



News Release

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BLUM: A Thrilling Audio Adventure through Switzerland's Artworld

New York, June 28, 2023. Switzerland Tourism proudly presents the award-winning podcast BLUM, now available in English. Intertwining fact and fiction, this mesmerizing travel adventure uncovers why an art student vanished while investigating the life of a famous Swiss avant-garde artist named Ursula Blum. Following its tremendous acclaim in the Spanish-speaking world, the highly anticipated English version of this gripping podcast series, featuring nine weekly episodes, is officially launching today, June 28.

Clara Torres, an art history student, disappears while working on her thesis about Ursula Blum, a famous Swiss avant-garde painter from the 20th century. Five years later, journalist Emma Clark embarks on a journey to Switzerland, determined to carry forward Clara's investigation. Through her captivating podcast narration, she shares her intriguing discoveries about the mysteries surrounding both women. Across nine episodes, BLUM creates a sense of uncertainty and urgency leaving listeners pondering the line between fantasy and reality. The show masterfully incorporates original music and archival tape, creating a vivid narrative that immerses listeners in the world explored by host and journalist Emma Clark as her investigation unfolds.

"The investigation uncovers much more than why the art student, Clara, is missing, and why Ursula Blum was overlooked by the art world in spite of her immense talent", says show creators Manuel Bartual and Carmen Pacheco. "It reveals incredible stories about real lesser-known women artists. "By using real places possessing richly held histories, we were able to create a captivating drama to draw listeners into Swiss cities and their world class art collections," says Marcus H, executive producer at El Extraordinario, the production company behind the show.

To listen to the podcast and discover more about BLUM and the Swiss cities and museums featured in this story, visit myswitzerland.com/BLUM or the dedicated page on our [media corner](#).

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