

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 34 (2007)
Heft: 3

Rubrik: Sounds : www.mx3.ch : Swiss music on the Internet

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: 22.08.2025

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

Aromat in Finland

I'm afraid I must disappoint you. Your attempt to reserve Aromat exclusively for Swiss use appears to have fallen foul of globalisation. At any rate, Aromat is on sale throughout Finland. On the packaging, incidentally, the Finnish word used for seasoning is "Maustesuola".

VERENA VOUTILAINEN, VANTAA, FINLAND

Editor's note: In a caption to our article on Knorr's centenary, we incorrectly stated that Aromat was only available in Switzerland. Of course this is not true, as various readers have pointed out. Aromat has been on sale abroad for many years. We apologise for this error.

A good mixture

For the past three-and-a-half months, I have been at the Ban Sabai Sunset Beach Resort & Spa on Koh Samui as part of my training at the hotel management school in Lucerne. The hotel industry in particular is a gateway to life outside Switzerland as well as an opportunity to work in many different places. I came into contact with your magazine through my employer, Matthias E. Froelich, who has been working in Thailand for 18 years. I find it a very good mixture of news, politics, culture and entertainment. It's always a pleasure reading your magazine and studying the interesting reports.

ANDY MICHEL, KOH SAMUI, THAILAND

Muslims in prayer

I wish to comment on the caption of page 7 in the "Swiss Review" 1/07 (best press photos of 2006), which reads, "Muslims on Berne's Bun-

desplatz protesting against the publication of caricatures of the Prophet Mohammed". This caption is incomplete and creates a bias in the reader. The correct and complete caption should be: "Muslims in prayer on Berne's Bundesplatz during a protest against the publication of caricatures of the Prophet Mohammed". I enjoy receiving the "Swiss Review" and thank you for this excellent publication.

JAMILA YOUSSEF, GORDON, AUSTRALIA

Blocher should represent the people

As editor-in-chief, Heinz Eckert should be more neutral towards all Swiss abroad. The way he expresses himself conveys the impression that he is a supporter of Federal Councilor Blocher. Quite a few things might be better if Blocher were voted out and the SVP went into opposition. Sadly, the well-oiled consociationalism praised by Mr Eckert has ceased to exist since Blocher's arrival. Mr Blocher should represent his own ministry rather than constantly meddling in the work of other ministers. It's high time he stood down as party leader and represented the people rather than his party.

ALOIS BRANDENBERG, DELTA, CANADA

The real Swiss

I am an avid reader of everything that is written in the "Swiss Review", and I normally agree with you. However, this time I must agree with P. Schaad from London and B. Wachter from Kandy in Sri Lanka (2/07) regarding fellow countryman and patriot Christoph Blocher and the UDC, who are truly Swiss. FERNANDO BLATTMANN, LISBON, PORTUGAL

A music platform for Swiss bands? The Web site www.mx3.ch may only have been online since last September, but it already contains some 14,000 songs from more than 4800 bands to listen to. The portal was set up by channel-three radio stations like DSR 3 and Couleur 3, and is an open invitation to discover the gems of the domestic music industry. With just a few clicks, you can listen to much of what the Swiss music scene has to offer – free of charge! The speed at which people have been uploading music to the database clearly shows that the site is not just an alternative to www.myspace.com, the worldwide Eldorado for music fans. Rather, it satisfies a genuine need.

Every day, www.mx3.com is visited by no fewer than 5200 music fans. The site is aimed not only at followers of modern music in all its forms but also at those who like indulging in classic songs from the Sixties and Seventies. Looking for a band that breathes new life into classic AC/DC songs? Graf von Spiegelberg will rock your socks off. Or are you a heavy metal head-banger? Three new songs by Freiburg band Underschool Element are already online. What about some Victorian rock 'n' roll? Just listen in to Dorian Gray, a Genevan artist who has named himself after the Oscar Wilde hero. Alternatively, you might want to find out more about Lausanne's prolific rock scene, including bands like Fazez, Honey For Petzi and Magicrays. Whatever you're into, there's something for every taste.

The Swiss bands that get the most airtime on domestic radio are easy to find. Simply click on the playlists of stations Rete Tre, Radio Rumantsch, DRS 3, Couleur 3 or Virus. Incidentally, the songs available on www.mx3.ch sometimes also end up on the airwaves – provided they catch DJs' ears. Yes, in this electronic age, musicians can even be discovered on the Internet. The English band Arctic Monkeys, for example, built up its fan base exclusively over the Internet (www.myspace.com) and even broke the record for the highest number of album sales in a single week, an accolade previously held by The Beatles.

This new medium is fun and provides interesting information about the lively Swiss music industry. There are almost 5000 bands, in other words, one for every 1500 people in Switzerland, and it's more than likely that 10,000 musicians will be represented on the platform by the end of the year. So whether you prefer jazz, rock, hip-hop, pop, folk, electronic or reggae, with so much to choose from, the site is music to your ears.

ALAIN WEY

