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# EXPO 1964

## SWITZERLAND ON DISPLAY

By PAUL MARTINET

People have been talking about it for a long time already. As a matter of fact, ever since the city of Lausanne submitted a very special type of application and this application met with enthusiastic approval. At first people spoke of it only casually, just as one is accustomed to talking about long term projects. But then the time came nearer and soon people will be counting the days until the opening. In between, there will still be several months of hopeful, careful planning and busy preparations.

What is it people are talking about?

About the Swiss National Exhibition in Lausanne ("EXPO 64"), a big-big entry in Switzerland's 1964 calendar. Running from 30th April to 25th October, it will draw hundreds of thousands, if not millions, of visitors from far and near to the shores of Lake Léman.

The organising Committee is headed by people with a record of success in carrying out great projects, and they

are seconded by men with successful experience in the most diverse fields.

Held only once every twenty-five years, the Swiss National Exhibition is a huge backdrop against which the Swiss pause to take stock of the past and look forward to the future. The 1964 event will occupy six million square feet of lake front southwest of Lausanne. Of this total area, a third has been built up out into the lake. The Exhibition's buildings themselves will occupy over 1.5 million square feet.

There will be eight departments, three of them devoted to synoptic views of Switzerland. First is the *historic picture*. This will not be a chronological listing of historic events, but a portrayal of the various forces and facts which have made Switzerland what she is today: Cultural diversity, federalism, neutrality, national defence, and humanitarian works in the service of peace. All of the

## «Home» for Swiss Nationals Living Abroad at Dürrenäsch Aargau / Switzerland



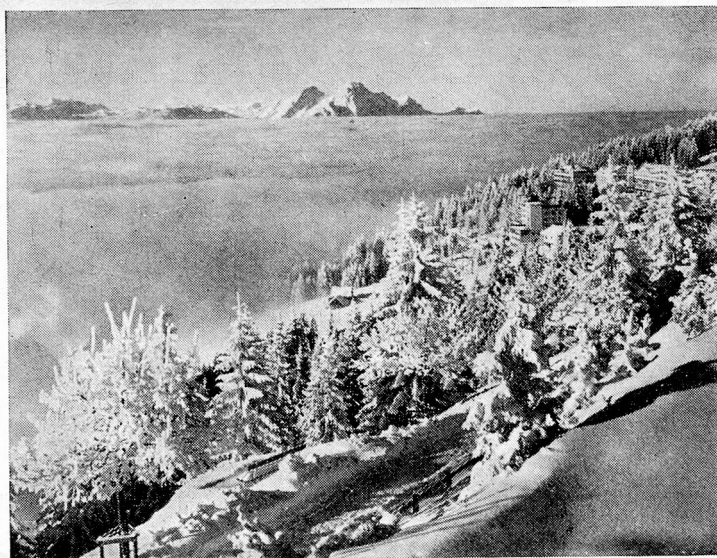
### Christmas and New Year Festivities in the Home Country: Switzerland



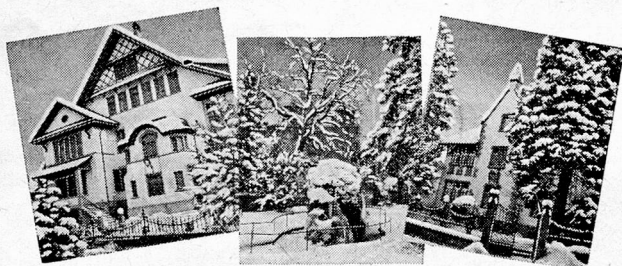
Father Christmas visiting our «Home»-family

The «Home» is open all the year round.

Please write to the Secretary of the «Home» for Swiss nationals living abroad at Dürrenäsch (Aargau/Switzerland) and ask—free of charge and without obligation—for application forms with conditions of admission, etc., or contact your Consulate or your Swiss Club.



An excursion into the brilliant winter sunshine of the Righi has always been an unforgettable experience for the «Home» guests.



#### «Home»-Program

1. An educational year in the «Home»
2. The «Home» for the Swiss returning home and the emigration
3. The «Home» for a holiday in the country — at any season

«Home» for Swiss Nationals Living Abroad — a «pied-à-terre» in the homeland

great spiritual values so dear to the heart of every Swiss today will be dealt with both in terms of what they mean now and how they came to achieve their present significance.

Then there will be the *picture of Swiss everyday life*. This will show how the Swiss live, what their problems are, and how relationships vary among the different regions of the country. The third synoptic view will be a picture of *Switzerland's future*. This exhibit will treat Switzerland's coming tasks and show her as a dynamic country determined to preserve her political, economic and cultural independence.

*The special portion* of the exhibition embraces five departments and the entertainment pavilions around the Exhibition's harbour. Just to name the theme that will be dealt with by each of these departments is enough to indicate its significance. Under the heading "The Art of Living", there will be grouped all the myriad things people consider important when away from their workday jobs. One of the twelve subdivisions under this general heading will be devoted to tourism. Then there will be groups of displays devoted to "transportation and communications", "industry and trade", "commerce" and "the earth and the forest". Each of these departments will treat its subject matter in its relationship to the human being, following the overall theme of the Exhibition: "*For the Switzerland of tomorrow — faith and hope*". Lausanne is expected to play host, during the course of the coming year, to more than twelve million Swiss from all parts of the country and to nearly four million visitors from abroad. These latter will doubtless include many Swiss who have emigrated to other parts of the world and who now wish to renew their ties with their homeland.

At Sévelin, in the immediate vicinity of Lausanne, the Swiss Federal Railways are now building a special station capable of handling arriving and departing persons at the rate of 15,000 per hour. Parking space will be available for 25,000 motor cars and buses. Even the lake will offer an easy avenue of approach, as the Exhibition will have its own harbour and docks for fast boat service. Guests who come from far away and wish to prolong their stay in the area will find lodgings in all price categories in Lausanne itself as well as in villages, resorts and cities at various distances from the Exhibition.

Hostesses in uniforms patterned after Switzerland's many native costumes will meet visitors at the gates of the Exhibition and guide them to the different departments mentioned above, or to the Army's display "Watchful Switzerland". Kiddies will have the time of their lives in the children's paradise, while older boys and girls will find much to entertain them in "The Valley of Youth". Flowers will be in profusion, some 8,000 trees will provide shade, and various novel means of speedy transportation will shorten distances within the Exhibition itself. And while we're on the subject of transportation, who will want to miss the unique opportunity of exploring the bottom of Lake Léman in the world's first tourist-passenger submarine — the "Mesoscaph", built especially for the exhibition by Jacques Piccard. There will also be fast transportation available to the Palais de Beaulieu which will house an art exhibition "Swiss Collections and European Art". For obvious reasons Lausanne's traditional autumn industrial fair known as the "Comptoir" will not be held in 1964.

Now is the time to note the Swiss National Exhibition in your calendar. People will be talking more and more about it, and from 30th April 1964 on it will be on everyone's lips.

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## Switzerland

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the sunny Swiss mountains

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458 Strand, London W. C. 2

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