

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 33 (2006)
Heft: 4

Vorwort: Raptures in red and white
Autor: Eckert, Heinz

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 10.07.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Raptures in red and white

A When the Swiss national football squad returned home after losing their World Cup game against Ukraine, the players were welcomed at Zurich airport as if they had won the competition. Even the missed penalties couldn't dampen the fervour that awaited the team on their arrival back in Switzerland. During the competition tens of thousands of red-and-white-clad Swiss fans travelled to Germany, determined to turn their side's encounters into home games. Thousands watched the games on huge screens in cities up and down the country, revelling in their team's performance at the group stage of the competition. Swiss flags and red t-shirts bearing the Swiss cross were everywhere. The country was in party mood, the likes of which it had seldom seen. And even the side's unfortunate elimination in the second round didn't dampen spirits for too long. After all, the FIFA World Cup in Germany was just the beginning: "That was the World Cup. Now for the European Championships. Roll on 2008", wrote main sponsor Credit Suisse in full-page ads, voicing the sentiments of Swiss football fans. In two years' time, the Swiss national squad could be playing for the European title in front of its home crowd. Then the party will begin anew.

Rarely has Switzerland witnessed the type of enthusiasm for sportsmen shown to the current national football squad and their coach, Jakob "Köbi" Kuhn. And never before has Switzerland had a national squad that prompted so much support while embodying a modern, open-minded country. Players like Senderos, Dzemaili, Djourou, Baranetta and Cabanas are the multilingual sons and grandsons of immigrant families. Their roots lie abroad, they play in Europe's top leagues, and they are optimistic, ambitious and proud to be Swiss. They may be reserved when facing the media, but they clearly affirm their commitment to their country's greatest possible success. They are self-confident and sure of their Swiss identity: an attitude by no means taken for granted.

As recently as the 1990s, Switzerland drew attention to itself with the slogan "La Suisse n'existe pas" (Switzerland doesn't exist). The '68 generation, left-wingers and the media in particular had major issues about being Swiss, and any form of patriotism was equated with right-wing extremism. Flags were the scorned synonym for the army and the right-wing bourgeoisie. The end of the Cold War brought more relaxed attitudes.



Heinz Eckert

Indeed, "Swissness" has even made a distinct comeback since the Expo.02. Accessories bearing the Swiss cross are now extremely trendy and big money-spinners.

The young people of today have a relaxed relationship with their home country and are proud of their red passport. They are not alone: A representative survey found that 78 percent of respondents were proud to be Swiss – up from 74 percent in 2004. In the past, national identity was never even questioned.

Sociologist Kurt Imhof sees this as a positive development. "Democracy needs a belief in communality, and it's good that identifying with one's home country is no longer the sole preserve of the Swiss People's Party," he says.

"It's cool being Swiss," a 28-year-old designer confessed in an interview.

Such sentiments are new to Switzerland. "Chauvinism is a matter of dosage," said literary critic Peter von Matt in an interview on the issue. "Controlled delivery is good for you. It increases your joie-de-vivre and makes you adventurous. Ill-tempered self-flagellation is unproductive in the long run."

HEINZ ECKERT, CHEFREDAKTOR

5

Mailbag

5

Sounds: Jazz made in Switzerland

7

Images: Lake Lucerne

8

Which energy is best for Switzerland?
We ask the experts

13

Portrait: New face on the Federal Council

14

Official DFA information

16

Swiss Himalayan pioneers



18

Avenches - Rock in the arena

19

Politics: The new asylum law

20

OSA news

22

New services from Soliswiss

23

News in brief

Cover Photo:

Doris Leuthard, Federal Councillor. Keystone

IMPRESSUM: "Swiss Review", the magazine for the Swiss Abroad, is in its 33rd year of publication and is published in German, French, Italian, English and Spanish in 21 regional editions. It has a total circulation of over 380 000. Regional news appears four times a year.

■ EDITORSHIP: Heinz Eckert (EC), Editor-in-Chief; Rolf Ribi (RR), Alain Wey (AW), Gabriela Brodbeck (BDK), responsible for DFA Information Pages, Service for the Swiss Abroad DFA, CH-3003 Berne. René Lenzin (RL), reporting from parliament. Translation: CLS Communication AG ■ POSTAL ADDRESS: Publisher, Editorial Office, Advertising: Organisation of the Swiss Abroad, Alpenstrasse 26, CH-3006 Berne, Tel. +41 31 356 61 10, Fax +41 31 356 61 01, Postal Account (Swiss National Giro) 30-6768-9. Internet: www.revue.ch ■ E-MAIL: revue@aso.ch ■ PRINT: Zollikofer AG, CH-9001 St.Gallen. ■ CHANGE OF ADDRESS: Please advise your local Embassy or Consulate – do not write to Berne. Single copy CHF 5.– ■