

A circarama film, poplars and a raclette

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ONE HUNDRED YEARS OF FETE SUISSE

One hundred years ago the first Fête Suisse was held in London. On 8th May the 86th Fête will take place at the Central Hall, Westminster. The Wars brought interruptions and for the last two years no Fête was organised because the Committee felt unable to incur the large expense of bringing some group of musicians over from Switzerland without being assured of the support by the Colony. It was soon evident, however, that there was a real need for a gathering on a large scale, and the Committee took up its work again with renewed vigour in order

to create a festival worthy of its grand predecessors. The dynamic Chairman, Mr. Alfred Renou, resigned a few weeks before his sudden death, and Mr. R. Thomas took over the presidency.

The programme of this year's big Swiss get-together promises to be an outstanding success. Not only shall we enjoy some first-class entertainment, but it will give us an opportunity to meet old pals and to bring along some of our English friends to share in an evening of Swiss atmosphere. (See advertisement.)

EIGHTH MAY 1963



A CIRCARAMA FILM, POPLARS AND A RACLETTE

The first reaction — where is the connection? Three seemingly disjointed subjects and yet they have much in common for they are all connected with the EXPO 1964.

From 30th April to 25th October 1964, set in sunlit greenery on the very banks of the Lake of Geneva, the whole of Switzerland will be spread out in miniature over the 600,000 square metres that, after four years of careful preparation, will form the Exhibition grounds. Part of this area — 220,000 square metres of it — has been reclaimed from the lake.

As a comprehensive synthesis of Swiss life, the Swiss National Exhibition will present a living picture of the pursuits and activities of a whole nation, its history, its institutions, its political, economic and social fabric, its way of life and its beliefs. Visitors to the Exhibition will see more in one day than they could hope to discover during whole weeks of travelling in Switzerland.

The Exhibition is something of a rare event, for it is held only once every twenty-five years. As an appraisal of Swiss life, its primary object is to depict the Switzerland of today and to awake the visitor to the problems whose solution will, in one way or another, shape the Switzerland of tomorrow. Indeed, Switzerland is at present confronted with a series of alternatives on the political, economic and social planes. The National Exhibition of 1964 will demonstrate to the Swiss people — who have been relatively spared by the upheavals that have changed the world — the full significance of the problems facing them and the need to solve those problems. One thinks, for example, at the international level, of the integration of Europe, the help afforded to newly-independent States, aid to the under-developed countries, etc.

But the Swiss National Exhibition will also be a festival of gaiety and entertainment, where the visitor can relax and enjoy himself in truly magnificent surroundings. The Exhibition will be cradled in imposing scenery between the sparkling waters of the Lake of Geneva and the hills on top of which stands the city of Lausanne.

Since, as has been said, it is intended to reveal Swiss life in all its aspects, the Exhibition will naturally include the latest products and achievements of Swiss industry.

These, however, will be displayed in a vivid, human context far removed from the traditional trade fair style of presentation. [O.S.E.C.]

* * *

One of the special attractions will be a film about the Swiss Railways. This has been made with a special Walt Disney Productions Camera from Los Angeles. This film projection is made over 360 degrees in a circular hall. In Europe these circarama films were first shown at the World Exhibition in Brussels in 1958 and in Turin in 1961. The Walt Disney Corporation has built an entirely new apparatus for the EXPO 1964. There are nine film cameras built star-like, each fixing a picture of 40 degrees by means of a prism. A so-called crab-dolly allows for horizontal-vertical moving around of all nine cameras. A car with special roof top allows filming whilst driving and a special helicopter is available for pictures from the air.

The film will be shown at the EXPO in the Hall of Railtraffic. Nine appliances will be used to project the film onto a circular screen of 82 metres long which hangs above the audience at the height of six metres. [A.T.S.]

* * *

Between Muraz and Vionnaz in the Valais there is a plantation of trees. Three hundred and fifty poplar trees have been selected to be transplanted to the grounds of the EXPO. the transport was made by road to le Bouveret and by freight boats from there to the exhibition.

The EXPO will be situated in a magnificent natural setting of greenery, on the shores of the Lake of Geneva. Last spring, the trees in this area were given very special attention, with a view to safeguarding and protecting them. Approximately five hundred of them, including numerous birches, poplars, hornbeams, maples and pine trees, were transplanted with every possible care. This difficult operation — several trees measuring fifty feet in height — was carried out with great success and very little loss. By the autumn of 1963, some thousand more full-grown trees and shrubs will be planted, which with the lawns and flowerbeds will help to complete the perfect charm of the setting in which the National Exhibition is to be held and which

experts already consider as one of the most beautiful in the world.

* * *

[O.S.E.C.]

On 4th and 5th April the Lausanne Hotel Keepers' Association and the Lausanne Tourist Office gave a Raclette Luncheon to Travel Writers and the various Automobile Clubs and Associations in Great Britain. It was a most original idea and the premises in the basement of the Swissair offices in Regent Street lent themselves excellently for the purpose. Each day some forty-five guests sat down to a real *Raclette Valaisanne* accompanied by first class wines from the same region. A Swiss Kirsch perfected the meal. The *Hôteliers* of well-known Lausanne Hotels and members of the Swiss National Tourist Office in London waited on the visitors most expertly.

The chairman of the Lausanne hosts welcomed the guests and thanked them for all they had done to make Lausanne so popular in Great Britain. He also referred to the Swiss National Exhibition and looked forward to welcoming a large number of British visitors to this great show.

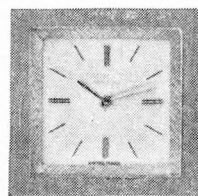
Mariann.

BROMSGROVE FESTIVAL OF MUSIC

The entire programme of the International Concert at the next Bromsgrove Festival of Music will be devoted to Swiss composers. It takes place this year on Saturday, 11th May. The works chosen for performance are by Bloch, Honegger, Frank Martin and two of our younger composers.

Throughout the Festival, that is from 27th April to 18th May, there will be an exhibition of woodcuts by the Swiss animal painter, Robert Hainard, kindly lent by the Tryon Gallery, of London.

Tickets may be obtained through the booking agents: Wright's Travel Service Ltd., 41 Worcester Road, Bromsgrove, Worcestershire. The concerts are held in the College Hall, Bromsgrove College of Further Education.



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