

Bern – the City of Diversity

“This is the most beautiful place we have ever seen”, wrote Johann Wolfgang von Goethe about Bern in 1779. Today, the Swiss capital continues to enchant visitors with its charm, welcoming atmosphere and rich diversity.

Bern – City of Culinary Delights

When it comes to restaurants, Bern is entitled to boast. Whether it is a traditional Bernese platter, a GaultMillau menu or a handmade treat, Bern natives really know how to enjoy themselves. And, not to forget, cheese lovers also get their money’s worth: In the historic vaulted cellars beneath the Old Town buildings, genuine Bernese cheese ripens – until it is sold in the charming family-owned shops. One of the local favorites is the “Chäshütte” (“cheese hut”), where Patrick Bärffuss and his team offer locally produced treats.

Bern – City of Craft Beer

Bern deserves the title of Switzerland’s beer capital: It is home to 176 craft beer breweries, the highest density of (micro)breweries in Switzerland. The traditional Felsenau family brewery has been producing the local “Bärner Müntschi” (“kiss from Bern”) beer for many years. The brewery is now run by the fifth generation of the family. There are also numerous smaller breweries, a vast number of them found in garages, storage rooms or even converted laundry rooms. With all the locally brewed beer, it is no surprise that so-called beer cafés adorn Bern’s streets, one after another waiting to be discovered. Cheers!

Bern – City of Fragrances

Without a doubt the French are famous for their perfume culture. But Bern also has its say. The scent of the sandstone of the Old Town buildings is just as characteristic for the city as is the smell of the Aare river. Brigitte Witschi, a known Bernese perfumer, has captured the scent of the local’s favorite landmark in her “Aarewasser” (“Aare water”) perfume. On her city tour, visitors experience the city and its smells in an utterly novel way. Later, they mix the fragrances into their own perfume and thus bring back home their very own beautiful memories of Bern.

Bern – City of Albert Einstein

Bern clearly seems to inspire. The supreme proof of this is Albert Einstein, who was living in Bern when he developed his famous theory of relativity. His presence is still palpable in the city, for instance, his statues embellish many a bench. The exhibits at his former apartment and in the Einstein Museum all pay homage to his incredible life. Moreover, Bern is one of Switzerland’s key educational sites. The Institute of Physics of the University of Bern was

deeply involved in the Apollo 11 mission and the first moon landing in 1969. Nowadays, Bern is home to many innovations, thanks to eight university faculties and around 256 institutes and specialist centers. In addition, entrepreneurs from Bern invented the e-bike.

Bern – City of Design

With some of the highest-quality textiles worldwide coming from the Region of Bern, the capital city and its surroundings provide the perfect conditions for creative creations by local designers. Especially the lower part of the Old Town – marked as a UNESCO World Heritage Site since 1983 – is full of studios, boutiques and small shops with local designer items and unique treasures just waiting to be discovered. Fortunately, thanks to almost four miles of sidewalk arcades, no one will ever get caught by the rain while enjoying Europe's longest covered shopping streets.

Although the descriptions listed here might suggest otherwise, Bern is also known for its down-to-earth attitude and its self-effacing locals. In the Swiss capital, time passes more slowly than in the rest of Switzerland. Conviviality and a deep sense of relishing life are top-most priorities. Embrace a little of this “Bernese spirit” and come and visit!

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