

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1967)
Heft: 1517

Artikel: The 51st Swiss industries fair
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688134>

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THE 51st SWISS INDUSTRIES FAIR

Basle — 15th to 25th April 1967

Following on the successful fiftieth Swiss Industries Fair, a new link in the uninterrupted chain of such events which have taken place annually since 1917, already makes its appearance. With the 51st year of its existence, the Swiss Industries Fair in Basle enters into a new period of its history and will afford visitors a striking and up-to-date picture of industrial activity under modern conditions. It is an excellent opportunity to draw most new lines of production to public notice, and the fifty-first fair will bring together more than 2,600 exhibitors, carefully classified into twenty-seven groups and housed in twenty-five exhibition halls covering altogether some 1,750,000 sq. ft.

From a technical point of view, the exhibits displayed will be notable for the presence, in the two-yearly sequence of rotation, of the groups dealing with mechanical handling, means of transport, heavy lorries, coachbuilding, trailers, as well as the group representing the manufacturers of boilers and radiators. There will be 200 exhibitors at the Swiss Watch Fair, occupying 86,000 sq. ft. of exhibition space, who will display more than 30,000 watches, clocks and timepieces of every sort and size. The textile industry also plays an important part in Basle, and the special shows "Création", "Madame-Monsieur", and the "Knitwear Centre" are amongst the most impressive attractions at the fair.

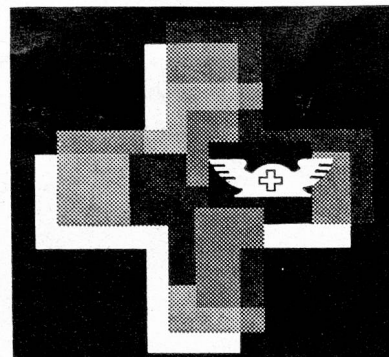
No less attention is aroused by the groups covering the metal industry, precision mechanics, industrial requisites, illumination, household machines and apparatus, including those for large-scale kitchen, etc., office furniture, machines and requisites, plastic materials, sports goods, camping requisites, gardening appliances and, last but not least, the furniture displayed at the Wholesale Furniture Fair, which is only accessible to those actually in the trade.

Woman Wins Poster Competition

For the first time, a member of the fair sex, Mrs. Simone Hell-Bühler, has won the annual competition for the poster. In her symbolic design Mrs. Hell-Bühler has grasped, with real feminine intuition, the main purpose behind this great national event. Since 1917 the Swiss Cross has often appeared on the poster of the Swiss Industries Fair but, up to now, it has never constituted the main feature. Mrs. Hell has planned the poster on the idea of three distinct surfaces, of which the basic one is formed by the Swiss national emblem, a white cross on a red background. Superimposed on it there appears, on the second surface, and somewhat displaced in relation to the first cross, a second cross the varied and pleasant play of colour in which is intended to suggest to the beholder the large number of Swiss industrial groups represented at the fair in Basle. And in the foreground, on the third surface, there is depicted the emblem of the Swiss Industries Fair, Mercury's hat with the Swiss Cross, as a symbol of the fact that, each spring, Switzerland's extremely varied fields of production in industry and trade are presented in a vast display fully representative of the country's economic activities.

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Basle
15th-25th April 1967



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from the Fair or from

The Swiss Embassy,
77-81, Gloucester Place,
London, W.1.

The Swiss Consulate,
Sunley Buildings,
18th floor,
Piccadilly Plaza,
Manchester, 1

THE NINTH INTERNATIONAL EXHIBITION OF TOURISM AND SPORT

The Ninth International Exhibition of Tourism and Sport will be held at the Palais de Beaulieu in Lausanne from 25th February to 5th March. In addition to sports equipment and accessories, it will display everything needed for camping in the way of tents, caravans, etc. There will also be a very interesting tourist display featuring the official exhibits of some twenty countries, i.e. Austria, Bulgaria, Cyprus, Czechoslovakia, France, Germany, Greece, Israel, Italy, Japan, Morocco, Rumania, Spain, Tunisia, the USSR and very probably Mexico, in addition to the independent stands of Turin, the Valley of Aosta and the "Club Méditerranée". The Exhibition will also include various special features such as a competition for the best tourist film, gastronomic days, folklore festivals, etc.

[O.S.E.C.]

INTERNATIONAL MOTOR SHOW IN GENEVA

The 37th International Motor Show will be held in Geneva from 9th to 19th March. Once again, the number of exhibitors has increased and the demand exceeds the available space. In addition to the main sections, i.e. private cars, caravans, special coachwork, camping, boats, accessories and mechanical handling devices, there will be a special display of racing cars and their accessories.

[O.S.E.C.]