

Welcome to Zürich, Switzerland.

Media Information, April 2019

What's New in Zurich

Public Art

Zurich is one big stage for art in public spaces. Most visitors are quick to spot memorials, sculptures, and extraordinary architecture. But how about humorous or bizarre installations in some rather more surprising places – in a lake, on a rooftop of a vocational college, or on the facade of a house in the city's northern industrial area? Those who wander around Zurich with their eyes wide open will discover numerous artworks, all of which have a marked influence on Zurich's public realm and urban spaces. They tell the stories of the city's inhabitants and the culture of its individual districts.

→ zuerich.com/en/visit/art-in-public-places

Pavillon Le Corbusier

The "Gesamtkunstwerk" – or "total work of art" – by Le Corbusier, completed in 1967, is a real architectural masterpiece. From May 2019, the building will be open again and managed by the Museum für Gestaltung. The last building constructed by the great Swiss-French architect, designer, and artist is the only of his buildings to be entirely made from glass and steel. This is significant in that for Le Corbusier concrete was not simply a material, but an actual tool. In addition, with this colorful building on the shores of Lake Zurich, Le Corbusier realized his concept of the synthesis of architecture, life, and art in real life. The exhibition pavilion is designed entirely according to the Modulor system, an anthropometric scale of proportions devised by Le Corbusier based on the human body and the golden ratio. The pavilion is open from May to October. Temporary exhibitions, events, and workshops look at various areas of the broad oeuvre and great charisma of Le Corbusier.

→ pavillon-le-corbusier.ch

Design City Zurich

Zurich design is everywhere in the world. Wherever you are, the next poster, logo, or sign written in Helvetica is never far away – for example, on the New York subway signs. In 1957, the Haas Foundry commissioned the Zurich-born typeface designer Max Miedinger to produce a modern font. The international success of this typeface is inextricably linked to the aesthetics of Swiss style. With 23.7% of all creatives in Switzerland working in the canton of Zurich, in a way, Swiss style is actually "Zurich style". When exploring the typical style of the city – at the Museum für Gestaltung, for example – certain names and products will inevitably crop up.

→ museum-gestaltung.ch

→ emuseum.ch

Exhibition at the Museum Strauhof: Thomas Mann in America

From October, the literary Museum Strauhof is presenting an exhibition on the German author, Thomas Mann, who sought exile from Nazi Germany first in Switzerland and later in the USA. The exhibition looks at Thomas Mann's first contact with America (travels between 1934 and 1938) and the

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years he spent in exile in America (1938-1952). It particularly underlines his role as an ambassador for German culture and a promoter of European artists. Mann wrote some of his most important works while he was in America, such as “Doktor Faustus” (“Doctor Faust”), “Der Erwählte” (“The Holy Sinner”), and “Joseph, der Ernährer” (“Joseph the Provider”). After his years in the US, he returned to Switzerland, where he died in 1955. His grave lies in Kilchberg on Lake Zurich, the village where he had lived.

→ strauhof.ch/ausstellungen/thomas-mann-in-amerika

2019 – The Year of Anniversaries

500th Anniversary of the Reformation and Orell Füssli

The 500th anniversary of the Reformation has been celebrated in Zurich since 2018. The festivities will continue in 2019, with concerts, films, plays, and more taking a fresh look at the history of the Reformation in Zurich. The Orell Füssli holding group is just as old as the Reformation. It was founded in 1519 as the print shop, Druckerei Froschauer, and was the first to publish the translations of Zwingli’s Bible. Today, the publishing house is Switzerland’s largest book retailer and – something that many Swiss don’t even know – also supplies the banknotes produced by the Swiss National Bank.

→ zuerich.com/en/visit/500-years-of-reformation

→ orellfuessli.ch/shop/500-jahr-jubilaem-geschichte/show

200th Anniversary of Alfred Escher

Hardly any other man was as important for the city of Zurich as Alfred Escher. The politician, business leader, and railway pioneer played a significant role in the founding and/or management of numerous major companies, including the Swiss Northeastern Railway, which led to Zurich Main Station and later the Gotthard Tunnel being built. Nowadays, Zurich Main Station is the place in Switzerland with the highest number of visitors per day. However, the Swiss Federal Institute of Technology (ETH), the Schweizerische Kreditanstalt (now Credit Suisse), and the Schweizerische Lebensversicherungs- und Rentenanstalt (now Swiss Life) were also founded by the industrious Alfred Escher. To mark the 200th anniversary of his birth, Escher is being honored with a commemorative stamp.

→ spurenderzukunft.ch/zur-person-alfred-escher/

200th Anniversary of Gottfried Keller

In Switzerland, every child is familiar with the writer, poet, and politician, Gottfried Keller, for his works – including mainly novels and novellas such as “Der grüne Heinrich” (“Green Henry”) or “Die Leute von Seldwyla” (“The People of Seldwyla”) – are compulsory reading at many schools. To commemorate the 200th anniversary of his birth, the Museum Strauhof is presenting an exhibition from March – May 2019 on the life and work of Gottfried Keller as a “dreaming realist”.

→ spurenderzukunft.ch/zur-person-gottfried-keller/

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Star City Zurich

Zurich was struck by a veritable shower of stars at the beginning of 2019. Much to the delight of food lovers – for they are the stars of excellence awarded by the Michelin Guide in recognition of outstanding cuisine. Three new culinary stars have risen up over Zurich. These are “Gustav” in Europaallee, directly behind Zurich Main Station, “Ornellaia”, and, just round the corner, “20/20 by Mövenpick”. As a result, Zurich is now home to the following Michelin-starred restaurants:

2 Michelin stars: “Pavillon” at the Hotel Baur au Lac, “The Restaurant” at The Dolder Grand, “Ecco” at the Hotel Atlantis, and “Rico’s” in Küsnacht on Lake Zurich.

1 Michelin star: Equi-Table, Maison Manesse, Mesa, Rigiblick, Gustav, Ornellaia, 20/20 by Mövenpick, Löwen Apriori, Sihlhalde, Die Rose, Jakob Rapperswil, Krone Sihlbrugg.

→ zuerich.com/en/visit/michelin-restaurants

Upcoming Events

Event		2019	2020
Reformation Anniversary	500th anniversary of the Reformation in Zurich	Jan – Dec	–
Sechseläuten	Traditional spring festival with a parade by the historical guilds	Apr 8	Apr 20
FOOD ZÜRICH	Biggest food festival in Switzerland	May 16 - 26	tba
Zurich Festival	Biennial festival with opera, concerts, and theaters	–	Jun 5 – 28
Züri Fäscht	Triennial city festival with concerts and parties, Switzerland largest festival with two million visitors	Jul 5 – 7	–
Street Parade	The world’s most colorful house and techno party	Aug 10	tba
Zürcher Theater Spektakel	International theater festival on Lake Zurich, 40 th anniversary	Aug 15 – Sep 1	tba
Zurich Film Festival	International film festival with numerous premieres	Sep 26 – Oct 6	Sep 24 – Oct 4
Christmas Markets	Numerous Christmas markets, events, and Christmas illuminations	Nov 21 – Dec 23	Nov – Dec 23
New Year’s Eve	Switzerland’s biggest New Year’s Eve fireworks display	Dec 31	Dec 31

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