

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: - (1968)
Heft: 1555

Artikel: "Golden Elephant" for Swiss posters
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-695791>

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: 11.08.2025

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

CONTEMPORARY ART AND THE STATE

On 23rd and 24th August, at Wengen (Bernese Oberland), leaders in the fields of creative art, education for art, literature and music held a convention in order to discuss the subject "Contemporary Art and the State" in lectures, debates and round table discussions. The event was open to the public and its aim was to assemble representatives of public institutions, creative arts, critics, collectors and cultural planners. The subject seemed particularly topical in view of the numerous and often passionate controversies which have arisen in recent years in Switzerland in the fields of literature and art and also in view of the most recent events of a cultural-political nature. These subjects are to be further discussed during future meetings. The convention was under the sponsorship of Federal Councillor Tschudi, the Bernese Director of Education, the Mayor of Wengen and of representatives of organisations of creative artists as well as of the Swiss Federal Institute of Technology (ETH) in Zurich.

[S.N.T.O.]

IN SEARCH OF A BETTER ENVIRONMENT

Just a year ago the "Centre Le Corbusier" was inaugurated in Zurich in the presence of important people from the four corners of the globe. Its unusual shape and colours make it as much a conversation piece as does its aim. Thus, thanks to the indefatigable efforts of Heidi Weber, a Swiss interior decorator, the world famous city planner, creative builder and artist Le Corbusier has received an impressive memorial in the beautiful lakeside Zurichhorn Park. At the same time it is his last architectural work. It is the first materialisation of an idea which he had been developing toward perfection in his mind for dozens of years. Although the great architect who hailed from La Chaux-de-Fonds in the Neuchâtel region of the Jura Mountains had always maintained friendly links with Zurich, he was never able to have one of his projects executed here in his lifetime. The Centre now stands here like a bequest of his mind which until his old age loved to experiment and look toward the future. In the meantime, it has become a great attraction in Zurich for devotees of modern architecture and modern art. The building, a fascinating interplay of steel and glass, houses exhibitions and collections, among them paintings, tapestries and sculptures of its creator and is also equipped for lectures and film showings. A roof quite independent of the building protects it from rain and sun. The pavilion is used for temporary exhibitions of various kinds. In the summer of 1968 there is a review of Le Corbusier's work as a painter. In September there is a photographic exhibit on Chandigarh, the city in India created by the great architect, while in the winter season 1968/69 an exhibition is planned which will afford an insight into projects for the future in the field of city planning and new possibilities of changing our environment.

[S.N.T.O.]

MAKE SURE YOU JOIN
THE SOLIDARITY FUND
OF THE SWISS ABROAD.
SAVE, INSURE, HELP OTHERS
ALL IN ONE

A GREAT SWISS ARTIST

The National Horse Show at Tramelan, which has become one of the most important events in the Swiss equestrian calendar, agreed to extend its patronage to an art exhibition entitled "The Horse in the Work of Hans Erni". No fewer than 88 paintings, 37 original lithographs as well as various ceramics, mosaics and art books, representing the work of this artist, are on view at this exhibition, held in the wonderful setting of Bellelay Abbey (Bernese Jura). This event, which opened on 21st July, had already recorded 10,000 visitors after the first ten days; it will be closing on Monday, 30th September.

[O.S.E.C.]

"GOLDEN ELEPHANT" FOR SWISS POSTERS

At this year's international exhibition of touristic posters in the Sicilian town of Catania, in which 31 countries participated with a total of 438 posters, three Swiss posters were awarded the first prize in the form of the "Golden Elephant", ahead of Spain and France. These were the modern posters of the Swiss National Tourist Office, "Holidays in Switzerland put you on top", created by the young graphic artist Peter Kunz; the poster of the Tourist Office of the city of St. Gall, a much discussed collage of the Old City of St. Gall by Robert Geisser, as well as the poster of the Tourist Office of Geneva by Michel Schüpfer. This delightful collective success on an international level once again confirmed the quality of graphic art in Switzerland.

[S.N.T.O.]

NEW HOTELS IN ZURICH

Recently, construction was started in Zurich of a new luxury hotel scheduled to be opened in 1970. The "Atlantis", located at the foot of the wooded Uetliberg, will be in a particularly quiet location. It will have several convention and banqueting rooms with a total of 170 to 280 seats. — In very central position, a first class commercial hotel was opened on 1st September. It is called Hotel Continental, and with its 250 beds will be the second largest hotel in Zurich. In order to do justice to its particular designation of "commercial hotel" it is planned to run a special service to and from the airport at reasonable rates. — Two more big hotels are under construction — the Hotel Zurich and the Zurich Airport Hilton.

[S.N.T.O.]

A HOLIDAY SETTLEMENT IN THE TICINO

Between Melide and Morcote on the shore of Lake Lugano, a big holiday settlement is going up. On an area of more than 100,000 sq. metres, for the time being about 100 holiday cottages have been built on a steep slope rising from the lake. Below the lakeshore road, the first part of an apartment hotel has been opened which can accommodate 65 people, has a large lakeside terrace, a heated swimming pool, park and beach gardens. In the future, further buildings will go up on the site, including a restaurant, shops, kindergarden, etc., on the mountain side of the lakeside road.

[S.N.T.O.]