

# Tourist news

Objekttyp: **Group**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1970)**

Heft 1587

PDF erstellt am: **01.05.2024**

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# THE BASLE FAIR

## In Spring 1970: a Trip to Basle

There are convenient air services to Switzerland from all parts of the world. The city of Basle, which has direct train services to most of the commercial and industrial centres of Europe, also has an international airport. These convenient connections will again bring large numbers of buyers from the whole world to Basle to visit the Swiss Industries Fair between 11th and 21st April, 1970.

The Swiss Industries Fair is a national event of international renown; it offers a large scale display of high quality Swiss products. These products, which range from watches to machine tools, from textiles and electrical engineering to mechanical engineering, are offered by more than 2,600 exhibitors on an exhibition area of 170,000 m<sup>2</sup> at the Basle fair. The Swiss Industries Fair is conveniently timed between the Hanover and Milan Fairs, which means that visits to these three important events can be made in one trip. It is tempting and also very restful to combine this trip with a few days holiday in Switzerland.

## Basle: a National Fair of International Renown

The large spring fair for Swiss products, the Swiss Industries Fair in Basle, has, since its origins up to the present day, retained its national character with regard to the exhibited goods. Nevertheless, it has become one of those fairs which will attract the most foreign visitors. The reason for this is the considerable participation of important Swiss export industries, mainly the watch industry as well as the textile and clothing industries, which will, in 1970, be joined by the machine tools industry, mechanical engineering and electrical engineering. The Swiss Industries Fair in Basle will take place from 11th to 21st April, 1970 and will unite more than 2,600 exhibitors on an exhibition area of 170,000 m<sup>2</sup>.

The official agencies for the Basle fair are the Swiss embassies and consulates, the Swiss chambers of trade and the Swiss tourist offices; they will be pleased to give you comprehensive information. Interested parties will also receive, free of charge, the fair pass and catalogue at these agencies.

## The Swiss Industries Fair offers a close-up of Swiss products

The Swiss Industries Fair in Basle is the largest national fair and offers an instructive close-up of Swiss products. In 1970 it will take place from 11th to 21st April. Each year there are more than 100,000 foreign businessmen, out of a total of one million visitors, who take advantage of this fair, with its many traditions, to make business contacts and transactions with Swiss manufacturers. The watch fair, the machine tools or the industrial electrical engineering

group alone—apart from the other 24 specialised groups—justify a trip to Basle.

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## A Stranger is always welcome in Basle

"A stranger is always welcome in Basle"—this is not just a propaganda slogan; rather, the efforts of all departments of the Swiss Industries Fair which takes place from 11th to 21st April, 1970, are aimed at offering businessmen from the whole world all the necessary services. The reception service in Basle is a remarkable scheme: out of the approximately one million visitors registered each year, more than 100,000 are foreign businessmen who are glad to take advantage of the amenities of the reception, lodgings and information services, and who appreciate the post, bank and tourist services which are available. More than 50 years fair experience have brought about a perfect fair organisation, as perfect as the Swiss watches, the machine tools, the electrical engineering products and the textiles which, together with much more, can be found in Basle.

## Focal Point of the Swiss Industries Fair 1970

The 54th Swiss Industries Fair will take place from 11th to 21st April, 1970 in Basle. 2,600 firms will participate in it in 27 specialised groups covering an exhibition area of 170,000 m<sup>2</sup>. It is impossible to show the whole diversity of the exhibited goods in a few lines. The 1970 fair is particularly characterised by the participation of machine tools and industrial electrical engineering. Large scale mechanical engineering and the metal industry as well as textiles form further focal points of the exhibition; and, of course, Basle will once again be the main point of interest in the trade as unique world commercial centre for the Swiss watch.

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# TOURIST NEWS

## Carnival in Switzerland

Lucerne: — The year's shortest month has to resist two attacks by carnival revellers. First they boisterously play in those regions where once upon a time Carnival Night used to precede a period of strict fasting. Thus a frolicsome romp is announced in Central Switzerland (in Lucerne, Zug, Brunnen

and elsewhere) as well as at the hot spring resort of Baden, at Solothurn and other places fond of gaiety. In the Italian-speaking Southern Swiss Canton of Ticino hot risotto and local wines are served free to all comers on the outdoor squares of Bellinzona, Lugano, Locarno and Ascona, a particularly inviting custom. One should not forget to mention those regions where Carnival is celebrated according to the "old calendar". First of all we are attracted by the magnificent four-hour processions at Basle on February 16 and 18. In Zurich at the two Artists' Masked Balls on February 14 and 16 at the splendidly decorated Congress House one may meet the largest assembly of fantastically masked figures, what with prizes for the greatest originality as an added incentive. And something else: Is it a sheer coincidence that an African ballet is going to visit Switzerland just at this time of the year when everybody is pleasure-minded and looking for variety? These guest performances are to take place in Baden on February 4, in Langenthal on February 5, on February 11 in Aarau and on February 12 in La Chaux-de-Fonds.

## "Summer birds" in wintertime

Davos: — After having been guests at the "Corn House" in Baden, during the month of February thousands of the most beautiful butterflies and beetles from five continents will be shown in Davos in the full splendour of their colours and shapes. Among them are winged butterflies with bird-like wings and rare beetles from New Guinea, shimmering butterflies from the Brazilian bush, picturesque cicadas from the jungles of Malaya, colourful giant locust from South America and the most beautiful butterflies—or "summer birds" as they are called in dialect—from our region as well as the world's largest butterflies with a wingspan of 24 cm (about 9½ inches). These specimens in magnificent colours come from the private collection of Mr. Clemens Rimoldi of Stäfa (Zurich) and are exhibited in more than 130 showcases.

## Artistic Swiss woodcuts in Fribourg

Fribourg: — With a subject of general interest to all of Switzerland the Museum of Art and History at Fribourg has inaugurated its series of exhibitions in the new year. Until February 22 there will be displayed here the graphic show "The Swiss Woodcut" ("La gravure sur bois en Suisse"). Masters of the 16th century, among them Urs Graf, Niklaus Manuel, Hans Holbein, Jost Amman, Tobias Stimmer, are well represented and so are Swiss masters who have been instrumental in raising woodcuts to a high artistic level since the end of the 19th century. Apart from the great Vaudois Felix Vallotton who achieved fame in Paris there are names like Pierre Eugene Vibert and Ernst Sonderegger. This field of artistic endeavour has been given a special impulse since the foundation of the "Xylon" association in 1944 which in 1952 became an international society

and periodically has presented important exhibitions. 26 contemporary artists show their new woodcuts. A catalogue in two languages is enriched by 96 illustrations, 24 of them having been printed with original plates of new woodcuts. This exhibition which deals with a new subject will afterwards be shown in Winterthur from February 28 to March 31 and in Thun from September 5 to October 18.

#### The best posters of 1969

Berne: — According to the Information Service of the Federal Department of the Interior, in February, 1970 a jury of competent experts from the fields of art and publicity will once again select in Zurich the previous year's best posters. Designers, printers and those who ordered the posters according to the rules have to be of Swiss nationality or permanent residents of this country (in the case of designers for at least two years). The jury only considers posters which in 1969 were for the first time hung in public places. The best posters from the point of view of artistic merit, printing technique and publicity value receive a Certificate of Merit from the Federal Department of the Interior. In 1968 this distinction was awarded to 29 of a total of 487 posters submitted. After the competition the award-winning posters will also this time be shown in an itinerant exhibition in the country's larger cities.

#### Living Swiss art museums

Basle: — The Basle Art Museum, officially called "Public Art Collection, Basle", owns the most important collection of ancient and modern art in Switzerland. The museum owes it to

its international reputation to supplement its variegated collections according to a plan. Thus in 1969 it added several important paintings by Swiss artists of various periods. The Baroque painter Giuseppe Antonin Petrini who hailed from Carona near Lugano in the Ticino and lived from 1697 to 1758, mostly worked for the Ticino and so far had not received much attention, is represented with a biblical scene, the Zurich artist Johann Heinrich Füssli (1741-1825) who achieved considerable fame in England but was rediscovered by art historians only a few decades ago — with a composition of figures. In addition, paintings by Alexandre Calame and Arnold Böcklin are important new acquisitions. — The Zurich Art Museum honours the memory of the Zurich sculptor Paul Speck (1896-1969) with the first representative exhibition of his work. This artist was most original and independent in his theme ideas and formal solutions. After working successfully in Munich and Karlsruhe, Germany, since 1933 he had lived in Zurich and in the Ticino. He has created very attractive ceramic and stone sculptures as well as fountains and garden arrangements.

#### News in Brief

According to an announcement the magnificent private collection of Oskar Reinhart which the collector had bequeathed to the Swiss Federal Government under the condition that it will remain in his private home in Winterthur but be open to the public, will be re-opened on March 7, 1970 upon the completion of various changes to the building.

Some time ago an original custom took shape. Collective exhibitions, usually shown by artists in December in their Swiss home towns, are displayed in the following year in another city and, of course, this is reciprocal. Thus the "Kunsthalle" in Basle until February 22 is playing host to Bernese artists while at the "Kunsthalle" in Berne painters and sculptors of Basle will show their work.

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At the Museum "zue Allerheiligen" ("All Saints") in Schaffhausen the exhibition of the painter Hans-Martin Erhardt is on until February 14, and is being followed starting on February 21 by an exhibition of paintings by Coghuf who hails from Basle but lives in the high Jura Mountains in the canton of Berne.

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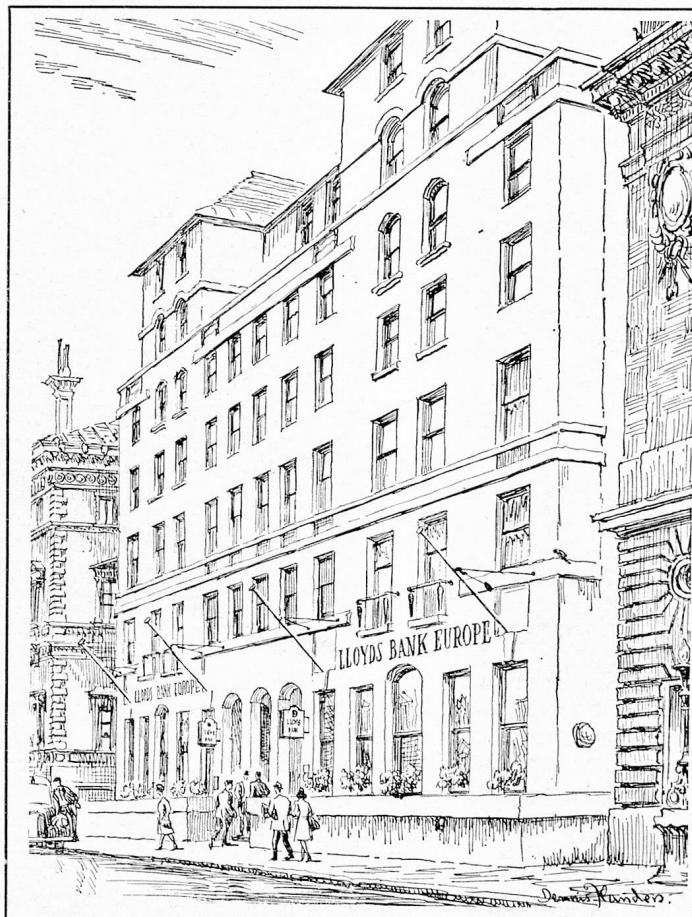
At Thun, in the halls of the "Thunerhof", three artists exhibit their work until March 15. They are Leonie Karrer, Walter Simon and Tonio Ciolina.

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In Locarno an indoor swimming pool is now under construction at the Lido beach. It is due to be opened in June, 1970. At the same time the Lido's green lawn area will be increased by 3,000 m<sup>2</sup> (about 32,295 square feet) and a new restaurant is being added. After the inauguration of the new indoor swimming pool the Lido is to remain open all year round.

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The next Swiss Federal Small Calibre Marksmanship Festival is going to take place in 1972 at Biel (Bienne).



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Zofingen, the romantic town in the canton of Aargau which has given its name to an ancient honorable students' fraternity, will next August be host to the convention of Swiss Living Abroad.

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The Chamber Music Orchestra of Radio Saar with Antonio Janigro as its conductor and Karlheinz Zöller as flute soloist will play in Zurich on March 2 and then continue a concert tour through Lucerne, Berne, Geneva and Basle on the days immediately following.

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In Berne the Zagreb String Quartet will play on March 2 and 3. In Western Switzerland the concerts of the Quartetto Italiano on February 12, in Lausanne, and on February 13 in Geneva, had great success. The Zagreb Quartet may also be heard in Geneva on March 1.

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The canton of Ticino is very music-minded. The Silzer Quartet from Berlin played in Locarno on February 13. On March 10 there follows a concert of the Mozarteum Quartet of Salzburg. Lugano offers on March 4 a concert of the Zagreb String Quartet.

#### **Exhibitions and Fairs in Switzerland in 1970**

Of the 40 or so events announced for 1970, let us call attention to the following fairs and exhibitions of international interest, to be held during the first half of the year:

- 11—21.4, Basle, Swiss Industries Fair;
- 18—21.1, Lausanne, SPISO, Exhibition of Souvenirs, Toys and Summer Goods;
- 31.1—8.2, Geneva, International Motor Show — Utility vehicles and mechanical handling equipment;
- 7—15.2, Lausanne, International Salon of Tourism and Sport;
- 21.2—1.3, Zurich, Boat Show;
- 3—7.3, Basle, SWISSPACK 70, International Packaging Salon;
- 12—22.3, Geneva, International Motor Show — Private cars and special bodywork;
- 25.4—5.5, Berne, BEA, Exhibition of Trade, Agriculture and Industry;
- 2—10.5, Lucerne, IBA, International Exhibition of Nautical Equipment;
- 21—28.5, Montreux, International Symposium and Technical Exhibition of Television;
- 28.5—1.6, Basle, DIDACTA 70, 10th World Fair for Educational Equipment;
- 28.5—7.6, Geneva, European Biennial of leisure.

#### **4th Congress of the International Women's Press**

Swiss tourist organisations and the textile and embroidery industries, as well as various private organisations will be hosts to members of the International Association of Journalists for the Women's Press, at the 4th Congress

to be held in Lausanne and St. Gall, from February 20th to 24th, 1970. Two hundred journalists from 22 countries, specialising in the most varied fields—reporting, fashion, tourism, town-planning, architecture, the arts, culture, politics, health, economics, social questions, gastronomy, household arts, interior decoration, education—will be meeting in Switzerland to take part in various work sessions devoted to information in the women's press.

(by courtesy of the Swiss National Tourist Office.)

## **TECHNICAL ITEMS**

### **For training all the year round, the mechanical ski-trainer**

One may well be an expert on textiles and a keen skier at the same time. There is nothing contradictory in that. One may also—if one is a textile engineer to boot—produce new textile machinery. But from here to inventing a mechanical ski-trainer is a gigantic step . . . brilliantly taken by a Swiss inventor, textile engineer and manufacturer in the canton of Berne. This new machine makes it possible to simulate training at speeds of 0 to 75 m.p.h. Crouching down on two "skis", the skier feels the same effects and is submitted to the same stresses and strains as in a real downhill run. If he is a champion, he can even step the speed up to as much as 75 m.p.h. But the ski-trainer is not reserved only for ski champions. The holiday skier, the mountain climber, anyone who practices a sport in which the strength of his legs is of prime importance, those recovering from accidents who wish to strengthen the muscles of their lower limbs, all can take advantage of this invention—without any risk at all, the speed being easily adjustable to the ability of each. Members of the Swiss national ski team, who used it regularly for their autumn training, are enthusiastic about it. Another expert in the matter, he trainer of the Austrian national team, has even said "it is the first time there has been a ski-training device that is both so simple and so ingenious".

### **Space techniques in the service of the Swiss ski CZ**

For many years now, the firm of Contraves Co. Ltd. in Zurich, has been carrying out research and perfecting new methods and new materials capable of satisfying the exacting requirements of highly specialised techniques or top performances. Its research workers have thus, among other things, perfected a stratified micro-cellular material, based on certain principles used in the construction of spacecraft. Now it seems that the specific advantages of this new material are far superior to all those offered by the mater-

ials previously used in the manufacture of the cores of skis. This has led to the manufacture of a completely new ski, known as CZ, which will begin to be seen on the snow towards the end of 1970. The biggest Swiss ski manufacturer, Olin-Authier, has made a few prototypes which — after exhaustive tests in the laboratory—have been tried out on the snow at Crans-sur-Sierre (canton of the Valais). Carried out with the co-operation of the Swiss Olympic medal winner Willy Favre, these snow tests showed scientifically—the skier carried a transmitter transmitting the reactions of this new material directly by radio—the extraordinary qualities of the CZ ski: considerable improvement in stability, exceptional resistance of the core of the ski to moisture and, finally, considerable improvement in the coefficient of elasticity. The analysis of the results recorded during these tests confirmed the scientists' forecasts, and allows one to expect a wide application of this discovery which will in fact be of benefit to all skiers.

### **A new hinged hospital bed**

Specialising in the production of furniture for hospitals, a Swiss inventor has produced a new anatomic bed for patients. Hinged at four points, it ensures maximum comfort and allows the patient, by means of a special easily operated electrical control cable to find the most comfortable position for himself. The patient can thus easily put himself to bed or get up, which greatly simplifies the work of the nursing staff. Presented at the 18th International Inventors' Exhibition in Brussels, this invention won a gold medal, as well as a special medal, awarded by the Burgomaster of the town. Specialists, meeting at the 3rd National Congress of Public Hospitalisation in Paris, called attention to the interest of this novelty.

### **TV films in EVR cassettes**

A recent American invention, known by the initials EVR (Electronic Video Recording and Reproduction) is behind the creation, a short while ago, of a Swiss consortium grouping the Basle chemical firms of Ciba and Geigy as well as Rencontre, a Lausanne publishing firm. By a decoding system, this novelty makes it possible for everyone to use his own TV screen for projecting a film of his choice. This is TV in cassettes, whose importance in the educational and cultural fields is still difficult to evaluate. In view of the possibilities it offers, some experts are ready to compare it to Gutenberg's invention. At any rate the publishing firm of Rencontre quickly realised the importance of this discovery and created a film department, Television-Rencontre (TVR), which works in several fields: all subject education programme, reporting and contemporary history, entertainment, etc. It is Ciba, through its branch Ilford, that will produce the high sensitivity films needed for EVR. Ilford will also print the films and place them in cassettes for all countries except the USA and Canada. This new Swiss con-