



Switzerland.

Swiss Talk with the International Red Cross and Red Crescent Museum.

February 2024



Switzerland.





Housekeeping guidelines.



Switzerland.

Housekeeping.

- You can use the **Q&A** box during the whole Swiss Talk to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:
www.MySwitzerland.com/media
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail: media.northamerica@switzerland.com

Our Media Team North America.



Switzerland.



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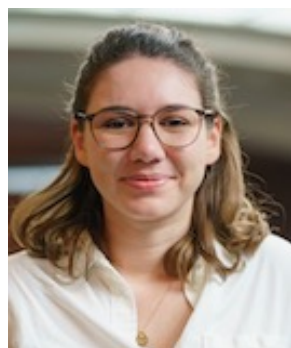
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Switzerland.

Switzerland is closer than you think.

Weekly direct flights from North America to Switzerland operated by **SWISS** and **Edelweiss**.

Flights to **ZRH** from (SWISS):

- NY (JFK) 14x/weekly
- NY (EWR), Miami, Boston, Chicago 7x/weekly
- **NEW:** Washington D.C. 7x/weekly (starting March 28th, '24)
- Los Angeles 7x/weekly (6x/weekly in Dec. & Mar.)
- San Francisco, Montreal 6x/weekly
- **NEW:** Toronto 5x/weekly (seasonal, from May 10th, '24)

Flights to **GVA** from (SWISS):

- NY (JFK) 7x/weekly

Flights to **ZRH** operated by Edelweiss Air:

- Tampa 4x/weekly Summer 2024
- Las Vegas 3x/weekly Summer 2024
- Vancouver 7x/weekly Summer 2024
- Denver 3x/weekly Summer 2024
- Calgary 3x/weekly Summer 2024



SUMMER 2024:
Free Wi-Fi on all
long-haul flights,
available in all
classes



Switzerland.

Quiz Question for Swiss Surprise Package:

In what year was the Red Cross founded?

- a) 1963
- b) 1945
- c) 1863

media.northamerica@switzerland.com by February 23rd, 11 am EST.



Swiss Talks

February 21st, 2024

GENEVA

X

**MUSÉE
INTERNATIONAL** 
**DE LA CROIX-ROUGE
ET DU CROISSANT-ROUGE**





Meet with your hosts



GENEVA TOURISM

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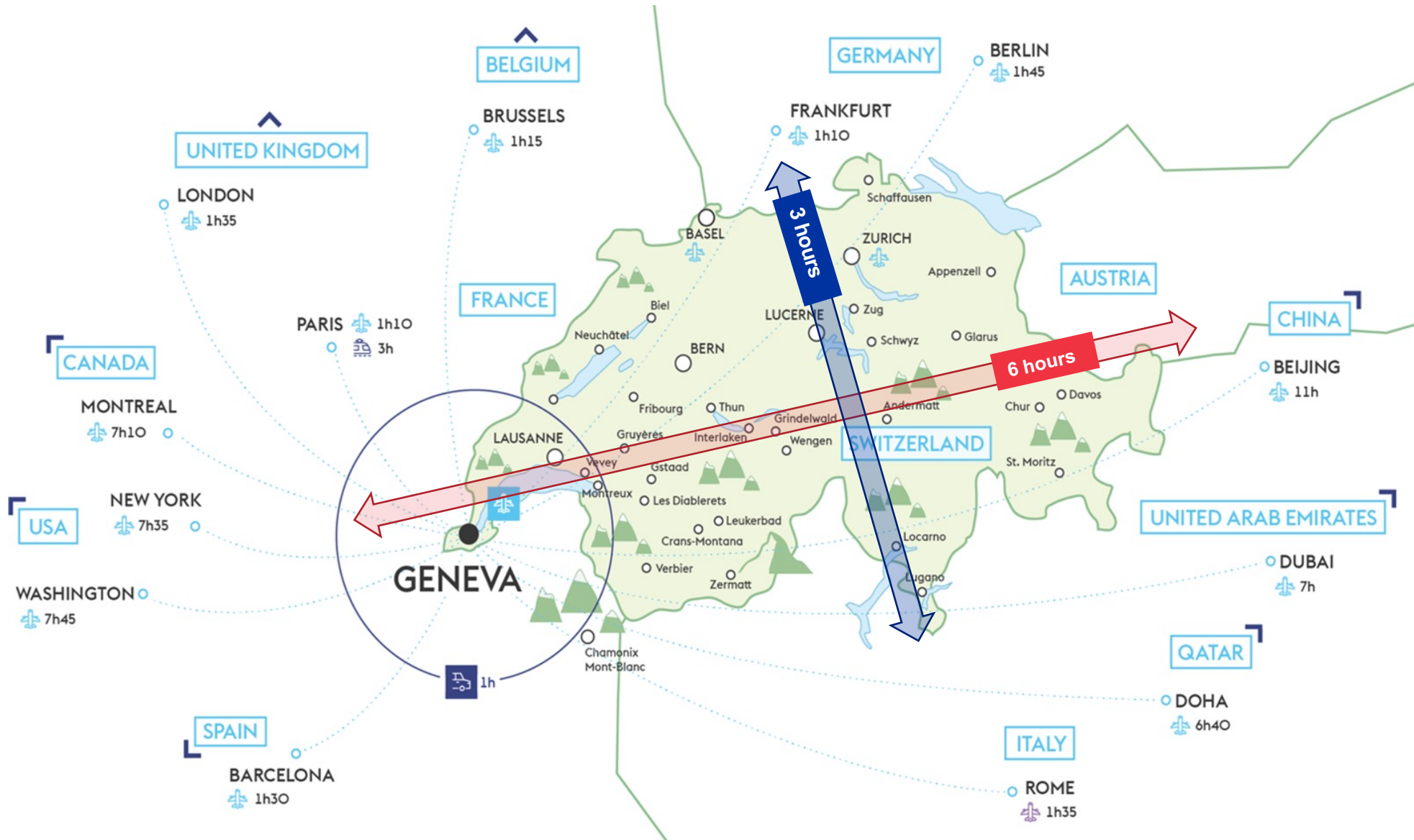
The International Red Cross and Red Crescent Museum

Pascal Hufschmid

Executive Director

p.hufschmid@redcrossmuseum.ch

Welcome to the French speaking part of Switzerland



Geneva, city of Peace

The World's spokesperson

- Home to the **European headquarters of the United Nations**.
- **Birthplace of the Red Cross** in 1863 in Geneva.
- **The Broken Chair**, a monumental symbol against the use of landmines.
- Geneva hosts **permanent missions** of 179 States, 39 **international organizations**, 432 **non-governmental organizations**.
- Headquarters of **ICRC** (International Committee of the Red Cross), **WHO** (World Health Organisation), **ITU** (International Telecommunication Union), **WTO** (World Trade Organisation), **ILO** (International Labour Organisation), **WIPO** (World Intellectual Property Organisation), **WMO** (World Meteorological Organisation).



GENEVA



Geneva ranks among the top 5 European destinations for 2024

Breaking News

- Geneva named one of **Europe's leading destinations for 2024** by [European Best Destinations](#)
- Over **1 million participants from 172 countries** voted, with Geneva ranked 4th
- Award presented by **prestigious media partners** including Forbes, Condé Nast, and National Geographic
- Geneva is **the only Swiss destination on the list** and also recognized as the city with the 'Best Quality of Life'
- Recent accolades include recognition by [MERIAN Magazine](#) and inclusion in the [New York Times "52 Places to Go in 2024"](#) list'

More information : [Press Release ENG](#)

NEWS



CERN Science Gateway

Since October 7th, 2023

New flagship project for science education and outreach

Through immersive exhibitions and hands-on educational activities, CERN Science Gateway will enable people of all ages and backgrounds to engage in the discoveries, the science and the technologies of CERN.

Highlights:

- Inspired by CERN's technical buildings and underground tunnels
- **Five different spaces** that will host **exhibitions, hands-on laboratories**, a large auditorium, a shop and a restaurant, all connected by a bridge 20ft / 6m above-ground.
- With more than 21K sq ft / 2 000 square metres of solar panels and surrounded by a forest of 400 trees, CERN Science Gateway will have a net zero carbon footprint.
- Science Gateway is *designed by world-renowned [Renzo Piano Building Workshop](#)* with support from [Brodbeck-Roulet architectes associés](#).

Good to know !

2024 will be the 70th Anniversary of the CERN

More information : <https://visit.cern/>

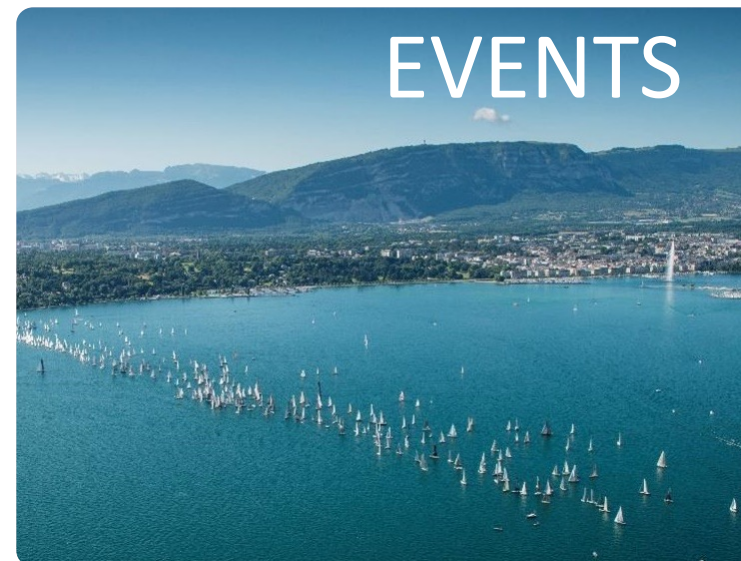


What is coming up?

Main events in Geneva

- 100 years of the Geneva International Motor Show (February 26 – March 3)
<https://genevamotorshow.com>
- Watches & Wonders in the City (April 9 – 13)
<https://www.watchesandwonders.com/en/geneva-2024/in-the-city>
- Geneva Wineries Open days (May 25th)
<https://swisswinetour.com/en/inspiration/genevas-wineries-open-day-2024/>
- Bol d'Or Mirabaud (June 14-16)
<https://boldormirabaud.ch/>

More information : <https://www.geneve.com/en/plan-a-trip/agenda>



A large, open-air courtyard with a modern glass-walled building in the background. In the center, a complex wooden structure is under construction, featuring numerous vertical posts and horizontal beams. A large white flag with a prominent red crescent is draped across the top of the structure. The courtyard floor is paved, and a person is sitting on a wooden pallet in the lower right. The sky is blue with some clouds.

**LET'S MEET WITH THE INTERNATIONAL RED CROSS
AND RED CRESCENT MUSEUM!**

MUSÉE
INTERNATIONAL



DE LA CROIX-ROUGE
ET DU CROISSANT-ROUGE

Je souhaiterais que le monde soit guéri.

Towards a caring museum



Who cares? ————— **Genre**
et action humanitaire —————
Gender and —————
————— humanitarian action
31.05 ————— **09.10.2022**

musée + c genève
www.redcrossmuseum.ch



10 ideas for a feminist and inclusive museum

INTERNATIONAL RED CROSS AND
RED CRESCENT MUSEUM TOOLKITS

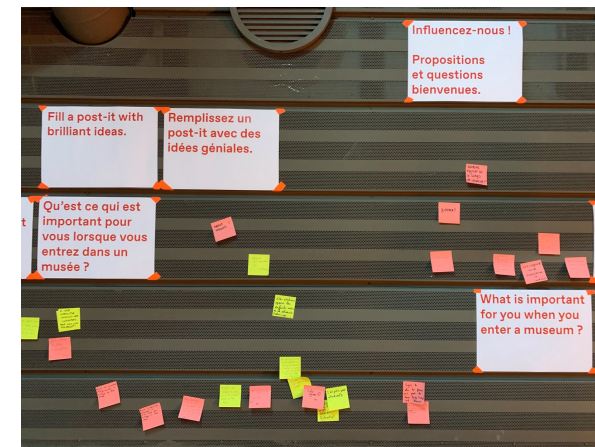
By Rebecca Amsellem and Pascal Hufschmid,
with the support of the Museum's staff



Acknowledging and sharing power



“
The
best
IS
YeT
To
Come”
”





EXPLORE COLLECTIONS RESOURCES PRESS ✕

RESOURCES

← FILTER

AUDIOS, IMAGES, EXHIBITIONS, OBJECTS	AUDIOS, IMAGES, EXHIBITIONS, OBJECTS	AUDIOS, IMAGES, EXHIBITIONS, OBJECTS	AUDIOS, IMAGES, EXHIBITIONS, OBJECTS
Podcast Histoires d'objets 6th episode	Renovation of our reception areas !	MONTREUX JAZZ ARTISTS FOUNDATION CARE Playlist Interview with Stéphanie-Aloysia Moretti (copy)	Human.Kind. Video
AUDIOS, IMAGES, EXHIBITIONS, OBJECTS	VIDEOS	VIDEOS, FOCUS	VIDEOS, EXHIBITIONS



Empowering

Useful

Inclusive

Hybrid

Co-constructed

Porous

Consistent

Diverse

Kind

Hopeful

Je souhaiterais que le monde soit guéri.

Thank you!

GENEVA

LET'S KEEP IN TOUCH!

GENEVA TOURISM

Kristelle Charré

Market Manager North America & Asia

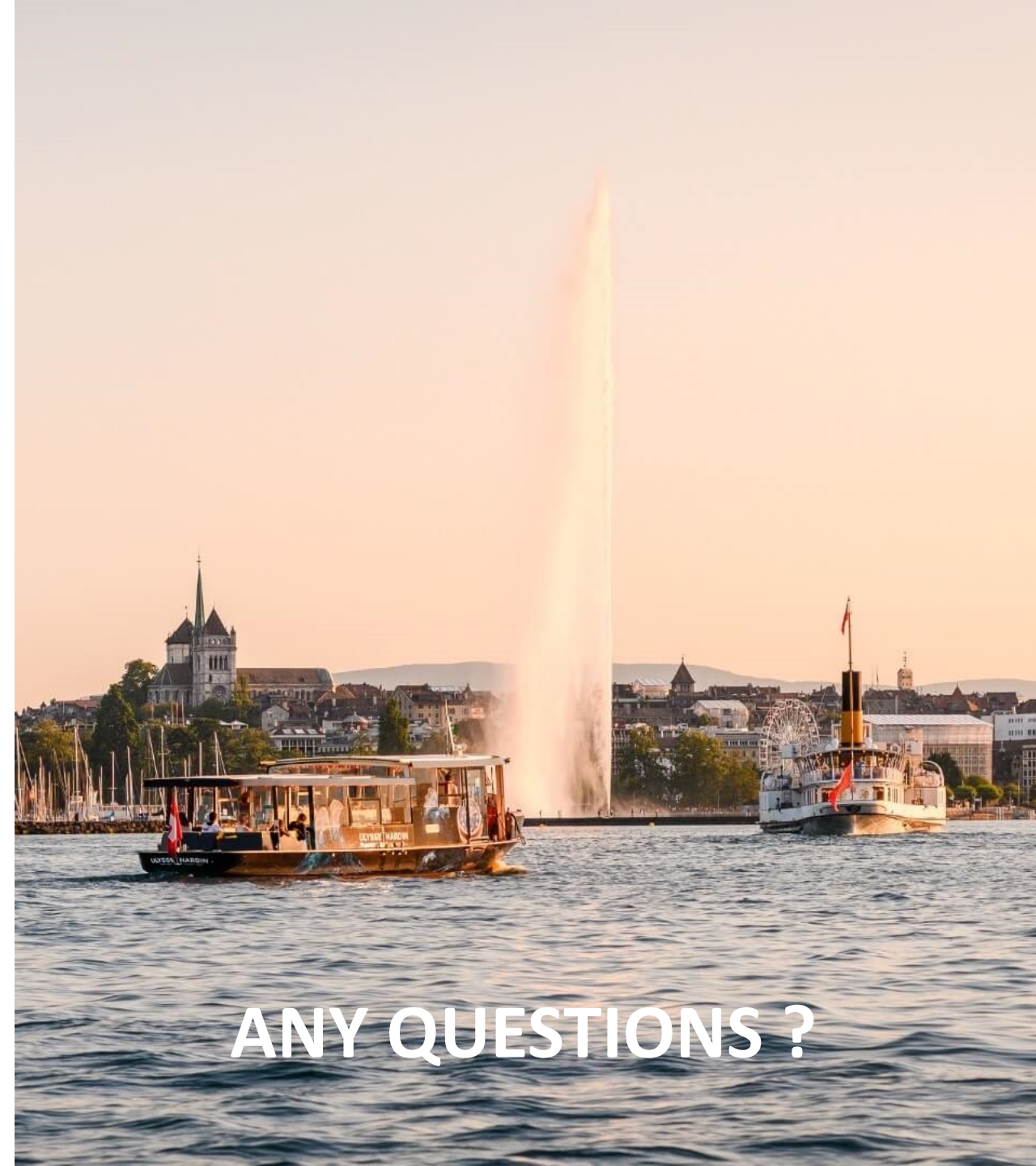
kristelle.charre@geneve.com

International Red Cross and Red Crescent Museum

Pascal Hufschmid

Executive Director

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ANY QUESTIONS ?



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Visit [geneve.com](https://www.geneve.com)



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