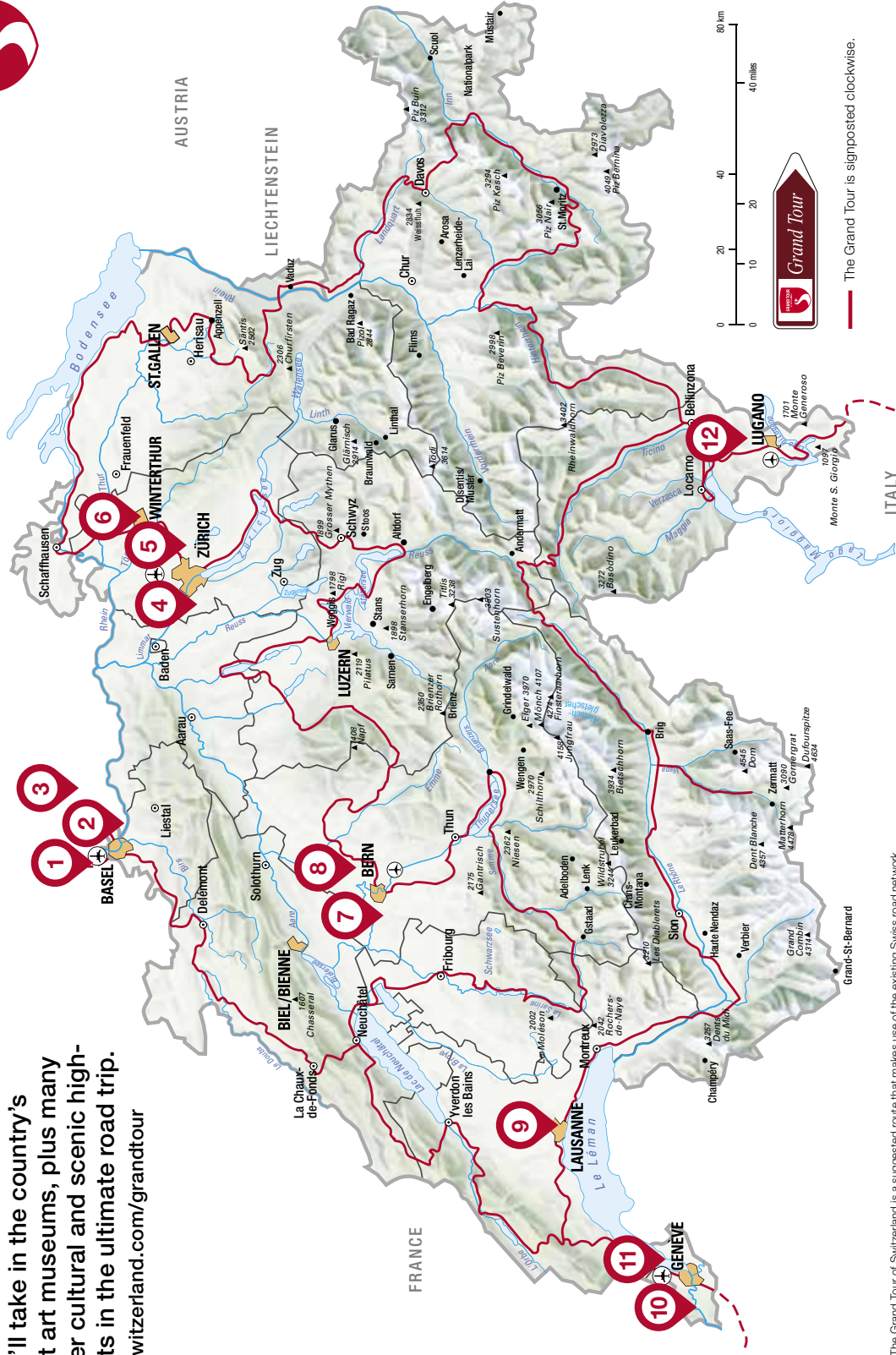
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## **What would life be like without culture?**

A world without art, design, music and dance is simply unimaginable for me. Thankfully Switzerland excels in this department. Swiss cities are home to a peerless array of museums – and the quality is second to none.

The cultural events taking place all over the country break down the language barriers and bring people together.

This magazine turns the spotlight on Swiss culture in all its guises. An insider tip: from March 2017, the “Go on Vacation” exhibition staged by Switzerland Tourism will be touring the country, providing fascinating insights into tourism over the past century. I wish you culturally rich and inspiring travels!



**Jürg Schmid**  
CEO Switzerland Tourism



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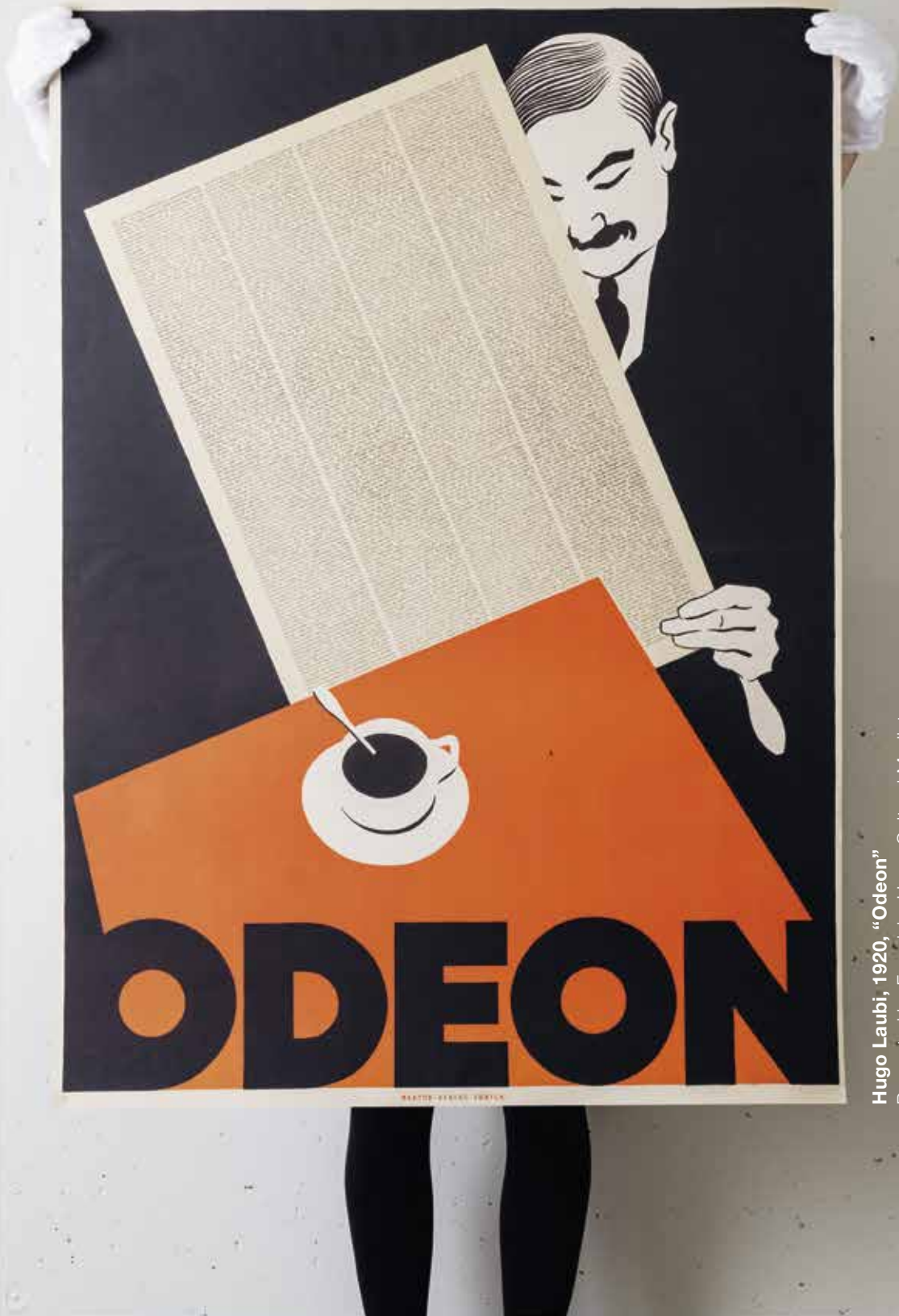
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# Posters tell stories

**The Museum für Gestaltung** in the trendy Zurich-West district harbours the world's foremost collection of posters – some 400,000 are ripe for the discovery. From 4 March to 9 July 2017, the exhibition will showcase the pick of the posters from “100 Years of Tourism”.

Text: Christian Sidow  
Photos: Daniel Ammann





Hugo Laubi, 1920, "Odeon"

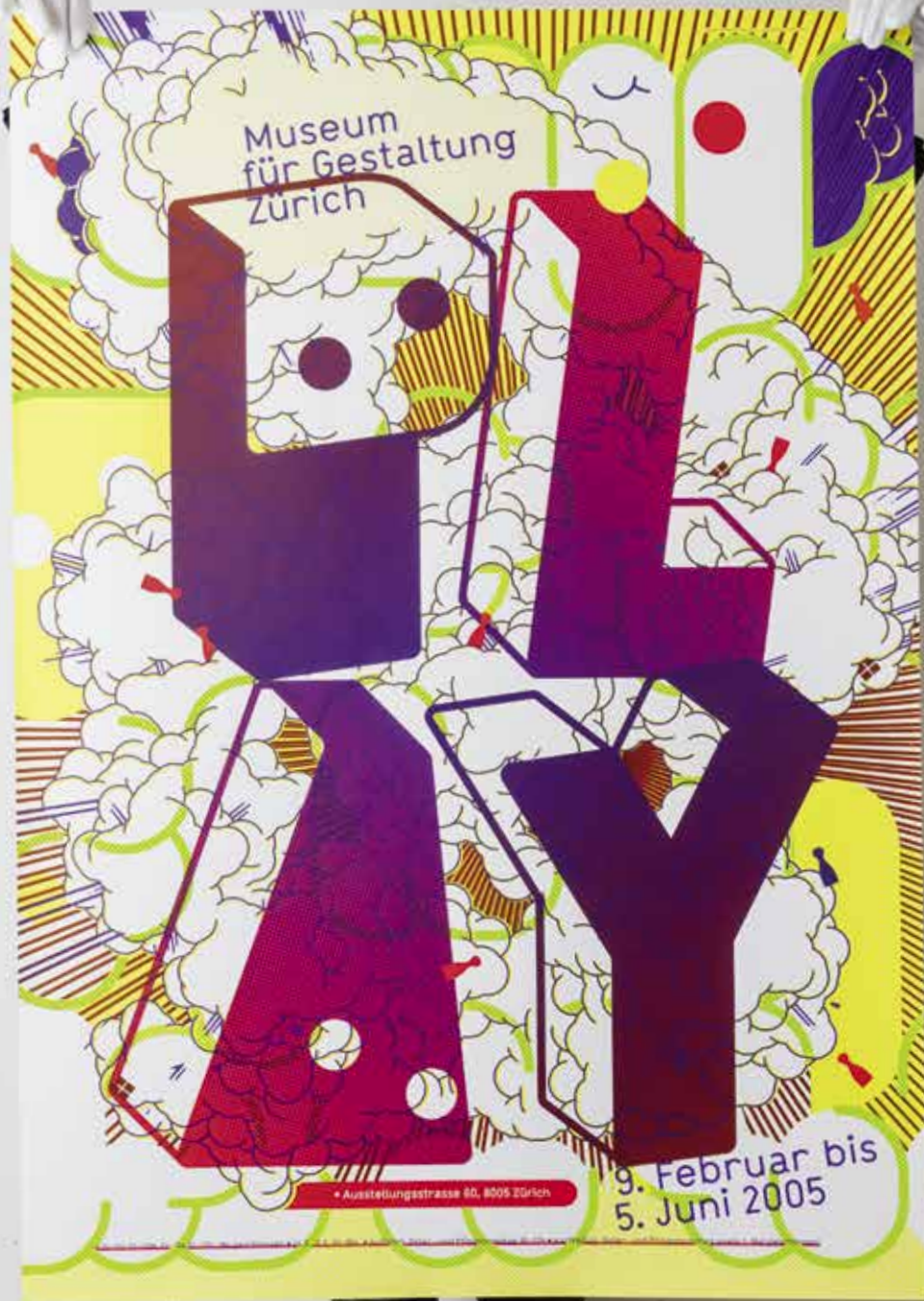
Presented by Franziska Hess, Cultural Mediator:

"I have both a professional and personal interest in this poster – it hung in my father's office for many years."

**Martin Woodtli, 2005, "Play"**

Presented by Roman Aebersold, Head of Cooperation:

"Playful in the most positive sense of the word, Martin Woodtli's style is perfectly suited to the exhibition theme 'Play'."





**Niklaus Stöcklin, 1941, "Sonnenschutz Bi-Oro"**

Presented by Domenico Scrugli, Museum Workshop Employee:

"I love the sun and this poster makes me long to go on holiday – in Switzerland, naturally."



①



②



The University of the Arts ① is located in the up-and-coming neighbourhood of Zurich-West. Part of it is the Museum für Gestaltung ②, with a fascinating collection of design, graphics, applied arts and poster art. The collection in the Schaudapot ③ is open to the public. Frau Gerolds Garten ④ is one of the hippest hangouts for Zurich creatives, and you'll always find something new in the Viadukt shops ⑤.

⑤





## Curator

### Bettina Richter on the poster collection



#### How do you find the right poster in this huge archive, Mrs Richter?

I have direct access to around 165,000 posters. These are filed on some 120,000 index cards, while an additional 45,000 are recorded electronically in a digital library.

#### How can us “mere mortals” admire these treasures?

Even when no exhibition is taking place, we offer frequent guided tours of the archives. Our database can also be accessed by the public at [eMuseum.ch](http://eMuseum.ch).

#### What is your favourite poster?

It's impossible to answer – the collection has so many forms of creative expression and themes. I find it much more exciting to bring together the posters in contrasting, often unexpected ways so as to tell a story.

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**Dr. Bettina Richter** (52) has been the curator of the poster collection at the Museum für Gestaltung since 2007.





100 1917-2017  
TOURISM  
PROMOTION  
SWITZERLAND

**"Go on Vacation" exhibition**  
From 4 March 2017 in Zurich,  
then in Bellinzona and Lucerne  
[MySwitzerland.com/100](http://MySwitzerland.com/100)



**Herbert Matter, 1935, "En route pour la Suisse"**

Presented by Denise Locher, Collection Documentalist:

"I like the very graphic and clear style of the subject. Also the poster shows Piz Bernina, one of the four-thousanders that I want to climb this year."





**Donald Brun, 1945, "Frühlingsfahrten"**

Presented by Marilena Cipriano, Exhibition Coordinator:

"Posters portraying such a shiny happy world have the feel-good factor – even when the lamb proportions are not exactly accurate."

# Swiss must-haves

Who says that a city break involves less equipment than a walk in the great outdoors? Luckily you can find everything you need for delving into the metropolis – and it's all Swiss made too.



## Qwstion

What does a bag that is more elegant than a rucksack, yet more practical than a classic leather bag look like? The answer can only be Qwstion.

[qwstion.com](http://qwstion.com)



## erfolg

Sustainable fashion? Look no further than these merino wool shirts and knitwear, made in Thurgau since 1993.

[erfolg-label.ch](http://erfolg-label.ch)



## cerjo

Based in Delémont in the canton of Jura, this Swiss sunglasses brand now exports to more than ten countries.

[cerjo.ch](http://cerjo.ch)



## SIGG

Light, durable and leak-proof, the original aluminium bottle comes in classic Swiss design.

[sigg.ch](http://sigg.ch)



## Victorinox

Founded way back in 1897, the legendary Swiss Army Knife is known and loved all over the world today. Whether in the city, at an Alpine lake, or high in the mountain, this is one trusted friend you can always rely on.

[victorinox.ch](http://victorinox.ch)



## On

Three Swiss pioneers developed this new breed of performance running shoes, providing exceptional comfort, back in 2010. On running shoes bring together Swiss innovation and urban design.

[on-running.com](http://on-running.com)



## Agenda



### **blickfang Basel** **21-23.4.2017**

At this international design fair, you can buy furniture, fashion and jewellery direct from the designers.

[blickfang.ch](http://blickfang.ch)

### **Kreislauf 4 + 5, Zurich** **26-28.5.2017**

For the 11th edition, some 100 Zurich shops and workshops in the 4th and 5th districts can be discovered on foot or by e-tuk tuk.

[kreislauf4und5.ch](http://kreislauf4und5.ch)



### **9th Design Days, Geneva** **28.9-1.10.2017**

A magnet for design lovers, this event brings contemporary art and young designers to the fore in former industrial spaces.

[designdays.ch](http://designdays.ch)

### **DESINGUT, Winterthur** **2-5.11.2017**

More than 75 labels present sustainable fashion, furniture, accessories, jewellery and ceramics.

[desingut.ch](http://desingut.ch)





**A hotspot for art lovers – LAC Lugano Arte e Cultura cultural centre.**

# Arte al lago

The art and design scene around Lago di Lugano is **booming**, with the LAC cultural centre providing a new home for the Museo d'arte della Svizzera italiana. Resident technical expert and designer Graziano “Kiko” Gianocca has been the impetus for the Swiss design platform “Artificio”.

Text: Lucas Roos



**C**rossing the boundaries between Lugano's cultural institutions and free art scene, artist and jewellery designer Graziano "Kiko" Gianocca became technical expert of the former Museo Cantonale d'Arte in 2008. It's now called the Museo d'arte della Svizzera italiana (MASI) and housed in the new LAC Lugano Arte e Cultura cultural centre.

Shortly before starting his new role as technical expert, Gianocca returned from a seven-year stint in Australia, bringing with him the prestigious Emerging Artist Grant of Australia award. Back on home turf, he soon won the Swiss Design Award. But Graziano Gianocca is eager for more – besides his role at the museum, he is spearheading Lugano's cultural renaissance.

#### **Shop window for design**

Inspired by the famous design tradition in nearby Como and Milan, Gianocca has collaborated with his colleague Carlotta Rossi to



**"The LAC is a fantastic place to immerse yourself in art. It's our calling to make *art and design* accessible across the entire city beyond this base."**

**Graziano "Kiko" Gianocca, Designer**

set up the project "Artificio – a platform for design". The wide-reaching exhibition in Lugano aims to bring Ticinese and Swiss design to the fore. Part of its concept is to showcase the work of local, national and international artists in the shop windows of stores and boutiques, as well as in independent cultural spaces and galleries – even in a greenhouse in one case.

How did the exhibition get its name? "The Italian word 'artificio' comes from 'arte', or 'art'," says Gianocca. "It means creating something while adhering to the principles of art. So, for instance 'fuoco d'artificio' (fireworks) is a manmade work of art from fire."

Gianocca applies the same meticulous level of displaying artworks at the MASI as he does to sourcing exhibits for "Artificio" and decorating the shop windows of the boutiques lining Via Nassa – therefore ensuring that the culture scene in Lugano continues to flourish and thrive.

luganolac.ch  
artificio.ch





Over the course of roughly two weeks, works by an eclectic range of designers are displayed in the shop windows of stores and boutiques, independent cultural spaces and galleries, as well as in La Limonaia greenhouse – such as this piece here by Maurizio Ferrari.

Artworks in the shop window of the boutique White by: Graziano “Kiko” Gianocca, Giulia Maria Beretta, Sara Forzano, Federico Rella, Filippo Mambretti, Giulio Parini and Sofia Lazzeri.

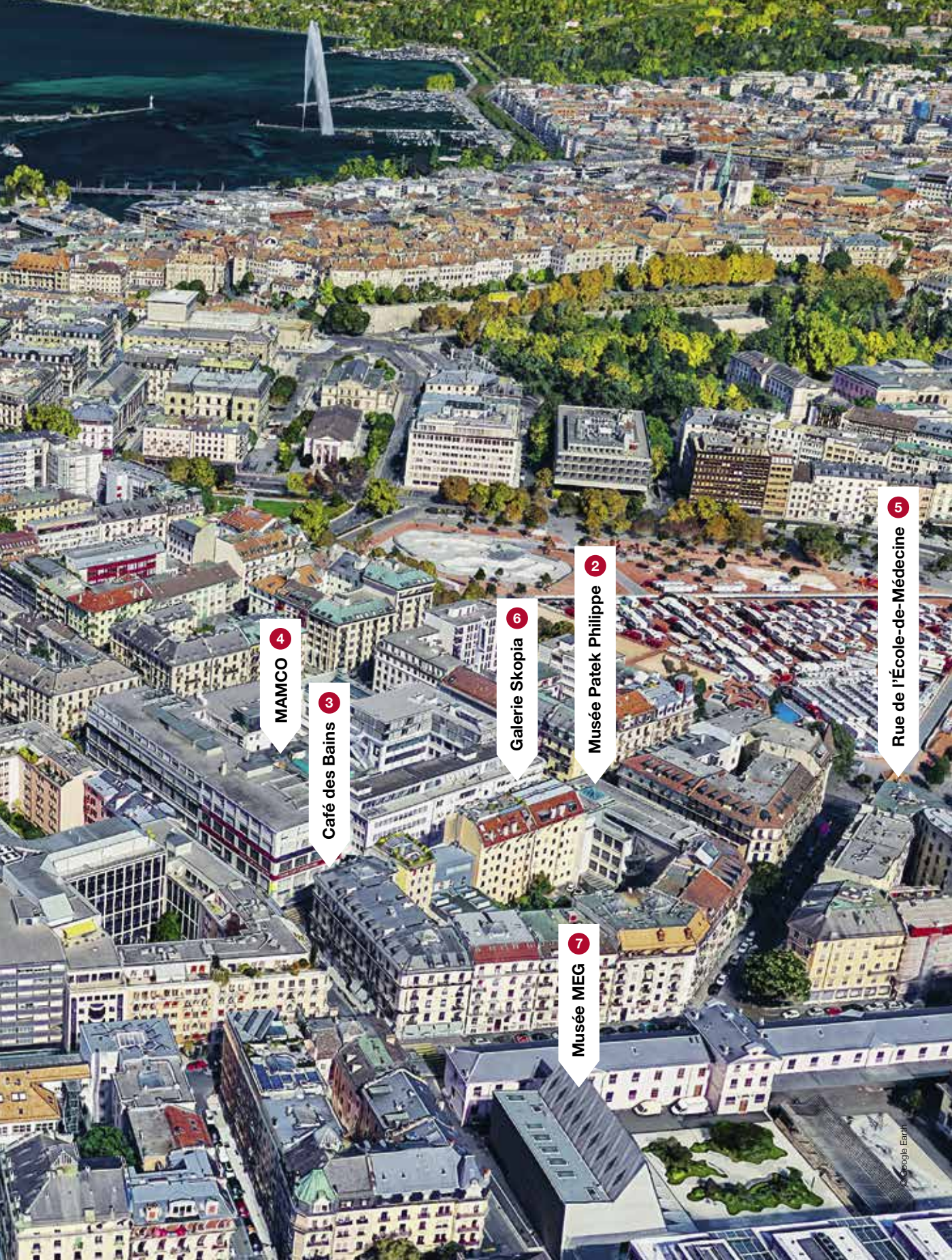






# Découvrir “Des Bains”





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Rue de l'École-de-Médecine





Now one of the city's trendiest areas, the former working class district Quartier des Bains in the south of Geneva was once home to garages, watch-making workshops and factories for high-precision mechanics. In 2015, the New York Times dubbed the hip quarter "the little SoHo of Geneva".



"La Nuit des Bains" is the name of the cultural event first staged by three gallery owners around the turn of the millennium, which still attracts young art lovers in their thousands every year. On the "Night of the baths", visitors get their culture fix in the galleries and museums, before heading over to the Rue de l'École-de-Médecine to sip cocktails in one of the cool bars. [quartierdesbains.ch](http://quartierdesbains.ch)



## Café Birdie

### Food & coffee

1

Charming Café Birdie is the perfect place to begin a spin of the Quartier des Bains. “Great Coffee, Good Food, Warm Welcome” is the strapline that appears under the trademark pigeon logo at the café at Rue des Bains 40. Students and art lovers flock here for a filter coffee, which has recently become en vogue again. Or perhaps for an

espresso made with love and flair by the resident barista using a handmade La Marzocco coffee machine from Florence. It also serves sandwiches made with bread from the local bakery, filled with regional, seasonal ingredients. After you hit the museums and galleries, the café is a comfy place to kick back with coffee, homemade pastries and people-watching on the street outside.

[birdiecoffee.com](http://birdiecoffee.com)

## Musée Patek Philippe

### Haute horlogerie

2

Spread across four floors, the museum zooms in on more than 500 years of horology and watchmaking. There’s an exhibition devoted to historic watches, mechanical music automatons



and portrait miniatures. In addition, the valuable creations of the Geneva-based watch manufacturer founded in 1839 are on display for all to admire.

[patekmuseum.com](http://patekmuseum.com)

## Café des Bains

### Totally relaxed

3

The charming Café des Bains at Rue des Bains 26 isn’t only a major draw for day-trippers and night owls at the Nuit des Bains. Reopened by Blaise Hatt-Arnold

and Caroline Vogelsang in February 2000 and bearing the hallmark of Charles Pictet Architects, the café lends a modern touch to the area, while retaining the warmth of a classic bistro. The design is sleek but still reveals plenty of attention to detail. Caroline grew up in a family of contemporary art collectors in Zurich, and it shows – she has lovingly decorated

the restaurant with art from her own private collection and hand-picked designer pieces. The result is a mix of good music, attentive service, creative world flavours and a totally relaxed atmosphere.

[cafedesbains.com](http://cafedesbains.com)



## Art around the clock

When MAMCO moved into an abandoned factory, the clocks that showed how long employees had to work until knocking-off time were revamped into artworks.



**“Quasi infinito”**  
**Maurizio Nannucci, 1994**

12 letters form the word quasi infinito (almost never-ending).



**“OK/KO”**  
**Jochen Gerz, 1994**

Just two letters form the word OK – or quite the reverse with the word KO.



**“HORLOGE”**  
**Claudio Parmiggiani, 1994**

The mirror-image watch face offers visitors the chance to experience time in reverse.



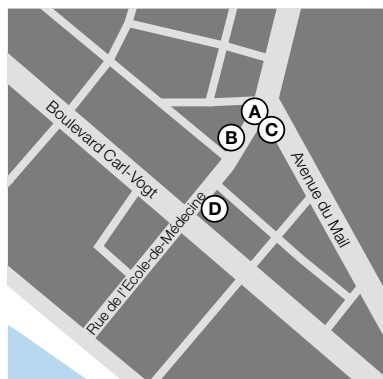
## MAMCO Contemporary

4

Right in the heart of the “Des Bains” industrial quarter, the factory dating to 1958 has been home to the MAMCO, as Geneva’s Museum of Modern and Contemporary Art is known, for more than 20 years. The large windows, even larger rooms and floors still bear the traces of the machines that once stood here and

reveal the building’s industrial past. Some objects from this time have even been converted into artworks, such as the wall clocks, which not only show the time, but also invite visitors to think about time itself. Switzerland’s largest museum for modern and contemporary arts counts works by Sylvie Fleury, Jenny Holzer, Christo, Martin Kippenberger and many more among its collection.

[mamco.ch](http://mamco.ch)



## Rue de l'École-de-Médecine

### Joie de vie

5

Although Rue de l'École-de-Médecine is abbreviated locally to REM it has nothing whatsoever to do with sleep. It's one of many streets in the neighbourhood that

buzzes with bars and restaurants worth discovering. Take, for instance, the little Chinese restaurant Le Pousse-Pousse **A**, stylish bar Le Kraken **B**, the fun L'Éléphant dans la Canette **C** or the authentic Turkish restaurant Bodrum **D**. Geneva's bright young creatives like to hang out over drinks on this see-and-be-seen street.

[geneve.com](http://geneve.com)

## Galerie Skopia

### Contemporary art

6

Founded in 1989 in Nyon, Galerie Skopia attempted to attract a new generation of Swiss artists right from the outset. Since 1993, gallery owner Pierre-Henri Jaccaud has also frequently exhibited at Art Basel.

[skopia.ch](http://skopia.ch)



## Musée MEG

### Architectural gem

7

The Geneva Ethnography Museum was founded in 1901 and today comprises one of Switzerland's biggest ethnographic collections. Since 2014, it has been housed in a new construc-

tion by Zurich architects Marco Graber and Thomas Pulver. Behind its attention-grabbing façade, the building showcases some 80,000 objects and 300,000 documents. A permanent exhibition spotlights how different cultures have evolved over time.

[meg-geneve.ch](http://meg-geneve.ch)



The Cie Philippe Saire Dance Company presents "CUT"; tour dates at [philippesaire.ch/tournees](http://philippesaire.ch/tournees)



Lausanne: dance

# A city dances

## From the Ballets Russes to the Prix de Lausanne, and Béjart Ballet Lausanne to the contemporary dance of Philippe Saire – the city on Lake Geneva's shores has always been in the dance spotlight.

**T**he ongoing love affair between Lausanne and dance began in 1915 with the illustrious Ballets Russes, the world's most famous ensemble at the time. Dancers were scattered across Europe during the turmoil of the First World War, until choreographer Serge Diaghilev formed the new Ballets Russes in Lausanne. Here they found not only a stage but also a safe refuge.

The Lausanne dance scene then had its big breakthrough some 30 years ago when the city managed to lure the famous dancer and choreographer Maurice Béjart and his company to Switzerland.

Béjart already knew and loved the Lake Geneva Region from his holidays there. To thank the city – which he chose from many others, including Paris – for its hospitality, he called his company Béjart Ballet Lausanne. Later, in 1992, he founded the École-Atelier Rudra Béjart Lausanne, with the desire to “teach young dancers also in an intellectual and ethical way”.

### **Philippe Saire redefines the dance scene**

Choreographer Philippe Saire is one of the biggest exponents of contemporary Swiss dance. Like Béjart, he founded his company in Lausanne in the 1980s. In 1998, he was



“The ‘Cartographies’ show my love for this higgledy-piggledy city, where hilly streets lead to places that suddenly reveal astonishing views of the lake.

*Lausanne's dynamic spaces are ready-made for creative pursuits.”*

**Philippe Saire, choreographer**



**The Béjart Ballet Lausanne dances “Le Presbytère”.**

the first choreographer to win the Grand prix de la Fondation Vaudoise for his outstanding contribution to the arts. Saire initially staged his productions at the Lausanne Opera, but when he looked for new creative outlets in 1995, he came across a former warehouse for electrical goods in the Flon district. Here he set up Théâtre Sévelin 36, which won the first-ever “Special Dance Award” at the Swiss Dance Awards in 2013. Philippe Saire’s connection to Lausanne inspired his “Cartographies”, choreographic intervention in the urban environment. Saire’s choreography brings different places in the city to life in extraordinary ways.

For more details on dance in Lausanne, visit:  
[lausanne-tourisme.ch/dance](http://lausanne-tourisme.ch/dance)



## Agenda



### **Prix de Lausanne** **29.1–5.2.2017**

International ballet competition:  
 75 young dancers face a  
 firstclass jury.

[prixdelausanne.org](http://prixdelausanne.org)

### **Swiss Dance Days,** **Geneva, 1–4.2.2017**

At Switzerland’s most important  
 dance event, 15 companies  
 present a cross-section of the  
 Swiss dance scene.

[swissdancedays.ch](http://swissdancedays.ch)



### **Das Tanzfest, diff. cities** **5–7.5.2017**

From folk to hip-hop and con-  
 temporary dance: a wide range of styles  
 spotlighting dance.

[dastanzfest.ch](http://dastanzfest.ch)

### **Tanz in Bern** **23.10–11.11.2017**

The world of contemporary dance  
 comes to the city on the River Aare,  
 with international productions and  
 Swiss premieres.

[dampfzentrale.ch](http://dampfzentrale.ch)



# Culture vultures

**People make culture and culture makes people.** On the following pages, four local characters reveal their insider culture tips. Here are four art and culture highlights not to be missed – some of which you can actively take part in.



**Franz Brühlhart, Artist and Art Mediator at Zentrum Paul Klee in Bern**



**Michael Häfliger, Artistic Director of the Lucerne Festival and founder of the Lucerne Festival Orchestra**



**Nadia Dresti, Deputy Artistic Director of Festival del film Locarno**



**Patrizia Mosimann, Art Mediator at Fotomuseum Winterthur**

**Franz Brühlhart, Artist and Art Mediator**

“Paul Klee once said, ‘a picture is like a song’, with rhythm, mood and lyrics translated as line, colour and form. Klee offers painterly techniques that enable workshop participants to create their own masterpiece step by step.”











**Michael Häfliger, Artistic Director**

“Our job is to bring the world’s best orchestras and conductors to Lucerne – always preserving that element of surprise. That keeps the 100,000 classic music lovers that flock to the Lucerne Festival coming back year after year.”



100

1917-2017  
TOURISM  
PROMOTION  
SWITZERLAND

**“Unfamiliar Familiarities –  
Outside Views on Switzerland”**  
From 11 February 2017 at the  
Fotostiftung Schweiz in Winterthur,  
then at the Musée de l’Elysée  
in Lausanne.





**Patrizia Mosimann, Art Mediator**

“Today we take photos every day on our smart-phones, but who really knows how a camera works? This workshop at the Fotomuseum reveals the phenomena of the camera obscura and lets visitors get to grips with the simplest pinhole cameras – it’s great fun!”



**Nadia Dresti, Deputy Artistic Director**

“The film festival has been going strong for 70 years and symbolises history and tradition, the discovery of emerging talent and the coming together of directors, actors and film-makers. The best moment? When all the lights go out on the Piazza Grande and everything falls silent. On 2 August it’s movie time once again!”





Locarno: Festival del film Locarno





# **At the art --- temple**

**The latest addition to Basel's burgeoning cultural scene** is the expansion of the Kunstmuseum. Architects Christ & Gantenbein created a striking and particularly fitting backdrop for the collection from 1950 and for special exhibitions.

Interview: Christian Sidow



# The architects Christ & Gantenbein



## Emanuel Christ, Christoph Gantenbein, what architectural thought went into the new building?

The architectural leitmotiv was “one museum, two houses”. The new structure merges seamlessly into the existing one to form a unified entity. For us, this meant that we had to create a vernacular between the new and existing buildings on many levels.

## To what extent does the building embody your competition ideas?

Its clean external lines, the frieze that plays on Classical Antiquity, the interior lighting – these key elements were predefined in the original plans.

## What has been your most challenging project to date?

Given the project duration and the public and political interest, it has to be the expansion of the Swiss National Museum in Zurich. The competition was in 2002, but it wasn't until 2009 that we completed the first stage of renovation. Last year the new building and art school wings were inaugurated and the reno-

vation will continue well into 2020. It's hard to maintain a continuous approach over such a long period of time.

## Have you specialised in designing museums?

It has just taken its natural course. It all began with the Swiss National Museum in Zurich, then in 2009 came the expansion of Kunstmuseum Basel, and now we're planning the expansion of the Wallraf-Richartz Museum in Cologne.

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**Emanuel Christ and Christoph Gantenbein** set up their architecture practice in Basel in 1998. Since then they have been designing public and private buildings in Switzerland, England, Mexico and China.





The new addition to Kunstmuseum Basel rises strikingly above the main building dating to 1936. Spanning 2,740 square metres, the spacious new rooms showcase works from 1950 to 1990 and special exhibitions.

[kunstmuseumbasel.ch](http://kunstmuseumbasel.ch)



Pablo Picasso with the works he gave as a gift.

## Basel's Picasso wonder

The Basel art world was in uproar 50 years ago – two Picasso paintings, which were on loan to the Kunstmuseum, were sold to an overseas buyer due to the financial difficulties of the family that owned them.

Strongly opposed to the sale, a group of Basel students fought for the paintings to stay in their hometown, with the slogan “All you need is Pablo”. The protest prompted Basel citizens to dig deep and contribute more than six million Swiss francs to purchase the paintings.

Pablo Picasso was so moved by this demonstration of affection that he gave the city three more paintings and a drawing as a gift. These six works are still on display at Kunstmuseum Basel.

## To the max: “Utopia” at Museum Tinguely

The mechanical sculpture “Grosse Méta-Maxi-Maxi-Utopia” (1987) impresses with its sheer scale alone. Countless wooden wheels and disused metal castings from the Swiss company Von Roll AG are driven by motors and transmission belts, which set numerous other elements, such as a carousel horse, a garden gnome, or a racing car’s mud-guard in motion.



### 140 m<sup>2</sup> floor area

or 810 × 1,683 × 887 cm is the surface covered by the “Grosse Méta-Maxi-Maxi-Utopia”, making it the biggest mechanical sculpture in Museum Tinguely.

### 600 kg

is the weight of the largest wheel: the red wooden wheel that drives the carousel horse.

### 24 m<sup>2</sup>

is the length of the red theatre curtain that Tinguely “took with him” from a warehouse near Paris.





The “Grosse Méta-Maxi-Maxi-Utopia” can be admired from March 2017 from Tuesday to Sunday at the Museum Tinguely in Basel:

[tinguely.ch](http://tinguely.ch)

© 2016, ProLitteris, Zürich; Photo: Museum Tinguely Basel, Serge Hasenböhler

## 4,5 m high

is the height visitors can climb on steps and ladders to reach the sculpture – these were initially only conceived as scaffolding.

## 6 people

worked for 2 weeks to disassemble and pack the sculpture ready for transport.

## 6 lorries with trailers

are needed to transport the sculpture from one place to another – a seldom occurrence for obvious reasons.

## 9 times inspiration



### Zug Creativity made in Zug

Since baroque times, Zug has been renowned for its goldsmithery. Alongside jewellers, fashion designers, glassblowers and furniture designers work in its pretty historic centre today. Caroline Flueler, for instance, designs the uniform of the SWISS cabin crew. On the design tour, you'll visit the designers who produce, work and sell their wares in Zug.

[designauszug.ch](http://designauszug.ch)



### Geneva Art history

Showcasing around 7,000 exhibits – from prehistoric finds to contemporary art – the Musée d'art et d'histoire in Geneva is one of Switzerland's biggest and greatest museums. Housed in an imposing neoclassical building dating to 1910, the museum shelters one of the most important collections with works by Ferdinand Hodler.

[mah-geneve.ch](http://mah-geneve.ch)



### Bern Parties in the sports hall

Where Paul Klee once did his matriculation exams in 1898, you can now sip coffee, enjoy a concert or discuss books. The former secondary school is now a cultural centre: some 150 artists work in PROGR – from graphic designers to filmmakers. The staff room is a bar and the sports hall hosts parties at the weekend.


[progr.ch](http://progr.ch)



On the Zurich Food Tour, gourmets discover the *industrial-turned-trendy district* of Zurich-West in a unique way: the walk takes in restaurants and bars that are popular local haunts. The guided tour provides the inside scoop on *local food and drink culture*, while giving fascinating insights on Zurich’s “gastro revolution” and the development of the hip Zurich-West district.

[zuerich.com/foodtour](http://zuerich.com/foodtour)



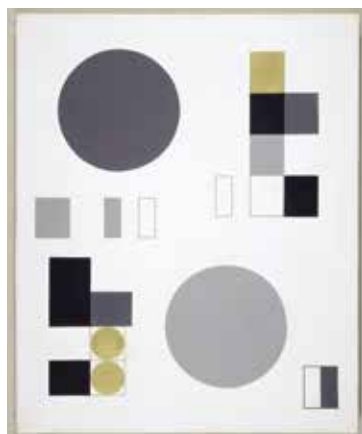


## Riehen/Basel Mission: Monet

Fondation Beyeler kicks off its 20th birthday celebrations with the exhibition "Claude Monet". Monet's magical moods are the focal point. For the exhibition opening on 22 January 2017, his famous water lilies will shine in all their new glory. This is thanks to the museum's restoration team, headed by Markus Gross (photo), who ensures that the collection masterpieces are in mint condition. The open workshop offers a fascinating insight into the restoration process.

[fondationbeyeler.ch](http://fondationbeyeler.ch)





## Bern Female artists in focus

Switzerland's oldest art museum, which opened in 1879, has become famous the world over thanks to works from the likes of Picasso, Kandinsky, Hodler and Anker. The collection comprises more than 50,000 works, and the gallery places special emphasis on female artists such as Meret Oppenheim, Sophie Taeuber-Arp and Marina Abramovic.

[kunstmuseumbern.ch](http://kunstmuseumbern.ch)



## La Chaux-de-Fonds Le Corbusier

This stroll through La Chaux-de-Fonds puts the city's most famous son in the spotlight: Charles-Edouard Jeanneret, better known as Le Corbusier. The guided tour shows the most important buildings of Le Corbusier's youth: his birthplace, his first architectural office, the famous Villa Turque and the Art Nouveau villa Maison Blanche.

[neuchatel tourism.ch](http://neuchatel tourism.ch)



## Zurich World-class art

The high-calibre temporary exhibitions can almost make you forget just how outstanding the permanent collection is. The Kunsthaus is home to the most comprehensive collection of Alberto Giacometti's works, as well as the largest Munch collection outside of Norway. Other highlights include Impressionism, Swiss painting and Classic Modernism. When it's dark, don't miss the colourful video projection "Tentative Lights" by Pipilotti Rist, one of Switzerland's most famous artists, which graces the glass roof and facade.

[kunsthaus.ch](http://kunsthaus.ch)





*Eleven is the magic number in Solothurn. The charming baroque town has, for instance, 11 historic fountains and 11 museums, as well as 11 churches and chapels. The mysterious number even pops up at the city's striking St. Ursus Cathedral. Guided tours unravel the mystery of the number 11.*

[solothurn-city.ch](http://solothurn-city.ch)

More city experiences:  
**[MySwitzerland.com/cities](http://MySwitzerland.com/cities)**

Lausanne: parks

# Park landscape





**Set against the magnificent backdrop of the Alps and Lake Geneva,** the newly designed park at Lausanne's Olympic Museum is visually stunning. Together with the Musée de l'Elysée and Villa du Centenaire, it forms a peerless cultural ensemble.

Text: Jean-Yves Le Baron





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# Jean-Yves Le Baron

## Landscape architect



**The Olympic Park was designed by Lausanne landscape architect Jean-Yves Le Baron. Here he reveals a little about the concept of the park and presents four other Swiss parks that are among his favourites.**

In the Olympic Park, which links the Olympic Museum with the Musée de l'Elysée, we wanted to seamlessly bring together the existing and the new. The park is split into four different themes that together form a harmonious whole – the Olympic Walk, whose steps bear the names of all torchbearers from 1936 to today, the Garden of Records with its 100-metre tartan track, the large promenade that connects the lake to the museum and winds around the whole park, as well as the sculpture garden displaying works from the museum collection.

elysee.ch  
olympic.org/museum



## My favourites:



### Lausanne Place de Milan

Those who live in Lausanne like me are familiar with the playground in Parc Milan. But the beautiful green space also has plenty to offer adults – for instance Crêt de Monttrond, one of the city's loveliest viewpoints.



### Geneva La Grange

In the historic park on the left bank of the lake, there is a tremendous view of the bay and the Jet d'Eau fountain. The mature trees, the rose garden and the open-air theatre make it a unique and peaceful escape.



### Geneva Parc des Bastions

The park at the foot of Geneva's Old Town is a green oasis in the heart of the city and every season has its charm. In summer giant chessboards invite to play and in winter there is a wonderful ice rink.



### Zurich MFO-Park

This park opened in 2002 in the grounds of the former Oerlikon engineering factory and I'm impressed by how it translated the idea of the pavilion from classical garden landscaping into striking modern architecture.

# Art & design sleeps

If you love art, you're going to love being immersed in it day and night. But far more comfortable than bedding down in a museum or gallery is a stay in one of the Swiss Design & Lifestyle Hotels. Here are six gems to whet your appetite.



## Hôtel N'vY, Geneva

Art is integral to this four-star hotel in central Geneva, which bears the hallmark of Parisian interior designer Patrick Ribes. Works by young international artists like Triny Prada, Jean-Pierre Rives and Damien Richard hang alongside graffiti works by American street art legend Jonathan "Meres One" Cohen. Inspired by cult author and eternal nomad Jack Kerouac, his murals pep up the walls of the Tag's Café and the hotel's rooms and suites.

[hotelnvygeneva.com](http://hotelnvygeneva.com)



## Nomad Design & Lifestyle Hotel, Basel

Newly opened in 2016, this 65-room hotel in Greater Basel has provided a dash of urban inspiration to the scene. Its interior design fuses modern architecture with warmth and comfort – wool kilim rugs and bespoke oak and leather furnishings by Swiss designer This Weber offset the starkness of bare concrete walls.

[nomad.ch](http://nomad.ch)





## The View Lugano, Lugano-Paradiso

Lugano's latest hotel star doesn't only shine because of its exclusive location. The architecture and interior design recall a modern luxury yacht, with glass fronts, teak floors, leather furnishings and chrome steel. The 16 Junior and two Ambassador suites feature private terraces, spa baths and wide-reaching views across Lake Lugano and the city.

[theviewlugano.com](http://theviewlugano.com)



Discover more art and architecture highlights in Switzerland's Design & Lifestyle Hotels.

[MySwitzerland.com/DesignLifestyle](http://MySwitzerland.com/DesignLifestyle)



## Tralala Hotel, Montreux

This centrally located Design & Lifestyle Hotel pays homage to the world-famous Montreux Jazz Festival. Each of the 35 individually designed rooms is devoted to a musician – so you're sleeping in the company of stars like David Bowie, Aretha Franklin, Miles Davis or ZZ Top.

[tralalahotel.ch](http://tralalahotel.ch)



## Greulich Design & Lifestyle Hotel, Zurich

Right in the heart of Zurich's trendy fourth district (Kreis 4), the Greulich features 28 rooms, plus urban café Herman's Wohnzimmer, with a street-facing terrace, library, bar and cigar lounge. Here a cosy vibe contrasts with stripped-back design and pulsating city life meets pure relaxation in a quiet birch grove.

[greulich.ch](http://greulich.ch)



## Hotel Schweizerhof, Bern

In a prime location, this first-class luxury hotel now shines once again thanks to a total revamp by London designer Maria Vafiadis.

[schweizerhof-bern.ch](http://schweizerhof-bern.ch)



# Art exhibitions agenda

## Basel

### Fondation Beyeler

22 January–28 May 2017

**Claude Monet**

28 May–1 October 2017

**Wolfgang Tillmans**

1 October 2017–21 January 2018

**Paul Klee**

[fondationbeyeler.ch](http://fondationbeyeler.ch)

### Museum Tinguely

27 January–1 May 2017

**Stephen Cripps.**

**Performing Machines**

From 6 June 2017

**Tinguely's Mengele-Dance of Death**

7 June–1 November 2017

**Danse Macabre I: Jérôme Zonder**

14 June 2017–1 January 2018

**Wim Delvoye**

20 September 2017–28 January 2018

**Performance Process**

[tinguely.ch](http://tinguely.ch)

### Kunstmuseum Basel

8 April–20 August 2017

**¡Hola Prado! –**

**Two Collections in Dialogue**

20 May–15 October 2017

**Richard Serra – Films and Videotapes**

10 June–10 September 2017

**Otto Freundlich –**

**Cosmic Communism**

10 June–24 September 2017

**The Hidden Cézanne –**

**From Sketchbook to Canvas**

16 September 2017–21 January 2018

**Chagall – The Breakthrough Years, 1911–1919**

[kunstmuseumbasel.ch](http://kunstmuseumbasel.ch)

## Bern

### Kunstmuseum Bern

12 November 2016–19 March 2017

**LIECHTENSTEIN. The Princely Collections**

18 November 2016–19 February 2017

**Ted SCAPA ... just as a SIDELINE**



3 March–5 June 2017

**Elemental Gestures. Terry Fox**

13 April–9 July 2017

**The Revolution is dead. Long live the Revolution! From Malevich to Judd, from Deineka to Pussy Riot**

[kunstmuseumbern.ch](http://kunstmuseumbern.ch)

### Zentrum Paul Klee

18 November 2016–12 March 2017

**Paul Klee and the Surrealists**

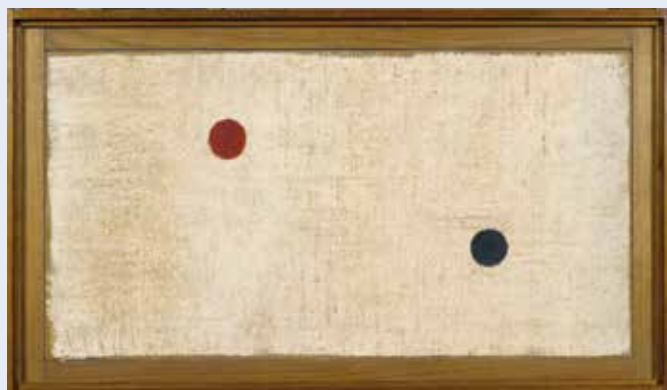
13 April–9 July 2017

**The Revolution is dead. Long live the Revolution! From Malevich to Judd, from Deineka to Pussy Riot**

14 September 2017–7 January 2018

**10 American Artists: After Paul Klee**

[zpk.org](http://zpk.org)



Paul Klee, "Le rouge et le noir" (1938) at the Fondation Beyeler



Vladimir Dubossarsky /  
Alexander Vinogradov,  
“What the Homeland  
Begins With” (2006) at  
the Kunstmuseum Bern

## Geneva

### MAMCO, Musée d'art moderne et contemporain

22 February–7 May 2017

**Zeitgeist**

**Greg Parma Smith**

31 May–3 September 2017

**Summer exhibitions**

[mamco.ch](http://mamco.ch)

### Musées d'art et d'histoire de Genève

Cabinet d'arts graphiques du MAH:

21 October 2016–29 January 2017

**Gérald Cramer and his Artists:**

**Chagall, Miró, Moore**

Musée Rath:

2 December 2016–19 March 2017

**Nightfall – Gothic Imagination  
since Frankenstein**

Musée d'art et d'histoire:

11 May–20 August 2017

**New Museums – Intentions,  
Expectations, Challenges**

[mah-geneve.ch](http://mah-geneve.ch)

## Lausanne

### Musée de l'Elysée



Marcel Imsand, “Sans titre”  
(1950–1960) at the Musée de l'Elysée

25 January–30 April 2017

**No vertical limit.**

**Mountain photography**

31 May–24 September 2017

**Slides. The History of Projected  
Photography**

24 June 2017

**Nuit des images**

25 October 2017–7 January 2018

**Unfamiliar Familiarities:**

**Outside Views on Switzerland**

25 October 2017–7 January 2018

**Gus Van Sant / Icons**

[elysee.ch](http://elysee.ch)



Joan Miró, “À toute épreuve” at the Cabinet d'arts  
graphiques du MAH



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# Lugano

## LAC Lugano Arte e Cultura

11 February–28 May 2017

**Meret Oppenheim**

11 March–2 July 2017

**Craigie Horsfield**

9 April–27 August 2017

**Boetti-Salvo**

24 June–27 August 2017

**The Collection**

26 August 2017–7 January 2018

**Wolfgang Laib**

20 October 2017–20 January 2018

**On the Way of the Illumination.**

**The Myth of India in the western  
Culture 1857–2017**

luganolac.ch



Camille Corot, "Campagna romana" (1827) at the Kunsthau Zürich

# Winterthur

## Fotozentrum Winterthur

Fotomuseum:

11 February–7 May 2017

**Francesco Jodice – Panorama**

20 May–27 August 2017

**Danny Lyon – Message to the Future**

9 September 2017–February 2018

**The Hobbyist – Hobbies, Photogra-  
phy and the Hobby of Photography**

fotomuseum.ch

Fotostiftung:

11 February–7 May 2017

**Unfamiliar Familiarities –**

**Outside Views on Switzerland**

20 May–8 October 2017

**Dominic Nahr – Blind Spots**

21 October 2017–11 February 2018

**Jakob Tuggener – Machine Age**

fotostiftung.ch

25 August 2017–7 October 2018

**Design Studio: Processes**

28 October 2017–11 March 2018

**Stefan Sagmeister. The Happy Show**

28 October 2017–11 March 2018

**MyCollection: Stefan Sagmeister**

museum-gestaltung.ch



Dominic Nahr, "Südsudan,  
Äquatoria, Juba" (2010) at the  
Fotostiftung Schweiz

# Zurich

## Museum für Gestaltung

Until 19 March 2017

**Les Suisses de Paris –**

**Graphic Design and Typography**

3 February–9 April 2017

**Film Implosion!**

**Experiments in Swiss Film**

4 March–9 July 2017

**Go on Vacation!**

5 May–30 July 2017

**Sigurd Leeder – Trances of Dance**

5 May–10 September 2017

**Turn the Puppets Loose**

## Kunsthau Zürich

10 February–7 May 2017

**Vibrant Metropolis / Idyllic Nature.**

**Kirchner – The Berlin Years**

19 May–27 August 2017

**Mexican Graphic Art**

23 June–30 July 2017

**Action!**

25 August–8 October 2017

**Cantastorie**

29 September 2017–14 January 2018

**Picture Ballot! Reformation**

10 November 2017–28 January 2018

**Praised and ridiculed.**

**French Painting 1820–1880**

kunsthau.ch



## Cultural events agenda

### Basel

15–18.6 – Art Basel



More than 280 renowned galleries transform the city on the Rhine into the centre of the international art world for four days.

[artbasel.com](http://artbasel.com)

### Locarno

2–12.8 – Festival del film Locarno



For the 70th edition, hundreds of art films compete on Piazza Grande for the approval of the general public and the Golden Leopard.

[pardolive.ch](http://pardolive.ch)

### diff. cities

Swiss Museums Night



Swiss museums open their doors well into the night in many cities.

[MySwitzerland.com/museumsnight](http://MySwitzerland.com/museumsnight)



### Lucerne

11.8–10.9 – Lucerne Festival



# Montreux

30.6–15.7 – Jazz Festival



The music line-up of the 51st edition of the festival goes way beyond jazz.

[montreuxjazzfestival.com](http://montreuxjazzfestival.com)



Established in 1938, the festival attracts international stars and more than 100,000 classical music fans to the city on Lake Lucerne every year.

[lucernefestival.ch](http://lucernefestival.ch)

# St.Gallen

23.6–7.7 – Festspiele



The cloister of St.Gallen's UNESCO World Heritage Abbey District, with its opulent cathedral, provides the stunning backdrop for opera.

[stgaller-festspiele.ch](http://stgaller-festspiele.ch)

# Zurich

28.9–8.10 – Zurich Film Festival



Every autumn Zurich slips into its role as the Swiss film capital and stages a diverse line-up for movie buffs.

[zff.ch](http://zff.ch)

Switzerland Tourism.



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Incidentally: these are the brains behind the posters on pages 7 to 13.

### Competition question

How many posters does the collection at the Museum für Gestaltung in Zurich comprise?

- a) Approx. 100,000 posters**
- b) Approx. 400,000 posters**
- c) Approx. 700,000 posters**

### Competition prize

Six nights in a double room with breakfast in selected hotels. Your ticket to all the arts is the Swiss Travel Pass, providing unlimited travel on rail, bus and boat throughout Switzerland, as well as free entry to more than 500 museums, including special collections and temporary exhibitions. Also included is the arrival with rail or Swiss International Air Lines from a nearby Swiss transport hub to Geneva or Zurich.

### How to take part

1. Answer the competition question
2. Take part online at [MySwitzerland.com/competition](http://MySwitzerland.com/competition)

Closing date: 30 September 2017

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## Heaven for art lovers: The Art Museums of Switzerland star among Switzerland's cultural highlights.



**Kunstmuseum Basel:**  
Ranked by the "London Times" as one of the world's five best museums.



**Museum Tinguely:**  
Art that spins, makes a racket and sprays water – you'll only find it here.



**Fondation Beyeler:**  
Classic Modernism in a striking museum designed by Renzo Piano.



**Museum für Gestaltung:**  
Switzerland's foremost museum for design and visual communication.



**Kunsthaus Zürich:**  
A museum with international flair for more than 100 years.



**Zentrum für Fotografie:**  
One of Europe's most exciting and innovative centres for photography.



**Zentrum Paul Klee:**  
This centre in Bern harbours the most important collection of Paul Klee's work.



**Kunstmuseum Bern:**  
Masterpieces from gothic times to the present and from Anker to Picasso.



**Musée de l'Elysée:**  
One of Europe's most important photography museums.



**Musée d'art et d'histoire:**  
The largest museum in this city on the Rhône, with more than 7,000 exhibits.



**MAMCO:**  
Biggest museum in Switzerland devoted entirely to contemporary art.



**LAC Lugano Arte e Cultura:**  
A cultural hotspot and Lugano's newest architectural icon.

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