



Switzerland.



Switzerland.

Art in the City.

Wednesday, November 3, 2021
www.zuerich.ch

Housekeeping guidelines.





Switzerland.

Housekeeping.

- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:
www.MySwitzerland.com/media
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail : media.northamerica@switzerland.com

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Switzerland.



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Quiz Question for Swiss Surprise Package:



Switzerland.

What is the name of the new Christmas package where guests can stay in 10 uniquely designed rooms in 10 different hotels?

media.northamerica@switzerland.com by November 4, 11am EST.



Travel regulations & updates



- **As of October 25, 2021, all people vaccinated outside of the EU (including tourists from the U.S. and Canada) are required to apply for the Swiss vaccination certificate to enter indoor venues.**
 - Apply [HERE](#) for the Swiss COVID certificate / [HERE](#) for Geneva
 - Cost for conversion: CHF 30 per person (to be paid in advance).
 - Processing time can take up to 5 working days.
 - More information [here](#).

- Entering Switzerland:



- To return to US and Canada a PCR COVID or rapid test is required (Testing sites [MySwitzerland.com](https://www.myswitzerland.com))
- Find relevant information and updates on our website: [MySwitzerland.com/open](https://www.myswitzerland.com/open)

Zurich



Welcome to
Zürich, Switzerland.

Old Town with River
Limmat
More than 2,000
years of history



Zürich, Switzerland.

Zürich-West
Trendy neighborhood



Zürich, Switzerland.

The perfect hub destination

Thanks to short distances and perfect traffic connections, major Swiss cities and sights await you just around the corner.



Zürich, Switzerland.

* Travel times with public transport

Art & Culture

More than 50 museums, over 100 art galleries, opera, concert halls, theaters, 1'300 pieces of art in public space

→ zuerich.com/culture

Zürich, Switzerland.



Museum of Design

Zurich is a center of excellence for design



The Swiss Design Style shapes the city. Design and architecture play a big role in Zurich

Three locations in Zurich

- Newly renovated Pavillon Le Corbusier
- Main location
Ausstellungsstrasse
(iconic building «Neues Bauen»)
- Show Depot at Zurich University of the Arts (ZHdK)
- Free entry with Zürich Card

→ [museum-gestaltung.ch](https://www.museum-gestaltung.ch)



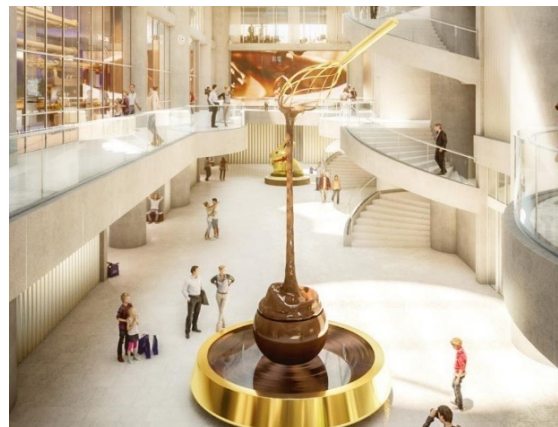
Zürich, Switzerland.

Lindt Home of Chocolate



Open since September 2020

- Chocolate Fountain
- Largest Lindt Chocolate Shop in the World
- Interactive Chocolate Discovery Tour
- Pilot Plant Show Production and Research Laboratory
- Master Chocolatier Workshops
- Architects:
Christ & Gantenbein



→ lindt-home-of-chocolate.ch

Zürich, Switzerland.

The Circle



Open since November 2020

Architect:
Riken Yamamoto

- At Zurich Airport
- New district with 2 hotels (Hyatt Regency and Hyatt Place), restaurants, shops, medical services, university facilities, park

→ thecircle.ch

Zürich, Switzerland.



Tonhalle Zurich



Reopened in September 2021

- Home of famous Tonhalle Orchestra, founded 1868
- One of the best concert halls in the world
- Varied classic program
- New LUX restaurant with magnificent view of the lake



Zürich, Switzerland.

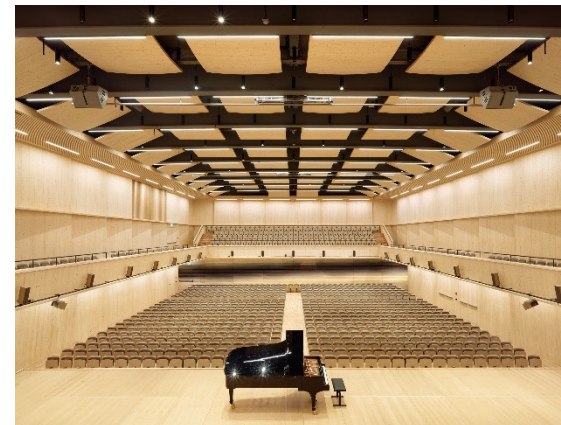
Lichthalle Maag



Opened in September 2021

- Tonhalle MAAG reopens as museum for immersive art
- Frida Kahlo exhibition (Viva Frida Kahlo) world premiere from 22.09.2021 - 02.01.2022
- Immersive presentation through video projections, light and sound effects

Zürich, Switzerland.

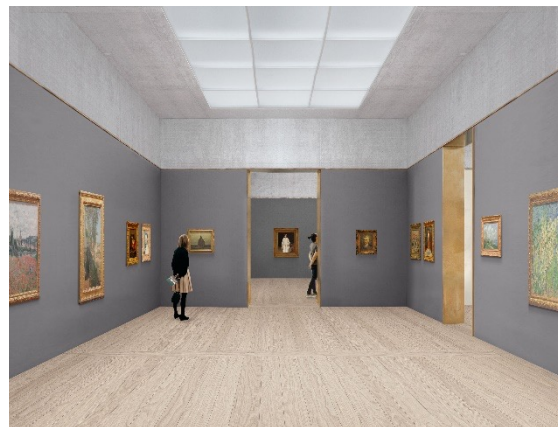


Kunsthaus Zürich Extension



Opened in October 2021

- Extension designed by star architect David Chipperfield
- New home of famous Bührle collection
- Together with Paris: the most important impressionist collection
- Large collection of Giacometti and 20th century art
- Largest DADA collection in the world
- Permanent and temporary exhibits
- Largest art museum in Switzerland



→ kunsthaus.ch

Zürich, Switzerland.

FORTYSEVEN

Thermal Wellness
Spa Baden



- Opening November 2021
- Designed by star architect Mario Botta
- Most mineral-rich thermal water in Switzerland
- Baden has a 2'000 year old bathing culture, which was already used by the Romans

Zürich, Switzerland.

Hotel Noel



- November 26 to December 26, 2021
 - Pop-up hotels for the Christmas season
 - 10 hotels, 10 rooms, 10 artists
- noelzurich.com



Zürich, Switzerland.

It's time to go to
Zurich!



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zuerich.com, #visitzurich
zuerich.com/media



See you soon in
Zürich, Switzerland.



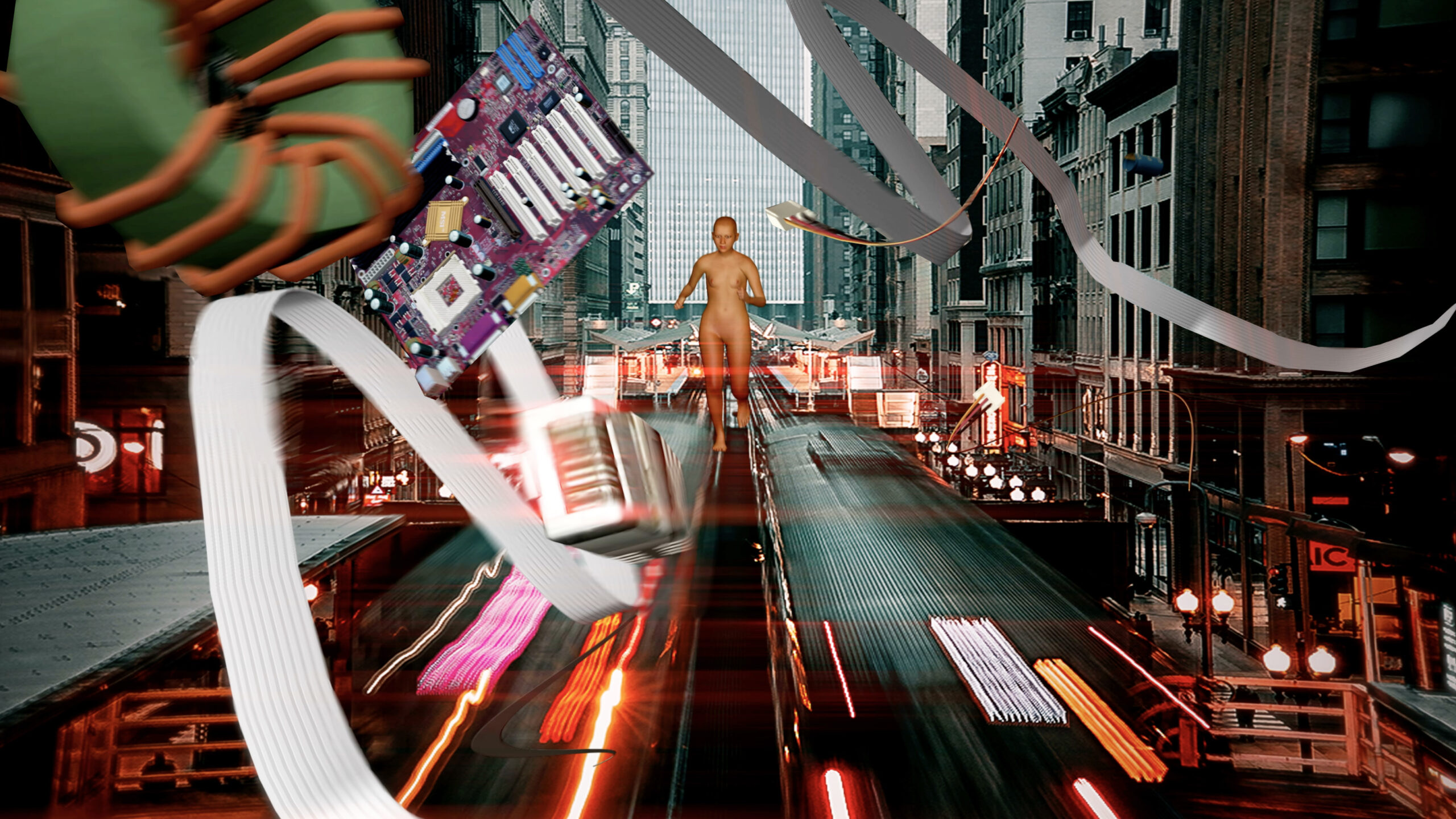
**ZURICH ART
WEEKEND
2021**

SEPTEMBER 17TH, 18TH, AND 19TH









BOURGOIS
PICASSO
9 Jun - 14 September 2019

VIRSHUP
KUNST

HÖRNERKUNST

Topshop

Blacklines















**THE FREEDOM
TO THINK,
TO LOVE,
TO LIVE.**

EUROPE.







**LOOKING FORWARD TO WELCOMING YOU IN
ZURICH!**

ZAW 2022 | JUNE 10-12

CHARLOTTE VON STOTZINGEN | CHARLOTTE@ZURICHARTWEEKEND.COM

WWW.ZURICHARTWEEKEND.COM

Q & A.



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Thank you.



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