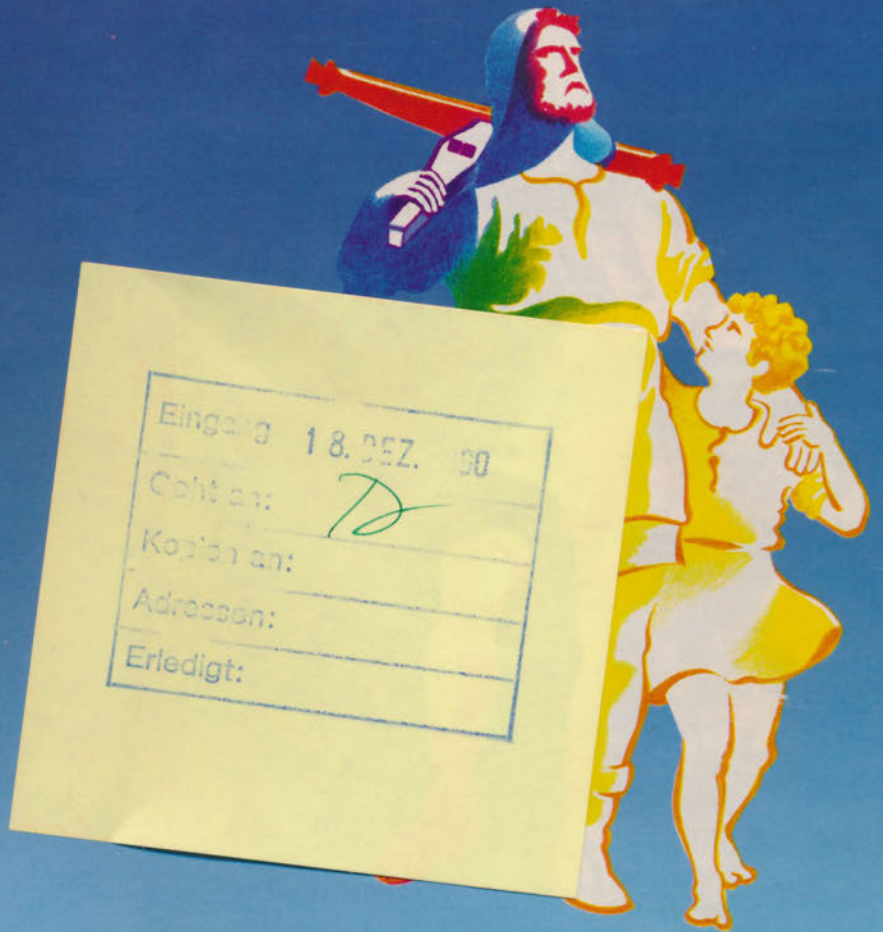


1291–1991 Switzerland

Swissentennial



Switzerland – for the time of you





1291-1991 Switzerland



The place where it all began in 1291, where the Swiss founded their Confederation by swearing an oath - the "Oath of the Rütli."

dodis.ch/58440

We are not exactly docile, no sir! Our freedom is sacred to us – as a matter of tradition. For in 1291, William Tell refused to bow his head before landvogt Gessler. The haughty member of the house of Habsburg was afraid to lose face, so he lost his temper, put an apple on the head of William's son and ordered the loving father to shoot. Tell's life and freedom were at stake. He hit the target. The rest is legend. And because it all started with the silent hiss of an arrow in 1291, we will have to make a lot of noise about it in 1991. After all, we have got 700 years to celebrate. Wouldn't you like to join us – taste our specialties, dance and party with us, relive Switzerland's way to freedom? Brush through our anniversary album and find out what to expect. We will have everything ready when you arrive. And we are looking forward to welcoming you.



Switzerland's phase of defiance
isn't over yet.



SCHWEIZ... 1904

As if 50,000 kilometers of hiking trails weren't enough – now there's a spectacular detour.



A delicious buffet of Swiss cheese and some refreshing white wine.

It's called the Swiss Path, and it leads all around the Lake of Lucerne. To celebrate the jubilee, the 26 cantons all contributed 5 millimeters per resident, following the three founding cantons in the same order they joined the Confederation. In a joint effort, they have created sights to see and places to rest. So if you like to enjoy nature at its best and discover the things over six million people from four different cultures have in common, you're on the right Path. Starting at the Lake of Lucerne, and continuing all over Switzerland. Because our post buses, lake steamers, railways and cable-cars will easily take you to all the 1991 destinations with something spectacular to offer.



Post bus drivers keep a steady hand on the wheel where race drivers would get vertigo.

The Swiss Biking Wave has swept us away on a trip into the scenic countryside.



Getting high on a cablecar.



Returning home by ship to rest weary legs.



"Swiss Pass": Unlimited travel by train, postbus and steamer - plus public transportation in 25 cities.



dodis.ch/58440
You don't seriously think
rock'n'roll could have been
invented by anybody else but
the Swiss?



GEMEINDE SCHWYZ
Eintrittskarte
Fr. 5.-
inkl. B'steuer Platz Nr.
Auf Verlangen vorweisen
Ohne Coupon ungültig

05837

004001

1991 - Birthday of a Nation.

Switzerland is celebrating its septicentennial. And it's not a private party, either. Use our compass to join in. And to find just the big (or small) occasion you wouldn't want to miss. The choice is up to you.

OFFICIAL OPENING CEREMONY: FESTIVAL AND (FIRE AND LIGHT) DISPLAY

Bellinzona TI, 10 Jan 91

KÄFIGTURM: EXHIBITION (JUBILEE YEAR 1891)

Berne, 11 Jan-24 March 91

MUSÉE D'ART ET D'HISTOIRE: EXHIBITION (MOSCOW - FRIBOURG) (JEAN TINGUELY)

Fribourg, 3 Feb-7 April 91

EASTER FESTIVAL (SYMPHONY CONCERTS, CHAMBER MUSIC, CHURCH CONCERTS)

Lucerne, 29 March-1 April 91

CHILDREN AND YOUTH THEATRE FESTIVAL

Yverdon-les-Bains VD

3-12 May 91

MUSÉE D'ART ET D'HISTOIRE: PHOTO EXHIBITION (SWITZERLAND FROM A DIFFERENT VIEW POINT)

Fribourg, 3 May-16 Sep 91

OPENING OF THE SHERLOCK-HOLMES-MUSEUM AT THE ENGLISH CHURCH

Meiringen BE, 4 May 91

INAUGURATION OF THE (SWISS PATH)

Flüelen/Bauen UR, 4 May 91

MAISON D'AILLEURS: EXHIBITION (SWITZERLAND - 700 YEARS UTOPIAN DREAM)

Yverdon-les-Bains VD,

4 May-1 Sep 91

OPEN-AIR MUSEUM BALLEMBERG: TRADITIONAL SWISS SPORTS

Brienzwiler BE, 9 May 91

(ROCK 700), ROCK FESTIVAL (OPEN-AIR)

Fribourg, 23-25 May 91

HÔTEL DE GLÉRESSE: EXHIBITION (700 BOOKS)

Porrentruy JU, 25 May-8 June 91

OPENING OF (STAR 91), HIKING TRAILS NETWORK

Neuhausen am Rheinfall SH, 26 May 91

WHEEL-CHAIR MARATHON

Solothurn region, 1 June 91

MUSEUM OF HISTORY AND ART MUSEUM: EXHIBITION OF THE EUROPEAN COUNCIL (EMBLEMS OF LIBERTY, PICTURES OF THE REPUBLIC IN ART FROM THE 16TH TO THE 20TH CENTURY)

Berne, 1 June-1 Sep 91

INTERNATIONAL FESTIVAL OF HUMOROUS THEATRE

Morges VD, 6-16 June 91

(CHUTZEN)-FEUER, HISTORIC WARNING-FIRE DISPLAY

Cantons of Vaud/Fribourg/Berne/

Solothurn/Aargau, 7 June 91

GRAND THÉÂTRE: PREMIERE (WILLIAM TELL), OPERA BY GIOACCHINO ROSSINI

Geneva, 10 June 91

FLOATING STAGE: (VIVA LA MUSICA), MUSIC IMPROVISATIONS

Geneva, 14-16 June 91

SCHLOSS: EXHIBITION (BERNE IN THE USA)

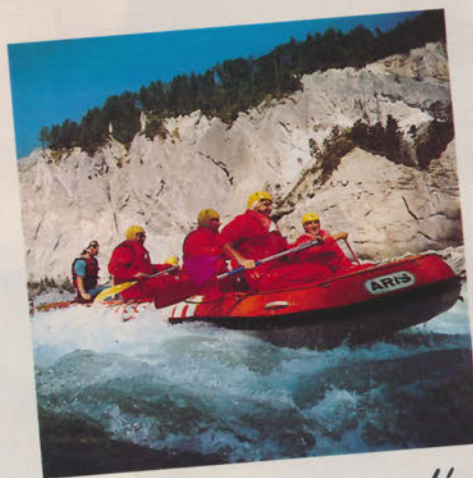
Worb BE, 17 June-15 Sep 91

OFFICIAL DAY OF THE FOUR CULTURES FESTIVAL

Lausanne VD, 18 June 91

OPENING NIGHT WITH MAURICE BÉJART AND HEINZ SPOERLI

Lausanne VD, 18 June 91



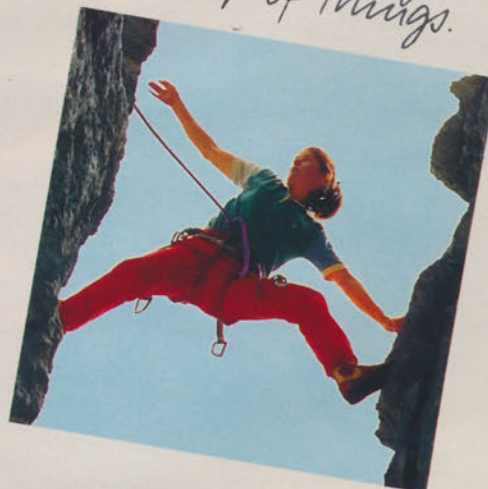
River rafting really made a splash in this country.



Snowboarding is a cinch - it took Junior only two days to get the hang of it.



There must be an easier way to get on top of things.



*one
rately,
as
ns*

Whether you prefer the classical or avant-garde, we offer nothing but highlights.



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16

1 MUBA: EXHIBITION
(1291-1991, MAN AND HIS TIME IN SWITZERLAND)
Basel, 2-11 March 91

2 PFARRKIRCHE:
(NIKLAUS VON FLÜE),
ORATORIUM BY ARTHUR HONEGGER (MUSIC) AND DENIS DE ROUGEMONT (WORDS)
Stans NW, 21 + 22 March 91

3 MUSÉE SUISSE DU VITRAIL: EXHIBITION
(26 CANTONS - 26 STAINED GLASS WINDOWS)
Romont FR, 23 March-30 Oct 91

4 RE-OPENING OF THE TELL-MUSEUM URI (ON APRIL 4TH: FIRST SHOWING OF THE WILLIAM TELL FILM)
Bürgeln UR, 27 April 91

5 ALLMEND BRUNAU: HEUREKA, NATIONAL RESEARCH EXHIBITION
Zurich, 10 May-27 Oct 91

6 (WAY OF UTOPIA DREAMS), COMICS FESTIVAL
Sierra VS, 1 June-31 Aug 91

7 FEDERAL GYMNASTICS FESTIVAL: PARADE
Lucerne, 22 June 91

8 REGIONAL WRESTLING AND ALPINE HERDSMEN FESTIVAL
Schwyz, 7 July 91

9 PLAY (MYTHENSPIEL) BY HERBERT MEIER
(OPEN-AIR PERFORMANCES IN GERMAN VERSION, WEDNESDAY TO SATURDAY)
Schwyz, 24 + 26 July-7 Sep 91

10 VILLA FAVORITA: EXHIBITION
(SWITZERLAND SEEN THROUGH THE EYES OF FOREIGN ARTISTS)
Lugano TI, 21 July-27 Oct 91

11 TELLSPIELHAUS: (WILLIAM TELL), PLAY BY FRIEDRICH SCHILLER (GERMAN)
Altdorf UR, 27 July-29 Sep 91

12 BAY: (WILLIAM TELL), ROCK OPERA BY GUY METTAN
Geneva, 29 July-10 Aug 91

13 OFFICIAL FEDERAL CEREMONY
Schwyz, 1 Aug 91

14 (MEETING PLACE SWITZERLAND): YOUTH SYMPHONY ORCHESTRAS FROM AROUND THE WORLD IN CONCERT
Schaffhausen, 9-16 Aug 91

15 (SPIERT AVIERT), YOUTH FESTIVAL AND EUROPEAN MEETINGS
Engadine GR, 1-6 Sep 91

16 JUBILEE (800 YEARS BERNE): PARADE
Berne, 7 + 8 Sep 91

**(WILLIAM TELL),
PLAY BY FRIEDRICH
SCHILLER (OPEN-AIR
PERFORMANCES IN
GERMAN, THURSDAYS
AND SATURDAYS)**

Interlaken BE, 27 June 91-12 Sep 91

**CENTRAL
SWITZERLAND
YODELLERS' FESTIVAL**
Engelberg OW, 28-30 June 91

**JAZZ CONCERT FOR
YOUTH**

Montreux VD, 4 July 91

**INTERNATIONAL
COSTUME MEETING**

Buochs NW, 4-8 July 91

**GRAND POPULAR
FESTIVAL WITH PARADE**

Zurich, 5-7 July 91

**ROMAN ARENA:
(PARADE), DANCE
REVUE (OPEN AIR)**

Avenches VD, 12-15 July 91

**ALPHORN RELAY
RACE THROUGH
SWITZERLAND (FINISH
IN SARNEN)**

Sarnen OW, 1 Aug 91

**INTERNATIONAL FILM
FESTIVAL**

Locarno TI, 8-18 Aug 91

**FEDERAL
(HORNUSSE) FESTIVAL**

Berne, 16-18 Aug 91

BERNE FESTIVAL

Berne, 17+18 Aug 91

**INTERNATIONAL
MUSIC FESTIVAL
(CONCERTS, PROSE
THEATRE, ART
EXHIBITIONS, MASTER
COURSES)**

Lucerne, 17 Aug-11 Sep 91

**POPULAR FESTIVAL
CELEBRATION ON THE
OCCASION OF THE
OPENING OF THE
(MEETING WITH THE
WORLD)**

Fribourg, 22 Aug 91

**IN FRONT OF THE
CATHEDRAL:
(TOTENTANZ), PLAY BY
NIKLAUS MANUEL
(OPEN-AIR
PERFORMANCES IN
GERMAN)**

Berne, 23 Aug-14 Sep 91

**FEDERAL FOLK
MUSIC MEETING**

Küssnacht am Rigi SZ

6-8 Sep 91

**(L'ÉPOPÉE DE
L'EUROPE), MULTI-
MEDIA SHOW**

Geneva, 25-29 Sep 91

**KOLLEGIENHAUS
EXHIBITION (1291 -
MYTH AND HISTORY,
THE CONFEDERATION
AND BASEL AROUND
1300)**

Basel, 1 Oct-31 Dec 91

FINAL CEREMONY

Basel, 3 Nov 91



Swiss National Tourist Office
Head Office
Bellariastrasse 38, CH-8027 Zürich

For further information call

Amsterdam
Nationaal Zwitsers Verkeersbureau
Koningsplein 11, NL-1017BB Amsterdam
Tel. 020/22 20 33, Viditel + 750214 #

Buenos Aires
Oficina Nacional Suiza del Turismo
Avenida Santa Fé 846, P.B.
1059 Buenos Aires, Argentina
Tel. 01/311 89 30 + 311 89 33/38 (SR)

Chicago
Swiss National Tourist Office
150 N. Michigan Avenue
Chicago IL 60601 USA
Tel. 312/630 58 40

London
Swiss National Tourist Office
Swiss Centre, New Coventry Street
GB-London W1V 8EE, Tel. 01/734 19 21
Prestel + 34427 #

Los Angeles
Swiss National Tourist Office
222N. Sepulveda Blvd., Suite 1570
El Segundo, CA 90245, USA
Tel. 213/335 59 80

New York
Swiss National Tourist Office
Swiss Center, 608 Fifth Avenue
New York, NY 10020, USA
Tel. 212/757 59 44

San Francisco
Swiss National Tourist Office
260 Stockton Street, San Francisco
CA 94108, USA
Tel. 415/362 22 60

Stockholm
Schweiziska Turistbyrån
Kungsgatan 36, Box 3316
S-10366 Stockholm, Tel. 08/23 41 00

Sydney
Swiss National Tourist Office
203-233 New South Head Road
Edgecliff/Sydney NSW 2027, Australia
Tel. 02/326 17 99

Tokyo
Swiss National Tourist Office
CS Tower, 2nd Floor, 1-11-30 Akasaka
Minato-ku, Tokyo 107, Japan
Tel. 03/589-5588

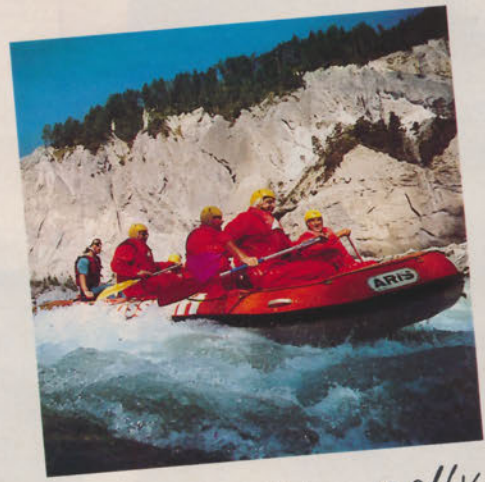
Toronto
Swiss National Tourist Office
154 University Avenue
Toronto, Ont., M5H 3Y9, Canada
Tel. (416) 971 9734



If you do, it's probably because we don't make a big fuss about anything. But we like to invent new sensations for guests with energy to waste. For example, Alpine surfing at 1,800 meters above sea level. Or rowing on underground lakes. Your get-up-and-go got up and went? No problem: Watching typical Swiss sports will keep you pretty busy as well. Relax and admire the locals excelling at Schwingen (Swiss wrestling), Hornussen (the Swiss variant of cricket), boccia, cross-bow - or simply at partying Alpine style on a so-called Aelplerchilbi. (Don't pronounce it - just enjoy it.)



The best Swiss Wrestler is crowned a king. It must take 700 years of democracy to become that tolerant.



River rafting really made a splash in this country.

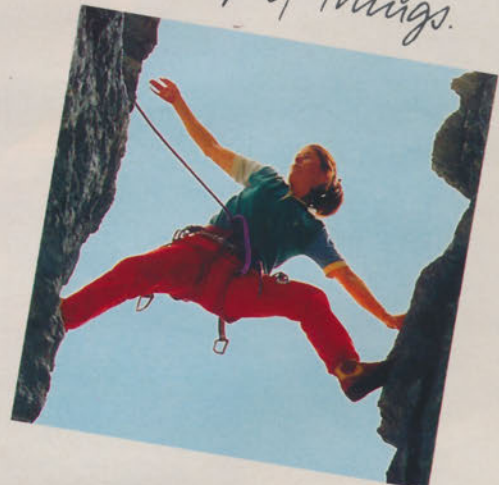


Snowboarding is a cinch - it took Junior only two days to get the hang of it.



There are a dozen Alpine golf courses. Unfortunately, the bunkers are just as deep as the mountains are high.

There must be an easier way to get on top of things.



Hiking is something for the whole family to enjoy.

1 Eintritt
1 Entrée
Non valable sans le coupon
Ohne Coupon ungültig

dodis.ch/58440
There's more to Swiss cuisine than cheese and chocolate.



William Tell didn't sleep
The dog wouldn't let him

Polenta, to name only one. Which is what mamma is cooking in the Ticino. That's part of Switzerland, too, you know. Of course, you'll have to taste a fondue, if only to learn about the quaint customs that go with it. For example, losing the bread cube will cost you a kiss or a round of kirsch – depending on whom you picked for your personal guide. But don't stick to fondue (to coin a phrase...). There are more than 700 national and regional specialities to discover, crisp «Röstis», succulent sausages, and heavenly pastries. All this from the people who invented the ultimate health food: the world-famous Bircher Muesli.



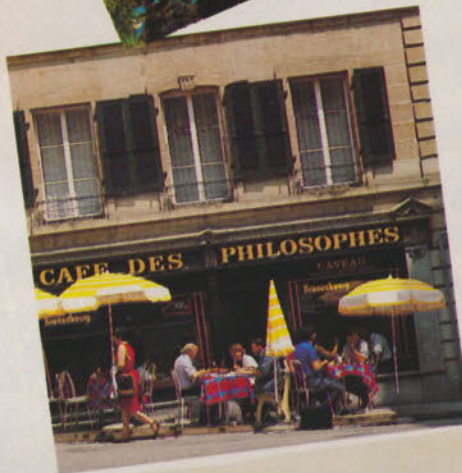
The culinary climax of our holiday, including the wine. These Swiss winegrowers sure know what they are doing.



Animated public festivals in every region. Any gastronomist critic could land a scoop here...



The locals were right: This is the best little mountain in this side of the Alps. After 4 hours of hiking.



A good cup of coffee. Tips and people-watching included.



here.

CHEESE TOAST "EMMENTAL"

(Recipe for 4)

- 300 g of Emmentaler, grated
- 3 eggs
- 1 dl of milk
- 1/2 brandy glass of Kirsch
- Salt, pepper, nutmeg
- 8 slices of toast

Blend the cheese with the eggs, the milk and the kirsch, and season it. Spread the mixture on the slices of toast. Fry both sides a golden brown in vegetable oil, starting with the cheesy side. Dust with paprika before serving.

dodis.ch/58440
You're never completely
safe. Not even in a Swiss town.



MUSÉE HISTORIQUE
DE LAUSANNE
Collections de l'Association
du Vieux-Lausanne

N° 601

Dream

62404

Nur am Lösungstag gültig.

Now, don't misunderstand us: Swiss townspeople cherish the tradition of hospitality just as much as their fellow citizens in the country. But you will have to look out anyway. For as soon as you will get here, you will be risking to catch the festivity bug...

After all, you will be exposed to 700 regional and 1991 local occasions. Not to mention the Four Cultures' Festival in French Switzerland, the special Septicentennial in Central Switzerland, and a Celebration of Solidarity in the mountain canton Graubünden. So you better get your defenses up. Because we are about to turn lakes into seas of lights, granges into palaces of culture, village squares into stages, and towns into vaudeville shows.



World-class ballet emphasized by sensational choreography.

Parade by night - history lesson during Geneva's Escalade.



A star-studded open-air concert of classical music in Basel. In every sense of the word.

This vintage festival gave us plenty of opportunity to celebrate the sun and a very promising new wine.



The Lucerne version of Mardi Gras was very colorful, and very loud.



THEATER
ne Coupon ungültig.





Schweizerische Verkehrszentrale
Office National Suisse du Tourisme
Ufficio Nazionale Svizzero del Turismo
Swiss National Tourist Office

Head Office
Bellariastrasse 38, CH-8027 Zürich

For further information call

Amsterdam

Nationaal Zwitsers Verkeersbureau
Koningsplein 11
NL-1017BB Amsterdam, Tel. 020/22 20 33
Viditel • 750214 #

London

Swiss National Tourist Office
Swiss Centre, New Coventry Street
GB-London W1V 8EE, Tel. 01/734 19 21
Prestel • 34427 #

Stockholm

Schweiziska Turistbyrån
Kungsgatan 36, Box 3316
S-10366 Stockholm, Tel. 08/23 41 00

Sydney

Swiss National Tourist Office
203-233 New South Head Road
P.O. Box 193
Edgecliff/Sydney NSW 2027, Australia
Tel. 02/326 17 99

