

Globi starts going global

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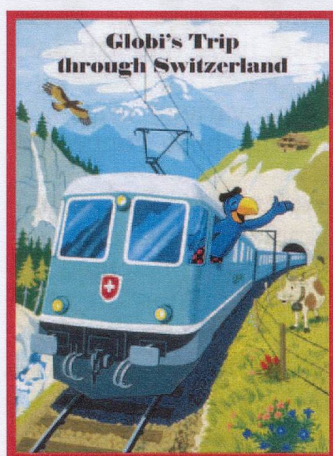
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Globi starts going global

A Swiss icon born in 1932 as an advertising symbol, a creature with a parrot's beak, blue body and red-and-black checked trousers, is spreading his wings.

He was the brainchild of J.K. Schiele, head of advertising at Globus, and Robert Lips, an architecture student, who won a competition to design a suitable mascot. Globi's original role was to welcome children at an anniversary event. Since he had to speak, he was based on a parrot.

Globi has long been a favourite with children in German-speaking Switzerland. Over the years many books have appeared with Globi's comic adventure stories. On every double spread, the left hand page tells a tale in simple verse, while the right hand page consists of six illustrations.



Now one of his adventures has been published in English. "Globi's Trip Through Switzerland" is a translation of a book that first appeared in German in 1984.

The moving force behind the new venture is Corinne Aeberhard, a former journalist, who lived abroad for many years. Her young son took his Globi books with him wherever they went and showed them to his

friends. But there was a problem: Most of their friends didn't speak German and needed the adventures explained.

Being convinced that Globi had an appeal for all children, not just Swiss ones, Aeberhard approached the Globi publishers who were enthusiastic about the idea of an English version.

The book was translated by Eric Mace-Tessler, the head of English at the International School of Berne and his wife, Margaret. The language may be simple, but translating it was not. English does not lend itself to short-line, rhyming couplets. This form tends to require considerable inversion of normal word order, which is not really suitable for a children's book.

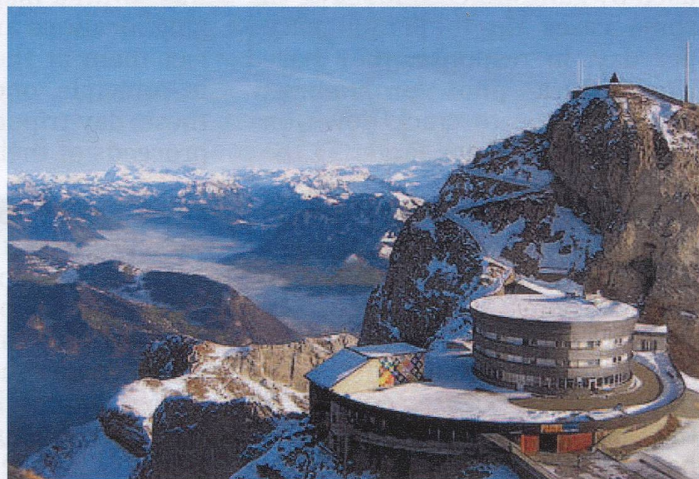
Foreign adults may be bemused by his appeal, but Swiss-German children see Globi having the kind of adventures they would like to have. Sometimes his ideas work, and sometimes they don't - and when they don't, that's when he's particularly funny.

The future depends on how well the first book sells; the Globi publishing house has been pleasantly surprised by the response so far.

Globi's Trip Through Switzerland is published by the Globi Publishing House and costs SFr21.50. *si*

Legend around Pilatus

From time immemorial, local people around Mount Pilatus believed that the tiny lake in the Oberalp dip was to blame for the terrible storms in the area. Devastating thunderstorms appeared as soon as ripples were made in the waters. How could such a tiny, unremarkable piece of water like Lake Oberalp on Mount Pilatus exert such power? It was only possible in that people projected the incarnation of evil into the waters.



Pilatus

Soon after the death of Roman governor Pontius Pilate, the myth spread that he had met a disreputable end. This belief was strengthened by the lack of a grave and conflicting reports of the cause of his death. Since the 15th century, it had been said that Tiberius Caesar had had Pontius Pilate thrown into chains as a punishment for condemning Jesus Christ, whereupon Pilate committed suicide. His body was thrown into the Tiber, but the river rebelled against it with great floods. The body was pulled out again and sunk in the Rhone. Alas the ghost of the damned once again caused trouble. It was then decided to sink Pontius Pilate in a tiny remote lake on Oberalp on Mount Pilatus. This apparently resulted in some degree of peace. Only once a year, on Good Friday, did Pilate allow himself to be seen, seated on a chair in the middle of Lake Pilatus to wash the blood of Christ from his hands.

In the mid-16th century, fear began to abate and in 1585, Lucerne's priests, accompanied by a plucky band of townspeople, climbed Mount Pilatus to challenge the ghost. They threw stones into the lake, churned up the water and waded in it - but the ghost did not react: The spell was apparently broken. To make sure that the ghost of Pontius Pilate had also ceased its thunderstorm invoking activities, in 1594 a gap was dug in the wall of the pond on Oberalp to dry it out. It wasn't until 400 years later, in 1980, that people ventured to close the gap again. Today the peaceful lake exists once more. And the ghost of Pontius Pilate rests in peace.

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