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Masterpieces of film

Beethoven rocks – in a filmic symphony of spectacular aerial images, completely without words. The world of cinema is transfixed by Switzerland's short film "Swiss Pastoral".

"Viewers will barely be conscious of the bravura aerial performances which were required to pilot a helicopter over the storm-whipped summit of the Matterhorn and through the narrow Aare Gorge." This is the modest tone on the official flyer for the film "Swiss Pastoral". And indeed, the filmmakers broke new ground for this production, setting out for the first time with a camera system which enabled perfect aerial images. The result was 15 minutes of the very best bird's-eye views of Switzerland.

On the big stage

Beethoven's 6th Symphony – known as the Pastoral – sets the pace for this gigantic Swiss landscape show. There is no voice track at all, which sets the film apart as a piece of contemporary tourism advertising. The intention was to advertise Switzerland globally without additional costs for language dubbing. This masterpiece ran as the supporting feature for several years in major cinemas from New York to Paris.

In 100 years of national advertising, film has always been the most prestigious discipline. The highpoint came in the 1960s and 70s when the SNTO brought home several international prizes, including the "Palme d'Or" for best short film at Cannes (1963), for "Sounding the Surface", an excellent production examining the natural element of water in the reservoir of Europe. The SNTO also plays an important role in film promotion – as a marketing agent both at home and abroad and as producer of its own films. Again and again tourists' hearts have been conquered by these films – including the unforgettable "Ski Fantasy" (1982) with Willy Bogner as cameraman. And since the 1990s, countless Bollywood stars have made their way to Mount Titlis and the Bernese Oberland. In the advertising landscape of the 2000s, the TV ad came to prominence. Switzerland Tourism landed yet another short film coup when it was awarded the Swiss advertising film prize Edi.16 in 2016 for an ad showcasing Buzz Aldrin's declaration of love for Switzerland.

The SNTO's France office moved to Porte de la Suisse in Paris: still today a magnificent location on rue Scribe, right next to the Palais Garnier opera house. It was the first agency property to belong to the SNTO itself.

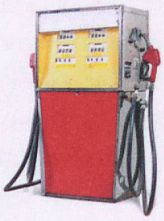
SR XY 10:55 TOKYO A01

First direct Swissair flight from Tokyo to Zurich. The SNTO seized the opportunity and opened an agency in Tokyo shortly afterwards.

1972

1973

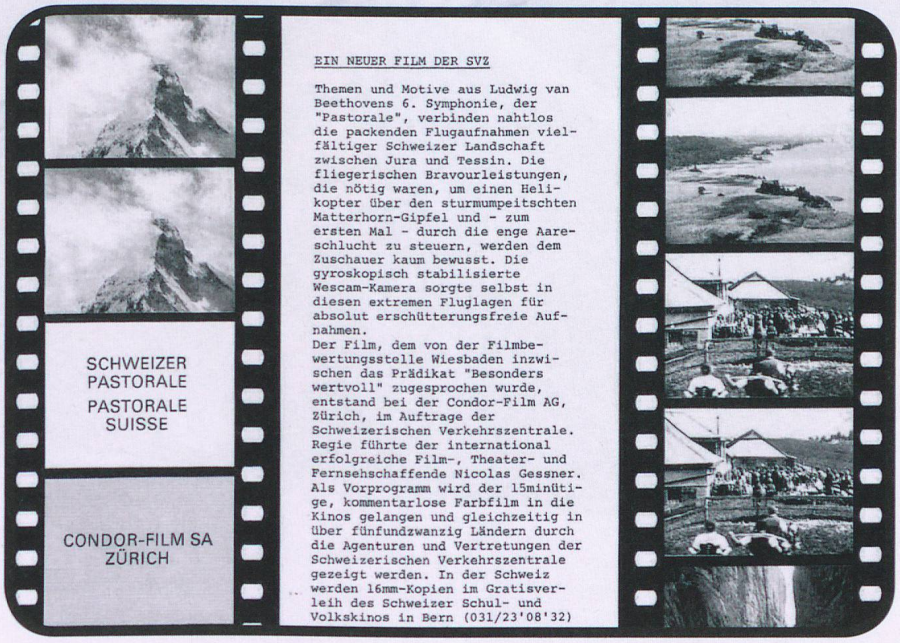
1974



The oil crisis crippled the world. The federal government concerned itself with supplying the tourism infrastructure with fuel. Car-free Sundays were introduced.

© Switzerland Tourism

Astronaut Buzz Aldrin left his footprint in the Swiss snow, providing spectacular advertising for the Swiss winter season 2015/2016



SCHWEIZER PASTORALE

PASTORALE SUISSE

CONDOR-FILM SA ZÜRICH

EIN NEUER FILM DER SVZ

Themen und Motive aus Ludwig van Beethovens 6. Symphonie, der "Pastorale", verbinden nahtlos die packenden Flugaufnahmen vielfältiger Schweizer Landschaft zwischen Jura und Tessin. Die fliegerischen Bravourleistungen, die nötig waren, um einen Helikopter über den sturmumpeitschten Matterhorn-Gipfel und - zum ersten Mal - durch die enge Aareschlucht zu steuern, werden dem Zuschauer kaum bewusst. Die gyroskopisch stabilisierte Wescam-Kamera sorgte selbst in diesen extremen Fluglagen für absolut erschütterungsfreie Aufnahmen.

Der Film, dem von der Filmbewertungsstelle Wiesbaden inzwischen das Prädikat "Besonders wertvoll" zugesprochen wurde, entstand bei der Condor-Film AG, Zürich, im Auftrage der Schweizerischen Verkehrszentrale. Regie führte der international erfolgreiche Film-, Theater- und Fernsehschaffende Nicolas Gessner. Als Vorprogramm wird der 15minütige, kommentarlose Farbfilm in die Kinos gelangen und gleichzeitig in über fünfundzwanzig Ländern durch die Agenturen und Vertretungen der Schweizerischen Verkehrszentrale gezeigt werden. In der Schweiz werden 16mm-Kopien im Gratisverleih des Schweizer Schul- und Volkskinos in Bern (031/23'08'32)

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"Swiss Pastoral"
to the sounds of Beethoven (1976).