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The Swiss Observer

FOUNDED IN 1919 BY PAUL F. BOEHRINGER.

The Official Organ of the Swiss Colony in Great Britain

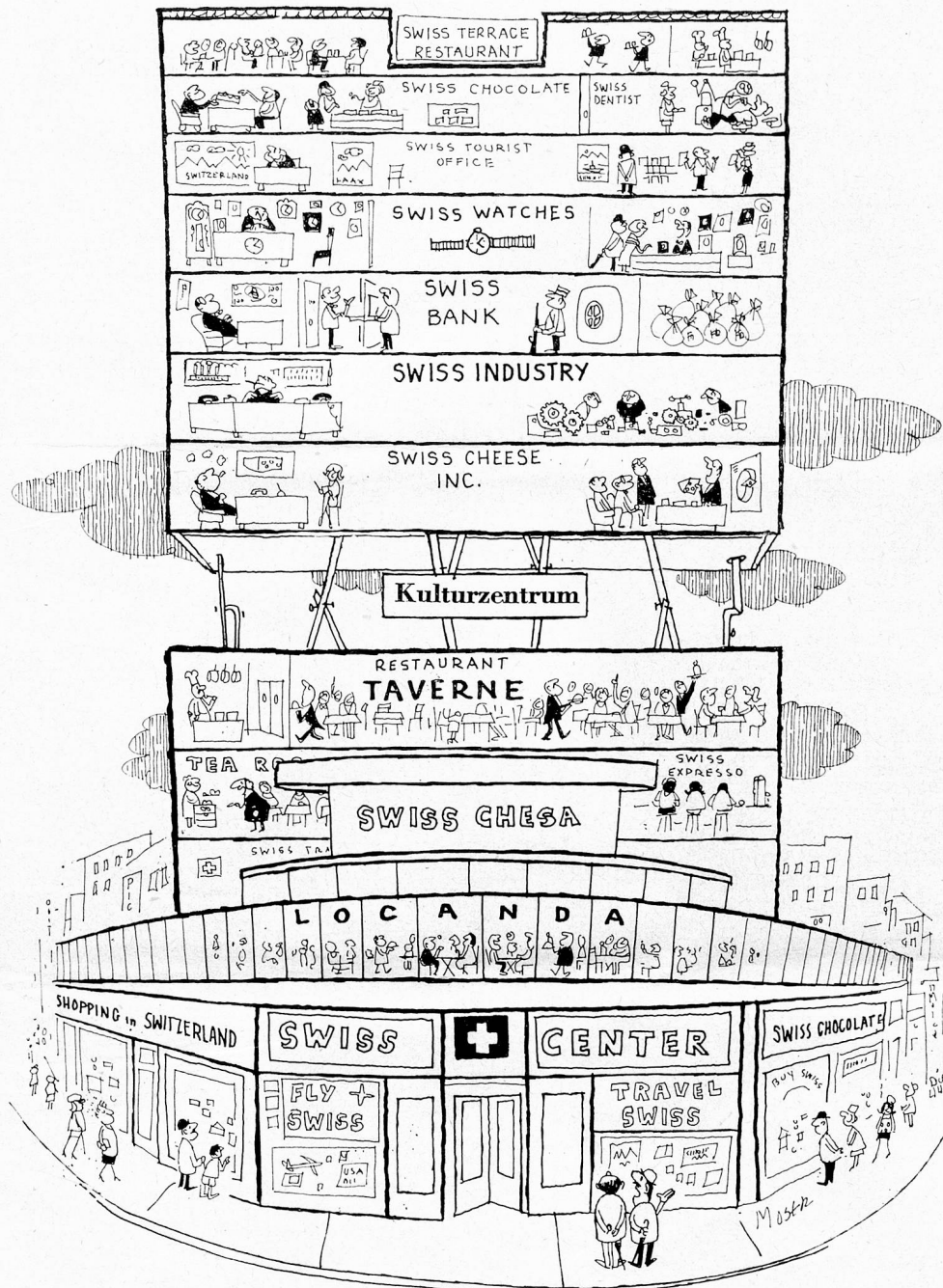
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SWISS CENTRE IN LONDON

"The 15-storey building of the "Swiss Centre" in London has been let almost completely to Swiss business firms. Only for the planned Cultural Centre the money is missing."

"GANZ WIE LORD
ARRAN SCHON SAGTE:
GELD HABEN SIE —
ABER KEINE KULTUR."

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SWISS CENTRE IN LONDON

Introduction

Situated in the heart of London between Piccadilly Circus and Leicester Square, the 15-storey "Swiss Centre" is an impressive showcase for Swiss commerce, industry and entertainment, and later, we hope, also for culture. Beneath the tower block of offices — occupied by a variety of organisations — is the podium, accommodating the West End Branch of the Swiss Bank Corporation, Swiss National Tourist Office and Swiss Federal Railways and Swissair.

The remainder of the podium is devoted to "Swiss Fair", a complex of restaurants, shops, display windows and showcases, plus an office for trade information. "Swiss Fair Ltd." is the venture of private enterprise, more than 60 Swiss firms and associations contributing to the realisation of the project as originally envisaged. This achievement is symbolised in the copper feature at the entrance of the "Swiss Fair" areas.

Still under consideration is the possibility of including a "Forum of Switzerland" for cultural and social activities, which would include facilities for exhibitions and conferences.

The entire project has been designed to portray the many aspects of Switzerland's interests to the people of Great Britain.

Shopping in Switzerland

Entrances on three sides of the "Swiss Centre" lead into the air-conditioned "Shopping in Switzerland" area, where Swiss food, wine and merchandise will be available. Amongst the products on sale in the retail shops will be Bally Shoes, Watches of Switzerland and Bernina Sewing Machines, all of which have been established in this country for a number of years. New to London are the "Gourmet Corner" and Wine Cellar, Ryf Hairdressers for both men and women and the Beauty Parlour and Cosmetic Shop. The latter features Ryf hair and beauty preparations which, although famous throughout Switzerland, have so far been unknown in this country. There is also a showroom of Anglo-Swiss Catering Equipment Ltd. Numerous windows and display cases will show the workmanship and traditions of the Swiss people.

The "Swiss Centre Gourmet Corner" is a compact food store where a wide range of Swiss products and delicacies, besides home-made specialities, can be purchased. Swiss cheese will be available in all varieties and forms, freshly cut, vacuum-packed and processed, the latter presented in a variety of gift-boxes. The complete ingredients for Cheese *Fondue* are freshly prepared daily, and packed, ready to take home and cook for your friends.

Just a few feet away from the "Gourmet Corner", a rustic wine-cellar will be open, featuring an antique wine-press. Here, a wide range of Swiss wines will be on show for selection. The connoisseur may well be impressed by the large variety and the quality of the wines which compare favourably with well-known French vintages. Liqueurs such as *Kirsch* and *Williamine* as well as Swiss beer, mineral water, apple and grape juices will be on sale in the wine-cellar, as well as cigars.

Chocolates of the four leading Swiss manufacturers will be sold in attractive presentation boxes. *Pralinées* are made daily in the "Swiss Fair" bakery.

Experts in the bakery will also prepare delicious pastries and cakes.

On another counter meat, sausages, *salami*, *salsiz*, *salametti* and — the air dried meat of the Grisons — *Bündnerfleisch* will be available. *Ravioli* will be prepared daily, but will also be obtainable in tins as are fruit and vegetables. Soups, spices, coffee, jams, pickles — almost everything may be had in the "Gourmet Corner".

A special counter has been designed for tasting, and here new and special items of interest will be displayed, many in conjunction with competitions.

Uniformed hostesses will give information and direct prospective customers to the assistants concerned.

Swiss Centre Restaurants

Planned by the well-known Moevenpick Enterprises, the four restaurants, "Chesa" — "Locanda" — "Taverne" and "Rendezvous" represent the four language areas of Switzerland, both in architecture and *cuisine*. The décor varies from elegance to rustic charm. All the restaurants are air-conditioned.

The architectural design and execution for the whole Swiss Fair has been carried out by Dr. Justus Dahinden, one of the foremost designing architects in Switzerland.

The kitchens are most modern and practical, and international fare and a wide range of Swiss specialities will be prepared. A receptionist, assisted by hostesses, is responsible for the "*bon accueil*" of the guests.

The staff, who are mainly Swiss, have been carefully selected and thoroughly trained.

During the opening hours of the restaurants, specialities and souvenirs can be purchased from an adjoining take-away shop. A kiosk will feature British and Swiss Newspapers, as well as paperback books, cigars and cigarettes.

The Fair and the first of the restaurants will open mid-November. More details will be given in the "Swiss Observer" later.

"SWISS OBSERVER" PUBLISHING DATES

The "Swiss Observer" is published every second and fourth Friday of the month. Our next issue will appear on 10th November. We shall be glad to receive reports and articles not later than Tuesday, 31st October. Short news items only can be accepted after that date.

The next issue but one will be published on Friday, 24th November. Contributions for that issue should be to hand not later than Tuesday, 14th November.

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