

**MEDIA KIT** |  
Lucerne-Lake Lucerne Region



## Lucerne – Lake Lucerne Region

The Lucerne-Lake Lucerne Region is situated in the heart of Switzerland and the city of Lucerne itself is a stronghold of culture. Nowhere will you find more things to see than in this city nestling in a magnificent landscape characterized by mountains and its eponymous lake. Charming Lucerne is brimming with things to do; Century old sights such as the Chapel Bridge and historic Old Town, museums, shopping, festival and events during all year. The region also contains a wealth of mountain-based recreational opportunities and record-breaking railways and cableways. Mount Rigi, Mount Pilatus, Mount Titlis, Mount Stoos, Stanserhorn and many other corners of the mountains are popular excursions with stunning views.



## News 2019



### **200 years of the Lucerne Art Society**

The Lucerne Art Society, sponsor of the Museum of Art Lucerne, is celebrating its 200th anniversary in 2019. The event will be marked by numerous events and exhibitions in the museum. The highlight of the year is the summer exhibition Turner. The Sea and the Alps (06.07.–13.10.2019).

[www.kunstmuseumluzern.ch](http://www.kunstmuseumluzern.ch)

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### **Opening Capsule Hotel in Lucerne**

The first Capsule Hotel of Switzerland is situated in an excellent location on the edge of Lucerne's historic Old Town. The exceptional and innovative accommodation offers incredible value for money in a "space design".

[www.capsulehotel.ch](http://www.capsulehotel.ch)

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### **Alp Cheese Trail in Engelberg**

Engelberg is a high valley steeped in history; lying on the Sbrinz Route, it has much to offer in terms of alp cheese dairies. The new Alp Cheese Trail allows visitors to discover and try different types of cheese.

[www.engelberg.ch](http://www.engelberg.ch)

## Inspiring story

### Lucerne through Turner's eyes

#### On Lake Lucerne with the master of English Romanticism

6 a.m. in Lucerne. When the first morning boat sets out from the station quay towards Weggis, there are usually not many passengers on board – just a few commuters rubbing the sleep from their eyes. Fanni Fetzer, Director of the Museum of Art Lucerne, is not one of the regular passengers on this route. Today is an exception, and with good reason.

Joseph Mallord William Turner (1775–1851) was in search of the beautiful and the sublime. This search continued in Switzerland, where he studied the unique interplay of light and weather, lake and mountains. And he was equally fascinating by the menacing, dangerous side of nature.

In the summer of 2019, the Museum of Art Lucerne will show a selection of Turner's masterpieces, under the curatorial direction of Fanni Fetzer and co-curator Beat Wismer. The exhibition marks a very special occasion: in 2019, the Lucerne Art Society – the sponsor of the Museum of Art Lucerne – celebrates its 200th anniversary. Turner's masterpieces are returning to the place where they originated some 200 years ago. The exhibition "Turner. The Sea and the Alps" showcases 100 works from the Tate Gallery collection in London. The focus is on subjects from the Lucerne and Lake Lucerne region. However, Turner's travels in general are also discussed: his crossing the sea and his representation of the Alpine world.



## Inspiring story

### The Mythen Man

#### Armin Schelbert, the summiteer.

Armin Schelbert has been hiking up his favourite mountain, the Gross Mythen, several times a day for about 20 years now. He has climbed it more than 4,600 times in his life – more often than anyone else. Boring? Not for Armin Schelbert. He never fails to be fascinated by the mountain, nature and magnificent views at 1,898m and the magical sunrise from the top of the peak, of course.

Armin Schelbert is a retired site manager and a true mountain man, with a dark tan, snow-white hair and a well-groomed beard. Now aged 74, he grew up in Schindellegi not far from the Gross Mythen. Today, he lives at the foot of the peak during the week, so he can pursue his passion every day.

The «Gross Mythen» mountain lies in the heart of Switzerland, between Schwyz and Einsiedeln. Together with the Klein Mythen and Haggenspitz, it forms the Mythen massif.

Gross Mythen is the most dominant mountain in Schwyz, reigning majestically above the village. The route leads from Schwyz via the St. Josef convent in Loo (Klösterli) to Mythenbad and Holzegg, which lies at the foot of Gross Mythen. This marks the entrance to the magnificent alpine world of the Mythen.



## City experiences

### Switzerland's Museum of Transportation

The museum showcases the development of transport and mobility as well as communication methods through a variety of interactive exhibits. Other attractions unique in Switzerland include the film theatre, planetarium, Swissarena and the Hans Erni Museum.

[www.verkehrshaus.ch](http://www.verkehrshaus.ch)



### Musegg Farm

On Hinter Musegg farm, visitors can get energetically hands-on – helping with haymaking, fruit-picking, cider making or beer brewing. Once the work is done and the hands are showing signs of blisters, there is an afternoon farmer's snack to be had in the farm pub.

[www.hinter-musegg.ch](http://www.hinter-musegg.ch)

### Blue Balls Festival

From soul to rock and from photography to street art: with more than 100'000 visitors, the Blue Balls Festival is one of the largest in Switzerland. For nine days in July, the Lucerne lakeside is devoted to music and art.

[www.blueballs.ch](http://www.blueballs.ch)



## City experiences

### Lucerne Festival

Three times a year, the world's leading orchestras, conductors and soloists gather on the shores of Lake Lucerne for world-class musical events: "Lucerne Festival at Easter", "Lucerne Festival in Summer" and, in November, "Lucerne Festival at the Piano".

[www.lucernefestival.ch](http://www.lucernefestival.ch)



### Panorama yacht "Saphir"

The "Saphir" panorama yacht features an adjustable roof for an unforgettable yachting experience on a one-hour cruise. The audio guide in eleven languages presents top attractions around the lake such as the Swiss Museum of Transport as well as those in the surrounding area.

[www.lakelucerne.ch](http://www.lakelucerne.ch)

### Rosengart Collection

The Rosengart Collection is of great importance because it houses two unique groups of works by Paul Klee and Pablo Picasso. In addition, the collection exhibits works by over 20 masters of the 19th and 20th century, including Klee, Picasso, Cézanne

[www.rosengart.ch](http://www.rosengart.ch)



## Hiking in the Lucerne-Lake Lucerne Region

Lucerne is the starting point for hiking adventures in the Lucerne-Lake Lucerne Region. The region offers a superbly way marked network of footpaths and superlative views from mountains like Titlis and Pilatus. The various levels of difficulty provide a range of challenges, including meadows, panoramic paths and exposed ridges. Combine your outing with an adventurous aerial cableway ride or leisurely boat trip on Lake Lucerne. The world's steepest cogwheel railway will bring you onto the Pilatus (2,132 m a.s.l.) and the first rotating cable railway onto the Titlis glacier (3041 m a.s.l.). Almost without exception, the starting points of the hikes can be reached by public transport. Discover what the region has to offer on foot:

[www.luzern.com/hiking](http://www.luzern.com/hiking)



## Further Information

### Your contact

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Tourist Board  
Bahnhofstrasse 3  
CH-6002 Luzern  
www.luzern.com

Request for picture and film footage: [media@luzern.com](mailto:media@luzern.com)

Texts, media releases and further information: [www.luzern.com/en/media](http://www.luzern.com/en/media)

### Individual media trips

We are of course more than happy to organise individual media trips in return for a destination feature. We can help with developing ideas, setting up programmes and providing relevant contacts. Please get in contact with us: [media@luzern.com](mailto:media@luzern.com)

### Social Media

Share your moments with **#MyLucerne** and **#LakeLucerneRegion**

 @ilovelucerne

 @l\_love\_lucerne

 @ilove\_lucerne

 Luzern Tourismus

## Top Events 2019

9 July 2019	Athletics Meeting Lucerne	<a href="http://www.spitzenleichtathletik.ch">www.spitzenleichtathletik.ch</a>
19 – 27 July 2019	Blue Balls Festival	<a href="http://www.blueballs.ch">www.blueballs.ch</a>
16 August – 15 September 2019	Lucerne Festival Summer	<a href="http://www.lucernefestival.ch">www.lucernefestival.ch</a>
21 – 29 September 2019	World Band Festival	<a href="http://www.worldbandfestival.ch">www.worldbandfestival.ch</a>
28 October 2019	SwissCityMarathon Lucerne	<a href="http://www.swisscitymarathon.ch">www.swisscitymarathon.ch</a>
9 – 17 November 2019	Lucerne Blues Festival	<a href="http://www.bluesfestival.ch">www.bluesfestival.ch</a>
16 – 24 November 2019	Lucerne Festival at the Piano	<a href="http://www.lucernefestival.ch">www.lucernefestival.ch</a>

More events:  
[www.luzern.com/events](http://www.luzern.com/events)

