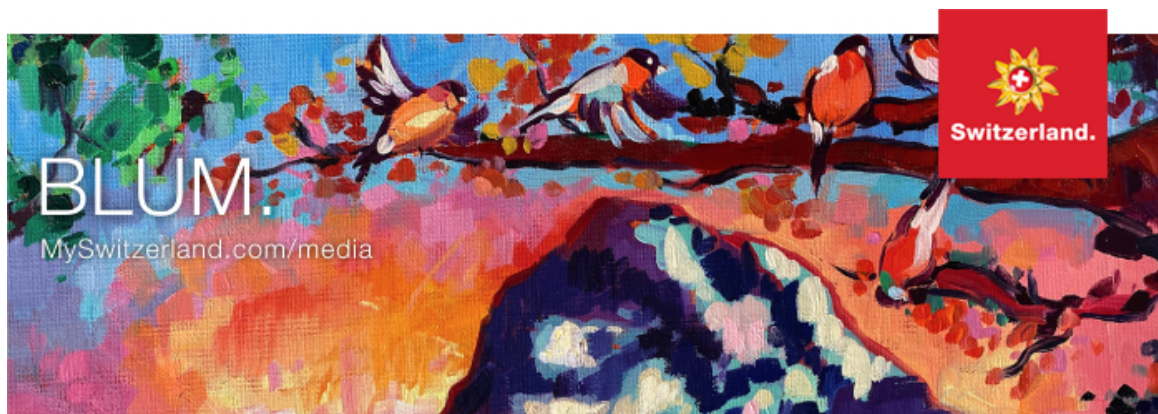If this message is not displayed correctly please click here.

BLUM, a Swiss fictional thriller podcast.

BLUM is a new podcast **launched on June 28**. Listen to conversations between Emma, a journalist, and her boyfriend while she goes on the tracks of Clara, who disappeared in Switzerland.

Clara is an Art History student who has spent years researching the Swiss painter Ursula Blum. One day, Clara disappears without a trace. Years later, Emma discovers this mistery and decides to travel to Switzerland to investigate the story.

An adventure that will take her to 9 Swiss cities, discover works of art in the 10 Art Museums of Switzerland, visit mysterious antique stores, historic libraries, dazzling train rides, and escapes through the freshly fallen snow.

Take a sneak peek into some museums and cities featured in the story to get ready to investigate with Emma. And if you need more details, we'll happily answer your questions.

Warm regards,
Your North America Media Team.
Divine, Laura, Fabio, Manuela, Matteo & Patricia.

Fondation Beyeler.

Heaven for art lovers.

Constructed by the Italian Architect Renzo Piano, and surrounded by a park filled with sculptures, Fondation Beyeler is an absolute heaven for art lovers. 250 masterpieces from Hildy and Ernst Beyeler are exhibited, along with temporary exhibitions from world-renowned artists.

Discover now

Zentrum Paul Klee.

Tribute to the artist.

This museum is dedicated to the person, life and work of Paul Klee. It houses the most extensive collection of his artwork worldwide, and its exceptional shape is another masterpiece by the Italian architect Renzo Piano. It is also a hub for music, theatre, dance, and literature.

Find out more

Plateforme 10.

The new art district.

Plateforme 10 welcomes the Musée cantonal des Beaux-Arts (MCBA), Photo Elysée and the mudac, Museum of Contemporary Design and Applied Arts. It is considered the new art district of Lausanne and the latest trendy place to discover in the French-speaking part of Switzerland.

Learn more

St. Gallen.

UNESCO World Heritage site.

St. Gallen is a unique boutique town renowned for its Abbey and library, which houses some 17,000 documents, some being over a thousand years old. The precinct was recognized as a UNESCO World Heritage site in 1993.

Learn more

Lugano.

The sunny side.

Art enthusiasts will love Lugano and the high-standard exhibitions at the Museo d'Arte della Svizzera Italiana. After a visit,

one can enjoy the Mediterranean flair of the city in its historic city center or have a relaxing walk by the lake to make the most out of the Dolce far niente.

Discover more

Geneva.

Museums city.

Geneva is not only the most international city in Switzerland; it is also an excellent destination for culture lovers with the many museums it welcomes. Visit the MAMCO to discover the country's biggest contemporary art museum and its many temporary and permanent exhibitions.

Experience more

Tips.

More information.

Do you want to know more about BLUM? Have a look at our media corner, which includes more details, pictures, videos, and press materials.

To the media corner

Swiss Talk.

If you haven't already, watch now the recording of our most recent Swiss Talk with Marcus H, producer of the podcast, who let us discover how BLUM got started.

Watch now

Swiss Travel Pass.

Follow Emma's path and discover Switzerland by public transportation thanks to the Swiss Travel Pass. You can ride any train, bus, or boat and even go on some mountain excursions.

Get the pass

Art Museums of Switzerland.

You can find here more details about the Art Museums of Switzerland and their unique exhibitions. And guess what? Some are included in the Swiss Travel Pass, like 500 other museums in the country.

Find out more

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