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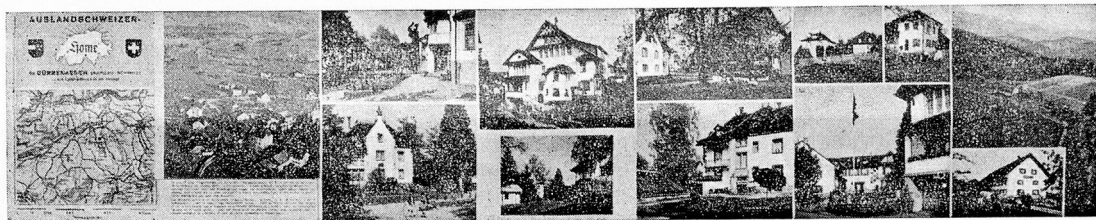
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"Home" for Swiss Living Abroad at Dürrenäsch

"The little village" within the village

Aargau/Switzerland



A "British-Centre" at Dürrenäsch

Aargau
Switzerland

The "Home" for Swiss Living Abroad at Dürrenäsch (Switzerland),
headquarters for excursions through Switzerland.

"From the 1st to the 9th of April 1965, the **"Home" for Swiss Living Abroad at Dürrenäsch**, welcomed 30 English ladies who represented the regional affiliations of the largest National Organisations of Women in England. The purpose of their visit was to ascertain whether a stay of 10 to 14 days would make it possible to give a representative picture of Switzerland; the goal to achieve was to ensure a lively, authentic picture of Switzerland by means of excursions from a favourable headquarters, followed by lectures, conferences, films discussions and last but not least, by personal contact with Swiss people. Last winter a visit by a delegation of English ladies made it evident, that the projected formation of a **"British-Centre"** would be warmly welcomed as well as the choice of the **"Home" for Swiss Living Abroad at Dürrenäsch** as headquarters for English visitors. The **"British-Centre"** of the **"Home" at Dürrenäsch** for guests from English speaking countries will be open the whole year round for conferences, courses in languages and other courses. English students while studying in Switzerland are also welcome at the **"Home"** where they will make interesting contacts with Swiss fellow-students. As it is

well known, the **"Home" for Swiss Living Abroad** was founded many years ago in order to offer to all Swiss living abroad the possibility to renew and strengthen contacts with their homeland and find a real **"pied-à-terre"** at the **"Home"**. The **"Home"** by which name it is known by Swiss living abroad all over the world, became a symbol for thousands of Swiss resident in foreign countries and last not least, for its well known beautiful situation, for its romantic wooded hills, for its central situation which provides an extensive view over green hills bordering the lake, for its peaceful valleys, and at a certain distance, the imposing Alps which seem to send their greetings. Such scenes of outstanding beauty impressed the English visitors, whose visit introduced

a new kind of vacation

and who will, at home, inform and describe to others the new possibilities of touring in Switzerland. The initiative of creating such a **"British-Centre"**, a novel combination of holiday and cultural exchange, was the idea of the **"Home" for Swiss Living Abroad at Dürrenäsch**, with which the **"Centre"** is now affiliated. This decision was welcomed by the

Swiss National Tourist Office in London, which after serious consideration again chose the **"Home"** as a Swiss headquarters for the visits of English Womens Organisations.

The enthusiasm of 30 English ladies

who—knowing the great importance of the womens organisations in England, may be considered as representative—has resulted in a satisfactory development conditioned most certainly by the friendly country-atmosphere of the headquarters at Dürrenäsch. A great number of touring associations, the Swissair, the PTT, the alliance of the Swiss Womens Associations and several enterprises of great industrial and commercial importance, have lent a hand in order to further the project.

The Swiss National Tourist Office in London and the **"British-Centre" at Dürrenäsch / Switzerland** wish to reiterate, that Switzerland is very keenly interested in making new contacts with English tourists in this new form, better suited for actual needs and situations."

From a leading Swiss daily paper
7th of April 1965

Good-Bye with Roses

"After a **"farewell-dinner"** in the historic municipal room in Rapperswil, called **"the town of roses"**, the delegation composed of 30 members of the English Women Organisation ended their **"study-travels"** through several Swiss Cantons. Presented with roses—the famous emblems of the arms of Rapperswil—the English visitors prepared to fly home after midnight; they will, by means of conferences, press information, reports, etc., give their impressions of their visit to Switzerland and press for new ways of touring as a result of their 7 days visit to Switzerland which gave ample opportunity to study the actual life of the people. This delegation concerns the **"British-Centre"**, now affiliated to the **"Home" for Swiss Living Abroad at Dürrenäsch / Switzerland** which opens new possibilities for guests from English speaking countries to get acquainted with Switzerland in a new interesting way, quite different from the usual established touring..."

From a leading Swiss daily paper

12th of April 1965



Sigmund Freudenberg, Bern, 1745–1801 Hospitality
Coloured Engraving, Museum of Arts in Basle

