

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 86 (2020)
Heft: [1]

Buchbesprechung: The naked Swiss : a nation behind 10 myths [Clare O'Dea]
Autor: [s.n.]

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: 05.04.2026

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



Heidi's international success and triggered a series of new translations in other languages. In the 1930s the French editor Flammarion and Henri Studer in Geneva published a serialised novel in addition to the French translation of the original. The stories of how Heidi grew up, started her own family and lived her life as a mother and grandmother were written by Charles Tritten, the French translator of the initial two volumes.

Heidi's popularity in Japan may be linked to the clash between tradition and modernity that is omnipresent in the novel, and to its representation of nature as a source of health and happiness and a manifestation of the sublime. Isao Takahata's 1974 animated cartoon series Heidi the Girl of the Alps not only marked the height of the Japanese adoration of Heidi, it also made her the heroine of an entire generation of children in Europe. Wissmer observes that Takahata's cartoon led to street protests



in Spain in 1976, with people demanding that the series be shown on prime time television and not just during the children's afternoon slot.

Takahata, who passed away in April 2018, had travelled to Switzerland to visit the original settings for Spyri's novel and got his inspiration from the Alpine landscape. "With a typical Japanese sense of perfection, Takahata created a delicate artwork that impresses with its care and attention to detail," notes Wissmer. Today, tourists can visit the Japanese Heidi village in Yamanashi Prefecture.

A discreet prominence

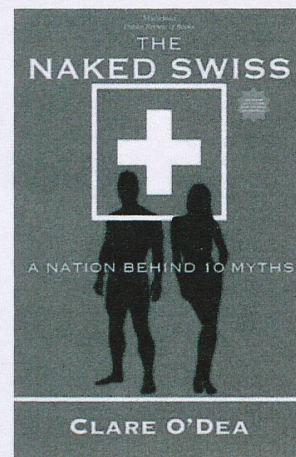
Spyri is the most widely read and translated Swiss author, yet little is known about her. She is said to have been uncomfortable publishing details about herself. Spyri even reclaimed some of the letters she had written to family and friends over the years and destroyed them along with other personal documents before her death. This may have been because it was frowned upon for women in high society to expose their lives to public scrutiny. Nevertheless, Spyri published some 50 literary works including 32 children's books – despite having only begun to write at the age of 44.

Spyri was the daughter of the acclaimed mystic poet Meta Heusser. When she wrote Heidi, she was leading a bourgeois life in Zurich, where she and her husband welcomed famous guests, such as Conrad Ferdinand Meyer and Richard Wagner. Johanna didn't come from the region in which Heidi is set. She grew up in Hirzel, a hillside village not far from Zurich, and moved to the city when she got married to the lawyer Johann Bernhard Spyri. But just as Heidi could not get used to living in Frankfurt, Johanna was unhappy in Zurich in her role of spouse and housewife, and uncomfortable in Zurich society.

After a bout of illness and depression, Johanna found her way back to a more joyful life in part through her son, who according to Wissmer had plenty of humour and was a talented musician. This was when she started to write her first novels. Johanna probably came up with the story of Heidi during one of her stays at a health resort in the region around Bad Ragaz. Her letters indicate that she must have written Heidi in Jenins, a village neighbouring Meienfeld, in summer 1879.

Swissinfo/Johanna Spyri. © Johanna Spyri-Archive, SIKJM, Zurich/Photos Shirley Temple in the role of Heidi 1937
Source Die Welt

Book Corner



In *The Naked Swiss: A Nation Behind 10 Myths*, journalist Clare O'Dea promises to change the way the world thinks about modern Switzerland – and give Swiss readers much to think about too. In 10 fact-based chapters O'Dea investigates positive myths of modern Switzerland (The Swiss are Rich/Bright/Have the Perfect Democracy) with the same sharp journalistic eye she uses to assess negative ones (The Swiss are Crooked Bankers/Xenophobic/Helped the Nazis). It is a view of Switzerland that will surprise even many Swiss readers.

O'Dea – a ten-year veteran at Swissinfo, and now Swiss herself – introduces readers to a cast of real Swiss, painting a lively country through many anecdotes. It is a Switzerland of the 21st century – a Switzerland of working mothers, banks gone bankrupt, and multicultural football teams. *The Naked Swiss* is a book that isn't afraid to address past shame and present national crises.

The author speaks five languages, has visited all 26 cantons, and is the mother of three Swiss children, and her deep knowledge of the country is on display page after page.

The Naked Swiss – which received praise from Switzerland's conservative weekly news magazine *Die Weltwoche* – promises to be the most important book about Switzerland for international readers for the next several years to come.

Reviews:

"Switzerland is often too perfect to be true, as Clare O'Dea observes in this entertaining book on how the country ticks." Ralph Atkins, *Financial Times*

"Clare O'Dea's writing is informative without being too dry, and her clear, well-structured style means that this is a fascinating read, occasionally funny, but never boring. It is an excellent social and historical portrayal of the Swiss nation." Judith Griffith, nudge-book.com