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On journeys of discovery in Switzerland

The magazine "Transhelvetica", which was launched just a few months ago, is aimed at travellers who would rather bypass the conventional tourist destinations, such as the Rhine Falls, Lucerne's Chapel Bridge, Interlaken and the Matterhorn, because they are more interested in Switzerland off the tourist trail. Its publishers call it a travel culture magazine and its target audience is people who enjoy travel and new experiences, who are always looking to find something new, get pleasure from making discoveries, enjoy surprises and take delight in small gems.

A small team led by 38-year-old Jon Bollmann, who has realised a long-cherished dream with "Transhelvetica", are behind the magazine. Even while studying law in Fribourg, Bollmann, whenever he found lectures a bit dull, would travel the length and

shape of the Cross), readers are treated to an enticing guided tour of the city on the Rhine in a highly personal and unusual way. An article on the little-known crossroads of Biasca in this issue is a highly informative read. Art history, religion, politics and nature are interwoven along the Via Curcis as well as the proof provided by Benito Mussolini in Biasca that God does not exist.

The second issue, with the subtitle "Miniaturen" (Miniatures), joins marmot hunters in Grisons and contains a recipe for marmot ragout.

"Die dreidimensionale Postkarte der Schweiz" (The three-dimensional postcard of Switzerland) is the title of an article on the origins of

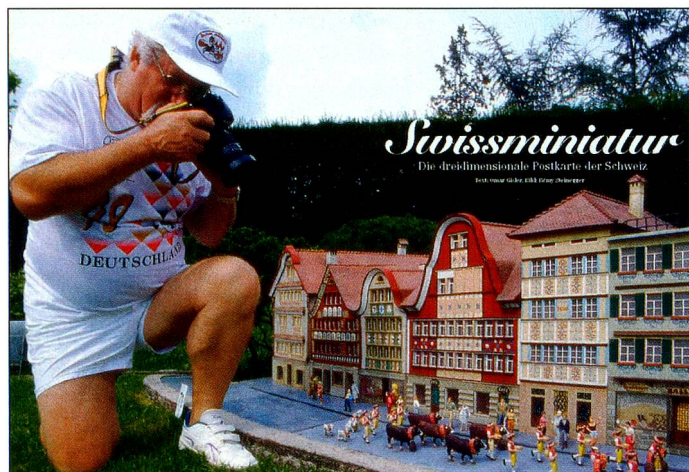
"Swissminiatur" (Miniature Switzerland) in Melide. This issue also features the ghosts and demons of "Les Diablerets" and the particle accelerator at the CERN laboratory.

"Transhelvetica", of course, also provides tips for gourmets and gourmands and offers information on accommodation in quaint guesthouses and hotels as well as unusual souvenirs and gifts.

The magazine is carefully designed, and the production team have adopted a unique illustrative style. The layout has been adapted slightly after each issue. The smooth, velvety paper is a pleasure to flick through and read, and the clear format and additional information are very helpful.

"Transhelvetica" will be published six times a year. The next issue with the special theme of "the horse" will be out on 17 April 2011. It will be on sale at major kiosks in Switzerland priced at 10 Swiss francs or available on subscription from www.transhelvetica.ch for 45 Swiss francs a year (75 Swiss francs abroad). Individual articles can be viewed on the website.

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breadth of Switzerland, usually without any particular destination in mind but with great curiosity and pleasure in new discoveries. Bollmann has also been able to win over well-known Swiss authors for his travel magazine project aimed at people who like to take travel at a slower pace. The cabaret artist and author, Franz Hohler, describes walks with his unique blend of humour and philosophy in the section "Gedankengang" (Train of Thought). Gion Mathias Cavelti is another name on the list of prominent writers.

The cross is the main theme of the first issue of "Transhelvetica". In an article entitled "Basel aufs Kreuz gelegt" (Basel in the

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