

# ZERMATT INSIDE

150 YEARS OF THE FIRST ASCENT OF THE MATTERHORN

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Municipality of Zermatt, Citizens' Community of Zermatt, Zermatt Tourism, Zermatt Bergbahnen AG, Gornergrat Railway/Matterhorn Gotthard Railway

**The anniversary year has begun.** The police services of the four municipalities of Zermatt, Täsch, Grächen, and St. Niklaus now form the Zermatt Regional Police. After the authorities of St. Niklaus and Grächen signed a police cooperation agreement with the municipality of Zermatt, the police services of these municipalities were taken over by the municipal police stationed in Zermatt as of March 1, 2015, according to the municipality of Zermatt in the current issue of "Zermatt Inside."

The police force of the now expanded regional police force has been increased by 300 full-time positions in line with the expanded area of activity. As the municipality further writes, the new agents, whose tasks include ensuring the safety of the population and carrying out preventive work, will begin their duties in the coming weeks.

The Zen Stecken biogas plant will also be fully operational in a few weeks, allowing all organic waste collected in Zermatt to be fed into the plant. The option of disposing of such waste from private households at public waste dumps was regularly used by the Zermatt population during a test phase. Following an evaluation, the final implementation of the system was decided upon on April 30th.

The grand launch of the jubilee year marking the 150th anniversary of the first ascent of the Matterhorn has already been completed, with media conferences in Bern and Zurich, as well as in London and Paris. In this issue, Zermatt Tourism reports on the numerous special media events and that numerous journalists from various countries will be visiting the Matterhorn village in the coming months to mark the anniversary. Zermatt hopes to secure international attention in this way.

[www.inside.zermatt.ch](http://www.inside.zermatt.ch)

## Zermatt Municipal Police – Expansion

NEWLY RESPONSIBLE FOR THE MUNICIPALITIES OF ST. NIKLAUS AND GRÄCHEN

**the regionalization of the municipal police force to include the municipalities of St. Niklaus and Grächen on March 1, 2015, a new chapter has begun for the Zermatt municipal police force. The Zermatt municipal police's area of responsibility now also extends to these municipal areas.**

### New model

In addition to the municipality of Täsch (since 2012), the two valley municipalities of St. Niklaus and Grächen have now also joined this groundbreaking model to ensure police service in their communities. Similar to the municipality of Täsch, the municipality of Zermatt has signed corresponding agreements with the new municipalities.

### Various tasks

The diverse responsibilities of the regional police include preventive work (e.g., schools), traffic monitoring (moving and stationary traffic), immigration control, ensuring peace and order, and much more. "Our goal is to work together in direct contact with the population as partners for security, peace, law and order."

### Increase in staff numbers

To ensure the duties in these two new municipalities can be fulfilled, the Zermatt Municipality Police Force has been expanded by 300 full-time positions. The new officers will begin their duties in the coming weeks.

### Added value for everyone – a win-win situation

By expanding the operational area and increasing the police force



**Due to the regionalization of the municipal police, the area of responsibility of the Zermatt municipal police has been expanded to include the municipalities of St. Niklaus and Grächen.**

On the one hand, the population can benefit from the diverse experiences in the individual municipal areas. At the same time, police officers have the opportunity to exchange their diverse insights with one another.

### Quality for Zermatt remains

By taking over the services in the municipalities of St. Niklaus and Grächen, nothing will change in the police service in Zermatt – the existing quality will remain unchanged and a certain

number of agents will be present in Zermatt.

### contact

You can reach the Zermatt municipal police around the clock at 0279662222, [gemeindepolizei@zermatt.ch](mailto:gemeindepolizei@zermatt.ch) or via the doorbell at the police station in Haus Trifthorn (am Bach 7) with subsequent sender direct voice connection – in case of emergency via the number 117.

### Collection of bioorganic waste

#### DEFINITIVE INTRODUCTION

**The service for separate collection of organic waste from private households at public garbage dumps is being actively used by the residents of Zermatt.** Following an extended test phase and subsequent evaluation, the service is now scheduled to be definitively implemented in the municipality starting May 1, 2015.



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### Hirli chairlift

#### START OF CONSTRUCTION WORK IN SPRING

**in summer 2015, the Hirli ski lift will be replaced by a six-seater chairlift and extended.** Through these renovations and modifications, Zermatt Bergbahnen aims to increase transport capacity and optimize the slope layout. The Hirli chairlift is scheduled to open in the 2015/2016 winter season.



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### Swiss Holiday 2015

#### MEETING FOR TOURISTS

**Every year, the industry organization Switzerland Tourism organizes a Swiss holiday day for tourism professionals.** This year's industry meeting will take place from April 22nd to 23rd in the Zermatt-Matterhorn region, with well over 1,200 participants. The 2015 holiday program includes a wide range of topics.



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# Bioorganic waste from private budgeting – definitive introduction

Biogas plant in Zen Stecken will soon start operations

Since July 2014, labelled containers for the disposal of bio-organic waste from private households have been provided at the container houses near the public garbage shelters .

Following initial experience and feedback from the public, it was decided in autumn 2014 to extend this test phase until April 30, 2015.

**Final implementation**

Additional evaluations during the last winter months have shown that the collection of private bio-organic waste is highly valued and actively used.

Based on these findings, a decision was made, in collaboration with the service providers Schwendimann AG and Matterhorn Biogas Power AG, to definitively implement this service. Thus, the "Collection of bio-organic waste at public garbage dumps" service will be retained and definitively implemented starting May 1, 2015.

**That shouldn't be**

During the processing of collected organic waste, it is sometimes discovered that many other waste fractions, such as plastic, wood, glass, metal, or even garbage bags subject to a fee, are being disposed of in the marked organic waste containers. This generates additional costs for subsequent mechanical sorting and can cause damage to equipment and machinery.

**Proper disposal**

How do you properly dispose of organic waste? You can dispose of your collected waste either loose or in a compostable bag in a marked container. Other non-compostable bags may not be used for this purpose, otherwise the entire container contents must be disposed of with municipal waste.



Bioorganic waste from private households must be disposed of in such containers.

We appeal to the public's discipline to ensure that only organic waste is disposed of in the marked containers.

**biogas plant**

Recently, work began on filling the fermenter of the Matterhorn Biogas Power AG biogas plant with seed sludge from another biogas plant. In order to achieve the necessary

In order to launch the fermentation process, bioorganic waste has since been gradually added to this sludge. It will take several more weeks until the biogas plant can fully commence operations and the start-up phase is completed. The subsequent feed-in of the energy into the local power grid and the distribution of the digestate on the fields and meadows will complete the natural cycle.

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# A look at the Grand Council

**EG** In the March session, which took place in the week from 9 to 13 March 2015, there were two main items that occupied the Grand Council.

First, the mercury issue in the Grossgrund Canal was addressed in a special debate on Thursday afternoon. 14 interpellations, nine postulates, and one motion were discussed. In recent weeks

and months, the media has repeatedly reported on the  
The full extent of the matter is being reported. Here, the focus is on coming to terms with the past and Lonza's conduct, as well as the financing of the remediation of the individual properties. Private landowners between Visp and Raron are directly affected. Many questions remain unanswered at the moment, and it will likely take months before clarity is achieved. The Grand Council did not approve the establishment of a parliamentary commission of inquiry (PUK). The canton is leading and monitoring the investigation process.

Furthermore, the R21 was adopted. This is for the revision of Articles 26, 36–59, 66–68, 84–86, 88 and 90 of the cantonal constitution. This became necessary because the Federal Court ruled that the electoral system for state/  
Grand Council elections are no longer up-to-date. After tough and intensive discussions on Friday, the Council  
The new electoral system was passed last week. Voters now have the opportunity to vote on this revision in June 2015. It is a radical change to our current electoral system, which will likely be reported on extensively in the media in the coming weeks.

Some key points of this change: In the future, five State Councillors will continue to be elected using the same electoral system.  
There are now six constituencies, each with three sub-constituencies. For Upper Valais, there are now two constituencies. One of these constituencies is Visp with the three sub-constituencies of Visp, Westlich Raron and Leuk. The distribution of seats



**The March session of the Grand Council addressed, among other things, the mercury problem and R21.**  
On the left in the picture: Grand Councillor Anton Lauber.

Photo: WB

The new system is based on the double Puckelheim system (developed by Professor Dr. Puckelheim). The population of Upper Valais is becoming increasingly smaller compared to the rest of the canton. As a result, the proportion of political representatives will decrease. A clause in the constitution guarantees Upper Valais 35 Grand Council seats to protect minorities. This is causing great emotion and anger, especially in Lower Valais. This clause will likely be the subject of extensive media coverage in the near future. The new electoral system still raises many questions. The Grand Council members are always ready to answer them.

In addition to these weighty topics, a law on prostitution and an amendment to Articles 28a and 28b of the Introductory Act to the Swiss Criminal Code were also passed.  
  
Report of the Audit Committee (GPK) gave input view of the Giroud dossier and several annual reports  
Interparliamentary committees discussed the matter. Over 73 interpellations, motions, and postulates were decided this week. On Friday afternoon, the Grand Council's traditional soup is served during the March session.

# «the matter horns»

67th District Music Festival on 13/14 June 2015 in Zermatt

**EG** After 1999, the Zermatt Matterhorn Music Society once again has the honor of organizing the Weisser Zehnden District Music Festival. On June 13-14, 2015, 16 music societies from the Visp district will meet for the traditional district music festival in the Matterhorn village.

**program**  
«the matterhorns» – The Matterhorn Music Society is in a festive mood and invites the public to the festival tent on the Obere Matten in the late afternoon on Saturday, June 13, 2015, for entertainment with music and dancing. On Sunday morning, around 700 musicians from the Weisser Zehnden will arrive in Zermatt. The welcoming ceremony will take place in the sports arena, and for the first time, the new Zehnden March of the Visp District Music Association will be performed together by 700 musicians. This will be followed by a colorful parade through the village (Steinmatte – Kirchplatz – Bahnhofstrasse – Festplatz Obere Matten). Afterward, the

In the festival tent, all musical societies will perform a variety of music on the festival stage. During the afternoon, new young musicians will be inducted into the association, and 40 deserving musicians will be honored for 25, 35, and 50 years of active service. The festival then ends later in the evening.

**Helpers and sponsors wanted**  
As a village organization, the Matterhorn Music Society relies on the support of sponsors and many volunteers to ensure the smooth running of an event expected to attract around 2,000 visitors.

Interested parties can contact the president of the Matterhorn, Markus Julen, and Josi Truffer (helper coordination).  
  
In this spirit, the Matterhorn Music Society invites the public to a musical village festival on the festival grounds in Obere Matten on the weekend of June 13-14, 2015. This weekend, the Matterhorn Village will be dedicated entirely to brass music! – "the matterhorns."



**Zermatt will be all about brass music on the weekend of June 13-14, 2015.**

## IMPRINT

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# Staff changes at the Integration Office in the Inner Mattertal

EVA JENNI IN OFFICE SINCE 1 JANUARY 2015

On January 1, 2015, Eva Jenni assumed the role of Integration Officer for the Inner Matter Valley. Since January 2014, the Integration Office has been affiliated with the SMZ Upper Valais.

Eva Jenni is primarily committed to the implementation of the cantonal integration program (KIP) in the Inner Matter Valley and takes over the duties of the previous post holder, Damian Volken.

As part of RIO, the Inner Mattertal Integration Office deals with all integration-specific issues as well as the conceptual implementation of the cantonal integration program. This program is broadly based on three pillars:

### The pillar of information and advice

We give high priority to initial information. However, personal advice on migration-specific issues is also important.

### The pillar of education and work

This area is about, on the one hand, the Provision of language and integration

courses. The regional provision of these courses requires close cooperation with the various course providers.

On the other hand, good cooperation with the various employers is sought in this area in order to be able to offer optimal integration- promoting measures that serve and correspond to the regional labor market .

### The pillar of understanding and social integration

This area primarily focuses on organizing the translation service and providing support in the creation and submission of projects promoting integration. Targeted public relations work also promotes and encourages awareness of the issue of integration.

### About Eva Jenni

Eva Jenni, originally from Malters, Canton of Lucerne, has lived in Valais for over ten years. She has built her previous experience on a basic commercial education and has continually expanded her knowledge.

tert – especially in the area of project management.

Thanks to her great commitment and interest in other people, she has been able to integrate very well into the Inner Matter Valley region over the past few years. She was elected to the Täsch municipal council for a four-year term in October 2012. Her motto is "learning by doing." Eva Jenni is very much looking forward to her new challenge as integration officer. She sees herself as a bridge builder and mediator between the locals and the migrants.

### Opening hours

The office of the Integration Office of the Inner Mattertal is open every Tuesday and Wednesday morning and all day on Thursday .



On 1 January 2015, Eva Jenni took on the role of integration officer for the Inner Matter Valley.

**Contact / Opening Hours**

Do you have any questions or would you like to make an appointment? You can reach me at

following days:

Tuesday	8:00–12:00
Wednesday	8:00–12:00
Thursday	8:00–17:00

**Integration Office Inner Mattertal**  
Haus Täschhorn, 3929 Täsch  
Tel. 027 966 49 22, im@integration-ow.ch

# JuBla goes to SoLa 2015!

SOLA 2015 IS JUST AROUND THE CORNER

This year, children and The director of JuBla Zermatt is heading to summer camp again for a week. This year's destination is in the Bernese Oberland ; however, the exact location and theme have not yet been revealed.

surprise you!

This year's camp will take place from July 18th to 25th. The JuBla team is already busy planning and organizing to ensure this SoLa is another great success. Fun, motivation, and action are sure to be on the agenda.

### New with children from Täsch and Randa

This year, not only the children from Zermatt have the opportunity to participate in the SoLa, but also those from the neighboring communities of Täsch and Randa. The management team hopes that children from

these two communities can be enthusiastic about the summer camp.

### Get to know each other

The children, leaders, and members of JuBla Zermatt have the opportunity to get to know each other before the summer camp begins. A JuBla event in May will offer an opportunity to gain insight into everyday life at JuBla. The exact date and details of this event will be announced at a later date.

### Registration

Are you a JuBla member, or do you want to become one? Do you have the time and inclination to spend a great week with other children this year ? Then the SoLa at JuBla Zermatt is the right place for you. Sign up and you'll have a fantastic and fun time with lots of fun and various



The children and leaders of JuBla Zermatt are travelling this year on the occasion of the SoLa summer camp in the Bernese Oberland.

experience planned leisure activities. The management team would be delighted if many children – including those from Täsch and Randa – would accept this invitation and participate in the 2015 summer camp . We would be pleased to accept your registration at jubla-zermatt@gmx.ch.

**Information/Questions**

Do you have any questions or need additional information?

Stephanie Abgottspon (camp manager) is happy to help you: 079 510 73 08.

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# Teaching times (block times) in primary school

## SCHOOL STRUCTURE WILL BE ADJUSTED STEP BY STEP

**With the introduction of HarmoS as well as the new Primary School Act and the new timetable in primary school and kindergarten, organizational changes are on the horizon for the 2015/2016 school year.**

**Furthermore, the school is increasingly adapting to changing family structures and the compatibility of family and profession.**

**Mandatory / new counting method**  
With the entry into force of the new Primary School Act, kindergarten is part of the compulsory schooling. The grade level is upgraded, and the same rules regarding vacations, etc., apply as in primary school. As previously announced, the school entry age will be gradually changed; in the 2015/2016 school year, children born between October 1, 2009, and February 28, 2011, will attend grade H1.

The counting method of the school years changes, so the 1st kindergarten (half-day) is called H1 class (1st Harmos class), the full-day kindergarten is called H2 class, the first class is called H3 class, etc. The school period is divided into three cycles:  
Cycle 1 includes

the H1–H4 classes, cycle 2 includes the H5–H8 classes (formerly 3rd–6th grades) and cycle 3 is attended by the orientation students.

**New lesson times**  
The new timetable is staggered: Students in grades H1 and H2 attend 12 lessons, those in grades H2 and H4 attend 28 lessons, and those in grades H5 and H8 attend 32 lessons instead of 33. This impacts class times and the timetable.

This is not an easy task, as the number of lessons must be evenly distributed across the half-days according to legal requirements. Furthermore, the school is attempting to take changing family structures and the compatibility of family and work into greater account by introducing block times .

Classes start again for all school children at 8:00 a.m. (H1/H2-Classes 8:45 a.m.) and lasts until 11:30 a.m., in the afternoon school is from 1:30 p.m.–4 p.m. (Fridays until 3 p.m.). Due to the smaller number of lessons, children in classes H1–H4 have



By joining the HarmoS Concordat, the canton has committed itself to gradually adapting its school structure.

New additional half days off school.  
The detailed timetables will soon be published on the Zermatt Schools website ([www.schulenzermatt.ch](http://www.schulenzermatt.ch)) and/or at information events . Furthermore, the school works

We are developing plans to ensure preschool care from 8:00–8:45 a.m. (H1/H2 classes), during lunch, and after school . Further information will follow soon . The school administration is available to answer any questions at any time.

# Matterhorn Waterski Club

## NEW TOURIST OFFER

**On November 13, 2014, the Matterhorn Waterski Club was founded in Zermatt in the presence of representatives of the municipalities of Täsch and Zermatt as well as a large number of water skiers and friends of water skiing.**

According to its statutes, the purpose of the Matterhorn Waterski Club is to promote and develop waterskiing in Täsch and Zermatt. The club is also open to wakeboarders. Within a short period of time, the Waterski Club's membership has grown to more than 60, demonstrating the interest in this sport.

**Water ski lift**  
The association contacted the municipalities of Zermatt and Täsch to construct a water ski lift on the Schalisee in Täsch. After the municipality of Zermatt had proposed a

After pledging financial support for the purchase and construction of the water ski lift , the Täsch municipal council decided to purchase the ski lift and implement this interesting project. The ski lift will be 109 meters long, making it the longest in the entire Valais. Compared to conventional water skiing with motorboats, the ski lift is more environmentally friendly and protects the riverbanks.

The choice of location on Lake Schalisee ensures easy access for both the residents and guests of Zermatt as well as for people from Upper Valais interested in water skiing.

**Information and registration**  
Information on:  
[www.waterskiclubmatterhorn.ch](http://www.waterskiclubmatterhorn.ch)  
Registration for club membership:  
[president@waterskiclubmatterhorn.ch](mailto:president@waterskiclubmatterhorn.ch) or directly with the president  
Thomas Julen, PO Box 263,  
3920 Zermatt, Tel. 027 967 75 75

**Tourist significance**  
The construction of the water ski lift will create an additional tourist attraction . It offers an exceptional range of options : summer skiing at 3800 m above sea level on the Klein Matterhorn in the morning and water skiing on the Schalisee in the afternoon. This is a unique pleasure and sporting experience that

is unavailable in any other region in Europe. During the summer months, Valais's tourist destinations feel the impact of foreign competition.  
  
This new tourist offer for locals and guests is supported by Zermatt Tourism as well as many hoteliers in Zermatt.



The Schalisee in Täsch is the only lake in the Visp Valleys that is open to tourists and accessible by private transport.



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# Zermatt back in the day

## DS GMEIWÄRCH

### The community as an institution

The common work (ds Gmeiwärch) in the broader sense is the general, common, wholly or partially gratuitous work, for example the maintenance of a road or a water pipe. In the narrower sense, the common work is the duty of a

A community member or shareholder was required to perform personal services for the benefit of a community, such as the work of an individual in maintaining a road or a water pipe. It was a core element of rural community life.

and a widespread institution in Upper Valais.

In earlier centuries, when there was only the burgher community, these tasks were carried out as a collective effort by the individual burghers.

The municipal or resident community has only existed since 1848. Around this time, the

Work on paths, roads, buildings as part of the community work

Over time, the municipality began to have community work performed by hired personnel.

Even today, in some municipalities in Upper Valais, the community work still exists, be it it at the community level or at

Forest, alpine or water communities. The Gemeinschaften, these well-organized cooperative associations of farmers to

special, precisely defined and delimited economic purposes, obliged adult men to participate

me at the community work. The community work is not only found in Upper Valais, but throughout the entire Alpine region. In Lower Valais, it was called "Manoeuvre", in Graubünden «Lavur cumina» and in Austria «Gemeinderobot» or

"Common law" and in some places it is referred to as "Tagwen" or "Tagwen services".

All citizens were obliged to perform the ordered community work, provided they were able to work and were not prevented from doing so by illness or other important

were prevented from doing so for any reason.

### Types of common works

Zermatt used to be a social and economic community of fate, whose progress and existence are essential

by the alignment of needs and vital interests and through a strong solidarity against-

mutual help and support. Life took place within the community, which cared for the individuals and was in turn supported by them. The mountains and forests were used jointly, and they were tended and cared for in joint works. An entire system of shared labor developed.

### Ordinary common works

The changing seasons and the na- The existence of civil powers required the annual performance of certain necessary works, the postponement of which would have had unforeseeable consequences for the common goods and their management. These annually recurring and

Work, the sequence and significance of which was clear to all involved, formed the core of the community works and

the prerequisite for the use of common goods and strengthened the sense of community in the village

nossen. Thus, there were communal works in the extensive Alps and forests, but also on waterways, water pipes, roads, bridges, and dams. These necessary works were apparently so self-evident that they were hardly recorded in documents.

be mentioned.

### Extraordinary public works

Extraordinary teamwork We do not only encounter destructive natural events, but also in large-scale projects for the benefit of the general public or the parish, such as the construction of community centers, schools and bakeries or churches and chapels.

### Duties

The individual citizen or sharer who performed community work, was involved in the creation of the the work as a beneficiary directly and personally interested. This was especially the case with ordinary community work on the Alps, forests and water pipes.

The mayor appointed the Community Work Day. To monitor the work, the work to be performed within the framework of the community work was notched on the "Kehrässeln," the duty sticks. "Tässla" were 1–2 cm wide and approximately 12–15 cm long pieces of wood into which the individual duties (Gmeiwärch) were carved.



The construction of the Hotel Zermatterhof is the most famous community project in the Matterhorn village. Pictured: The Grand Hotel Zermatterhof around 1879.

of the individual Tässlmann. The Tässlmann had a piece of wood

chen, the counterpart remained for control with the civic community or the economic community or the

so-called Tässelvogt.

### Hotel Zermatterhof – as Gmeiwärch

The most famous community work in Zermatt is the construction of the Hotel Zermatterhof.

The founding charter of 18 March 1874 stipulates that all citizens living in Zermatt are obliged to contribute to the construction of the Hotel Zermatterhof.

were. Literally, among other things, this

Founding document: «The municipal council considering that both the present and future interests require that here in the village

Zermatt is one of the material developments appropriate hotel will be built as soon as possible, has decided and decides that for general agreement and greater promotion and participation, the following rules have now and in the future legally binding force, namely

first:

**primo 1.** The construction of the hotel in the village of Zermatt should in no way increase the regulations, i.e. the citizen's tax for livestock taxes, or impose any costs.

**second 2.** All citizens living in Zermatt

gers have after they have received the work or the money used for the hotel

have been compensated, an equal share of the usufruct.



**3rd terce** Only the Bur- gers are entitled to the enjoyment of the hotel and active citizens are understood to be a household, so the mentioned usufruct must be distributed equally among the active citizens.

**4 quatro.** No citizen may alienate in any way his share of ownership or usufruct.

**5 tons.** It is expressly agreed that all citizens should participate in the construction as much as possible without making any preliminary cash payments. However, the work performed will be considered interest-bearing capital, which, like the capital, will only be paid when the building generates cash. This provision is made for the sole purpose of preventing the community from being burdened with high-interest-bearing capital too early. However, should special interests or particular advantages require that part of the amount be paid in cash, the commission or the governing council has the authority to do so.

**6. sexto.** If mortgages are stipulated in the case of loans, the house is liable as the sole

mortgage. **September 7.** The commission, that is, the entire governing council, is guaranteed and appointed with all possible powers for the entire duration of the construction, whether for the conclusion of contracts or the procurement of the necessary funds.

Dr. Thomas Julien

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# What do our children do in their free time?

## CHILDREN AND THEIR LEISURE ACTIVITIES

**Mountain biking – Climbing – Karate – Jugendmusik – youth fire brigade – tennis – JO-Ski – Ice Hockey – Floorball – Bärg-JO – JuBla – Football – Gymnastics – Guggenmusik – Altar Boys – Forest Playgroup – Jugi – Drums and Fifes – Table Tennis – Golf – Cycling – Skating – Youth with Impact – Children's gymnastics – Volleyball kids – Kickboxing – Parent-child gymnastics – Dancing and singing – music society – traditional costume club – playgroup – music school, etc.** A diverse range of guided leisure activities is available to children and young people in Zermatt. Coaches, instructors, conductors, leaders, pros, teachers, gymnasts, youth workers, and dedicated parents organize, explain, demonstrate, and supervise countless training and practice sessions, often on a voluntary basis. The children pursue meaningful leisure activities together with others, cultivate friendships, and experience interesting activities together. They can be found at tournaments, music festivals, sporting events, recital practice, in the gymnasiums, on the stage, on the golf course, on the ski slopes, and more.

With so much to offer, it's not easy to keep track. On the Zermatt municipality website (<http://gemeinde.zermatt.ch/div/vereine.html>) and the association «Family Supplementary Offers» (<http://www.fea-zermatt.ch/fea/>) parents and children can find out about the various associations and their offers.

What exactly do our children do in their free time? What do they enjoy about their leisure activities? What motivates them? With this in mind, we present children and their leisure activities in the issues of "Zermatt Inside."

**Perren Anna – Ballet/Dance**  
12 years old / 6th grade



**Anna, how did you learn dancing/ballet discovered?**  
"My mom discovered a dance studio in Brig and asked me if it was something for me. I was able to take a trial class at the 'artichoc' dance studio. I now feel comfortable with jazz dance and decided to switch to ballet, where I could learn the basics for all other dance styles. I've been dancing at the 'artichoc' dance studio in Brig for six years now."

**What do you learn from dancing?**  
"It was difficult at first. I learned the basic steps and jumps: half splits, splits, pli , battement, fondu. It's about learning the correct foot positions, skillfully bending the legs, dancing on tiptoes, etc. During the warm-up, I got to know completely new muscles (sore muscles...). I'm learning to coordinate my movements; the interplay between arms, legs, and head has to be harmonious: a straight back, stretched legs, a pulled-in stomach, and the correct head position are all trained. Then there's the music: my movements have to be in time and fit the music; after all, dancing is like telling a story with emotions."

**Where do you dance?**  
"On Wednesday afternoons, I dance at the 'artichoc' dance studio in Brig, where you can learn ballet, hip-hop, jazz dance, and more. I often practice at home as well. I was able to participate in performances with the dance group at the Zeughaus in Glis. We danced to the music of 'Swan Lake,' 'The Nutcracker Suite,' and 'Tour of Africa.'"

**Equipment?**  
"I dance in 'Schl pllini,' which are flexible shoes without heels and without a solid sole. I wear tights, a skirt, and my hair is tied in a braid or ponytail. That's all it takes."

**Practice, training?**  
"We are a dance group of ten children, and I train for one and a half hours a week at the dance studio and also practice at home. Warming up the muscles and various stretching exercises are very important."

**Fun factor?**  
"100%! I have a strict teacher, it's not always easy, I have to pull myself together, but ballet dancing is still great fun!"

**What prerequisites do you need to dance?**  
"Anyone can dance, even though our group currently consists only of girls. You need a strong body, the ability to endure a lot, and persevere. Nevertheless, I can let go when I dance, free myself from problems, and dance away the pressure. I always feel much better afterwards!"  
  
**And this too...?**  
"I really like that I can express myself freely when dancing, whether to classical or pop music. I am myself because I can dance however I want. There's a great variety, almost like in life; no one can tell you: 'You have to be like this!'"

**Anna, thank you very much for the interview!**  
  
**Monticelli Mirko – Biathlon and Cross-Country Skiing**  
13 years old / 1st OS



**Mirko, how did you discover biathlon?**  
"My father saw that biathlon existed in Oberwald and was fascinated. He took me and my brothers to a race and encouraged us to try biathlon."

My older brother Maikol, my younger brother Matias, and I were persuaded and we joined in."

**What do you learn in biathlon?**  
"I learned to stand and ski on cross-country skis (classic style and skating). In biathlon, I mainly skate (3 x 1.5 km). Then I practiced shooting and hitting targets 15 meters away with my air rifle. In the competition, I first run a 1.5 km lap, then I have to hold my breath and aim at the targets. If I miss, I run a penalty lap. There is always a change between running and shooting."

Shooting. Endurance is also very important; I've learned what perseverance means."

**What are the prerequisites for biathlon?**  
"You must be at least eight years old, be able to stand on cross-country skis, have stamina, and enjoy the sport."

**Equipment?**  
"I need cross-country skiing equipment, which means boots, poles, and skis, as well as a racing suit. For biathlon, I also need an air rifle and ammunition."

**Where and how do you train?**  
"I train on Wednesday afternoons, Saturdays, and Sundays on the cross-country ski trail between T sch and Randa, and in Oberwald. At home in Randa, our father set up an air rifle shooting range. My brothers and I practice there."

In the summer, I also train with an air rifle and go inline skating."

**Competitions?**  
"My two brothers and I participate in biathlon competitions almost every weekend in Switzerland (Kandersteg, Realp, Obergoms), Germany, and France. We also participate in cross-country ski races and are like a small Swiss-Ski team. Our father is always there as a trainer and coach, and Mom also helps us when she's not too busy at the hotel in Randa."

**Successes?**  
"Every now and then I manage to achieve a very good result. In 2013, I finished second overall, and in 2014, I reached fourth place."

**Fun factor?**  
"It's a lot of fun, but it's exhausting. I actually love biathlon more than cross-country skiing. I like air rifle shooting."

**And this too...?**  
"It's a great hobby; maybe one day I can pursue a career as an athlete, who knows? With the support of the school, I manage to balance homework and sports."

**Role models?**  
"Dario Cologna and Benjamin Weger are my great role models."

**Mirko, thank you very much for the interview!**



**Alexander Domig**  
eidg. dipl. Tankrevisor

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# Mini playback show

THE LITTLE STARS OF TOMORROW – ALREADY BIG TODAY

On Saturday, April 18, 2015, the Mini Playback Show will take place again. The JuBla Zermatt and the Mattertal Youth Work Center once again put on a fantastic show.

### Singing and dancing

On April 18, 2015, the little stars of tomorrow will be able to sing their songs or show off their dance choreography on the large tent stage, where the big stars also perform during Zermatt Unplugged.

### Welcome

Who wants to see the future stars of tomorrow? The entrance doors to the

Mini playback shows are open to all fans and spectators who want to listen, watch, cheer on and, of course, applaud the little singers and dancers.

The individual groups perform a wide variety of songs, from Schlager and pop to rap. Come along and experience a unique show!

Start of the show approx. 11.00 am  
End of the show approx. 1 p.m.  
Where Tent stage  
of Zermatt Unplugged  
canteen fine Alpine macaroni, Drinks, coffee and cake  
Entrance free (door collection)

The JuBla Zermatt and the youth work office thanks the Zermatt Unplugged for the infrastructure, the Helpers and the great Support with the organization.



## To support the suffering and needy population

CLOTHING COLLECTION FOR UKRAINE AND EASTERN EUROPE

For months, media reports about Ukraine have kept us on edge, worried us, and deeply concerned. Nearly a million people are displaced or have been forced to leave their homes due to the chaos of war.

In April, the association "Hand in Hand – Your Neighbor" will conduct another clothing collection.

### Collection points

The association collects well-preserved and clean winter clothes, coats, jackets, trousers, sweaters, gloves, and shoes. These can be placed in boxes or garbage bags.

(Grocery stores sell black Garbage bags) can be disposed of as follows:

Saturday, April 18, 2015 at the following locations

- 9.30 a.m. to 11.30 a.m., Entrance to the workshop at the Sunneggabahn
- 9.30 a.m. to 11.30 a.m., Entrance to Winkelmaten Chapel
- 9.30 a.m. to 12.00 p.m., entrance to the parish center
- 3:00 p.m. to 5:30 p.m., Parish Center Entrance

**Tax exemption for donations**  
Donations to the association "Hand in Hand – Your neighbor" are according to the order of the

Cantonal tax administration of March 25, 2013, exempted from tax liability. Donations can be deducted from taxes within the legally prescribed limits.

Donations: to the account at the Walliser Kantonalbank, Zermatt/Sitten  
IBAN number: CH36 0076 5001 0163 4200 9.

Every franc helps in times of need.  
With best thanks for your support  
Association "Hand in Hand – Your Neighbor"

With the association's clothing collection "Hand in Hand – Your Neighbor" People affected by poverty can in Ukraine and Eastern Europe be supported.





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# New Hirli chairlift

## SKI LIFT HIRLI WILL BE REPLACED BY CHAIRLIFT

**FC** this summer the twelfth plant  
**Since the merger of Zermatt Bergbahnen AG, several lifts have been built. The Hirli ski lift, built in 1965, is being replaced by a slightly longer 6-seater chairlift. The extension of the facility will increase transport capacity and optimize the slope layout.**

Provided that Zermatt Bergbahnen AG receives the building permit on time by mid-May, construction work on the Hirli chairlift will begin in spring 2015.

This new facility will enhance the attractiveness of the slopes between Schwarzsee and Furi, directly beneath the Matterhorn's north face, and improve user comfort thanks to the chairlift's canopies. A first for Zermatt are the safety bars with "Kid-Stop," which reduces the distance between the safety bar and the seat , preventing slipping.

The detachable 6-seater chairlift starts in the valley next to the existing valley station of the Grande Dixence cable car and leads to the new mountain station, which is being built directly next to the existing mountain station.

Thanks to the new positioning of the valley station in the Joscht area, transport capacity can be increased and better adapted to the piste system.

**Slope Adjustments:**  
In addition, the Hörnli slope will be partially relocated and equipped with a modern snowmaking system. Two new avalanche masts will be installed, and a 390-meter-long return slope to the valley station will be built, also including a new snowmaking system. The cost of the chairlift is approximately CHF 14 million.

Some technical data	
Horizontal length	1980.5m
Difference in altitude	698.7m (255m more than before)
conveying capacity	2000 people per hour
Driving speed	6m/s
Number of armchairs	72 pieces
Travel time	just under 6 minutes
Number of supports	17

One Swiss franc. An additional three million Swiss francs is expected for the snowmaking system , along with the slope adjustments . The existing ski lift will, of course, be dismantled.



Photomontage of the new Hirli chairlift mountain station.

If everything goes according to plan, the Hirli chairlift will open for the 2015/2016 winter season. Information about the construction progress will be published on [blog.matterhornparadise.ch](http://blog.matterhornparadise.ch) as construction begins .

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- 4.5-room apartment / Winkelmatten **attic apartment**
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- 5½-room apartment / new building **near train station**
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# The Gornergrat delights with productions in the anniversary year

## TEMPORARY OFFERS THAT SURPRISE

**BGC** There is no comparable location in Switzerland for showcasing the high alpine region besides the Gornergrat. The Zermatt community and the Gornergrat Railway have recognized this and are using the anniversary year of the first ascent of the Matterhorn to draw attention to the uniqueness of the Gornergrat and surprise visitors with temporary offers.

Zermatt, as the epitome of tourism in Switzerland, offers the optimal platform for the development of the Gornergrat into the adventure mountain of the Alps. The 150th anniversary of the first ascent of the Matterhorn serves as a starting point for sustainable development and activation of summer on the Gornergrat. Based on the existing values, high-quality activations are being developed in collaboration with the Zermatt Civic Community and the Gornergrat Railway with the goal of creating a continuous chain of experiences for guests – from the valley to the mountain and from the mountain to the valley. All service packages relevant to guests come from a single source. Customer and service orientation is high, and orientation and information are easy to access.

### Pop-up on the Gornergrat

The magic of the temporary and the fleeting. In times of product availability anywhere, anytime, temporary and limited offers create a magic of exclusivity. Pop-ups make place and time desirable again. Goods that are always available everywhere lose their appeal. The product is experienced less and less. And what you don't experience, you don't talk about, especially not on social media channels.

### Clear accent

With the launch of Base Camp Matterhorn last summer as a replacement for the Hörnli Hut, which was closed for renovations, Zermatt was able to send a strong signal to the world as the first measure of the anniversary celebrations. By combining the shelter's reduced and highly distinctive form with an equally strong visual communication design, Zermatt set a clear tone. This tone is now being expanded and sustainably recycled in the form of pop-up installations on the Gornergrat.

### Temporary presentation:

Several of the shelters at Base Camp Matterhorn will offer guests an innovative experience as part of a temporary presentation during the anniversary year on the Gornergrat. We will delight guests by temporarily transforming a large shelter into a museum on the Gornergrat. Complemented by an exclusive selection of museum-quality souvenirs, limited to the anniversary year, we will create a unique shopping experience on the Gornergrat in a unique atmosphere.



The shelters of the former pop-up hotel on the Hirli stand on the Gornergrat in summer 2015.

Photos: Gaudenz Danuser



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# Gornergrat and Mountain Guide Festival on 5/6 June 2015

## THE SLIGHTLY DIFFERENT FIRST ASCENT

**This year the Gornergrat-Celebration together with the cantonal Mountain guide meeting as a 2-day event.**

The Gornergrat Festival is entering its 6th edition. In addition to two alphorn world records, the world's highest wrestling festival was held last year . 2015 marks the 150th anniversary of the first ascent of the Matterhorn in Zermatt. The Gornergrat Railway is marking this special anniversary with the Matterhorn Whymper Pass and this year's Gornergrat Festival.

On Friday, June 5, 2015, the Gornergrat Festival will take place under the motto "Matterhorn Whymper Pass – a slightly different first ascent." Around 50 Valais mountain guides are invited to travel to the Gornergrat with important guests, dressed in mountaineering gear just like 150 years ago, and to benefit from the services of the Matterhorn Whymper Pass:

- Return journey Zermatt–Gornergrat
  - Summit photo in Whymper clothing (Clothes like 150 years ago)
  - Entry in the summit book
  - Mountain guide badge and summit drink at the Whymper Bar
  - Souvenir from 1865
- On Saturday, June 6, 2015, the Valais mountain guide meeting will take place on the Gornergrat and in Zermatt.

The Matterhorn Whymper Pass is available to everyone from June 1 to October 25, 2015, at the valley station of the Gornergrat Bahn in Zermatt (from CHF 69).

The Matterhorn Whymper Pass can be ideally combined with a visit to the open-air games can be combined. Those who already have a ticket for "The Matterhorn Story" can purchase the Whymper Pass for an additional charge of CHF 35 and benefit from the additional services.

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



# The media as a means of communication

## NUMEROUS MEDIA EVENTS AT HOME AND ABROAD ENSURE ATTENTION FOR THE ANNIVERSARY YEAR

**Whether media conferences or media breakfasts – journalists are important sources of information for the 2015 anniversary celebrations. After three media conferences in March, the program continues in May with media breakfasts and much more, continuing into the summer.**



"There's always a fight for journalists," says Edith Zweifel, media relations manager at Zermatt Tourism. Integrated into the communications for the 150th anniversary of the first ascent of the Matterhorn, this also means organizing media conferences and bringing in journalists . The next steps will take place in Germany – after a media conference tour. Four media breakfasts are planned for May.

**Open-air plays as a highlight**  
On March 10, the press conference for the launch of the Zermatt Open-Air Theatre "The Matterhorn Story" took place in Bern . The organisers of the open-air theatre invited the audience to the Matte Theatre, the home of director Livia Anne Richard.

It was a special atmosphere that already aroused great curiosity about the unique project on the Gornergrat. One journalist said spontaneously: "I want to

Be there for the premiere!" A first reading by the actors was presented , led by the director and accompanied by music from alphorn player Bruno Bieri, who also presented his instrument, the "Hang ." Daniel Luggen, Zermatt's tourist director and member of the steering committee for the 150th anniversary of the Matterhorn's first ascent, said of the sample : "This is going to be fantastic. Just listening to it gave me goosebumps."

**The rope team sticks together**  
Zermatt had already welcomed 20 journalists to the media conference in Zurich in June 2014. The participants at that time were included in the "Journalists' Rope Team." This rope team was reactivated for Bern – and some of the journalists were actually able to attend. Such as the representative from Swissinfo. She, too, was enthusiastic: "I want to see this play," was her spontaneous comment.

**Zermatt with the British and French**  
The media conference in London took place not just anywhere, but at the British Alpine Club. Around 30 journalists and ten Alpine Club members gathered and listened to the messages from Zermatt. On the walls: original Matterhorn paintings from the 19th century, and as a special reference, the original tent used by Edward Whymper during the first ascent of the Matterhorn was set up in the room. Livia Anne Richard presented the open-air theater "The Matterhorn Story," which naturally led to a lively exchange among the Alpine Club members between the Zermatt perspective and that of the British. The reaction of one young journalist was interesting : "The fact that the story of the Matterhorn



Media conference at the British Alpine Club in London.

I didn't know the first ascent would have such significance . This is totally exciting." He said this and took out his pen to write down more details on the topic.

In Paris, Zermatt was once again able to count on the hospitality of its neighbors Cervinia/Valtournenche. They had invited guests to a media conference at the Maison Val d'Aoste in the city center. Fourteen journalists were captivated by the Cervino, president of the mountain guides "Guide del Cervino," Gérard Ottavio . Both the Italian and Zermatt sides of the mountain presented their summer programs for the anniversary year.

**Media work continues**  
Zermatt Tourism has worked with Switzerland Tourism to develop a visit plan for journalists in the UK, USA, France , Germany, Italy, Japan, and China markets . At least two journalists per market will travel to Zermatt over the coming months to report on the events in Zermatt . Journalists will also be invited to the rehearsals and premiere of "The Matterhorn Story."

In the summer, Zermatt repeatedly relies on the unifying element for its media work – the media network.



# The tourism professionals come to Zermatt

1200 PARTICIPANTS EXPECTED AT THE SWISS HOLIDAY IN ZERMATT ON 22 AND 23 APRIL

Every year, the industry organization Switzerland Tourism organizes the holiday event. Zermatt is honored to welcome well over 1,200 tourism professionals. The industry meeting takes place from April 22nd to 23rd and addresses a wide range of topics that are likely to be of interest to tourism professionals from across Switzerland.

This gathering of tourism professionals is usually held in a larger Swiss city with the appropriate infrastructure . However, this year, Zermatt-Matterhorn will be the chosen destination for the 2015 holiday . This is due to its diverse locales and because Zermatt Tourism applied for this event four years ago .

### Almost 24 hours of programming

Guests will arrive in Zermatt around noon on Wednesday, April 22. The first breakout sessions will then begin in 30 different Zermatt venues.

Topics include "Thoughts and Perspectives on Switzerland and Tourism" by US Ambassador Susan G. LeVine, and "The Image Always Has the Last Word" with photographer Stefan Schacher and market researcher Christian Huser. Fifteen Zermatt residents are also participating as speakers. Heinz Julen will speak on the topic of "Staging, Stories, Emotions." This breakout session will be moderated by Marcelline Kuonen from Valais, long-time ST market manager and soon-to-be head of Valais Promotion. Daniel F. Lauber from the Hotel Cervo will speak on "Virtual Tourist." Markus Hasler from Zermatt Bergbahnen will speak on "Innovation in Winter Tourism." And Daniel Luggen will address the topic of "Help, I don't have a Matterhorn. How can I still learn from Zermatt?" Also of interest to Zermatt: Otto Jolias Steiner from Steiner Sarnen will speak on product development and staging. The company Steiner Sarnen created the Zermatlantis Museum. The Zer-

A lot is happening online over the 24 hours – on Twitter and Facebook

Twitter: Zermatt-Matterhorn and Juerg Schmid

Facebook: Zermatt-Matterhorn and MySwitzerland

Registration at [stnet.ch/ferientag](http://stnet.ch/ferientag)



The Zermatt-Matterhorn destination is delighted to welcome Switzerland's tourism experts to the Matterhorn village on the occasion of the 2015 Holiday Day.

Matter organist and choirmaster Elmar Rittiner sits at the organ and Pastor Stefan Roth guides interested people through Zermatt at night.

The program, featuring 81 speakers, lasts until 4 a.m. Then it's time for "power sleep," but only until 7 a.m. Then the networking and further breakout sessions begin again. The event is scheduled to end at 1:30 p.m. set.

### Excellent cooperation

After lunch on Thursday, April 23, visitors have the opportunity to experience Zermatt for themselves. The guests of the holiday day are professionals. They work in the tourism industry somewhere in Switzerland. Zermatt and its service providers therefore have the opportunity to

to the professional eyes. Project manager Sabrina Crettaz at Zermatt Tourism: "The preparatory work in collaboration with all our service providers went excellently. I would like to thank them in advance for that." And she adds: "I am sure everything will work out perfectly."

Register now and listen in the right place  
Zermatt tourism professionals can also still register.

The program is extremely rich. An app helps you find the right topics. Daniel Luggen, Kurdistr. of Zermatt, wants to encourage as many Zermatt residents as possible to attend the sessions: "Even the Matterhorn destination can still be helped," he says, referring to his presentation (see first column). See also Daniel Luggen's column on page 13.

# Zermatt Music Festival & Academy

A NEW VISUAL APPEARANCE FOR A FESTIVAL IN THE MIDDLE OF CHANGE

This year, the Zermatt Music Festival & Academy will once again present concerts in the village and on the Riffelalp. The event will take place from September 11 to 20 and will mark the 150th anniversary of the festival. First ascent of the Matterhorn.

With the festival's transformation, the Scharoun Ensemble Berlin, as Ensemble in Residence, will be placed even more centrally in the artistic program and will be received with the utmost honor. The Philharmonic Orchestra and the Young Academics will open the 11th edition of the Zermatt Music Festival on September 11, an edition with some changes.

From now on, a faster pace will determine the program: the festival will be shorter and more intense. From 11 to 20  
From September 1 to 31, 2015, it will offer an average of two concerts per day at various venues in and around Zermatt. This year's featured artists include Christian Zacharias and Stephan Genz, who will demonstrate their artistry in tailor-made concert programs.

The first ascent of the Matterhorn 150 years ago is the major event of 2015. We, too, will celebrate the anniversary – in our own way. Various works from 1865 will be performed in the concerts to immerse us in the musical atmosphere of that time.

to move.



Festivalgoers who make their way to Riffelalp can look forward to the "Claves présente" concert series in the chapel. The Swiss record label Claves grants artists carte blanche to present their latest recordings. Following the concert, there will be an audience meeting, with the small chapel providing the ideal setting for getting to know both the works and the performers. Among the performers this year is the Valais piano trio Nota Bene.

For the first time, the festival will also be held outside its

The Scharoun Ensemble and Christian Zacharias will perform at the Fondation Pierre Gianadda in Martigny, a first-class cultural center in the canton of Valais. In keeping with the authenticity of the mountain village of Zermatt and the majestic beauty of the Matterhorn, the music festival continues to pursue its goal of presenting first-class classical music – in all simplicity and with passion.

Zermatt Music Festival & Academy



# Zermatt digs deep into its pockets

## INSIGHT INTO THE FINANCING OF THE 150TH ANNIVERSARY OF THE FIRST ASCENT OF THE MATTERHORN

**The budget for the celebrations is around CHF 12 million. A good 40 percent of the Funds come from the Destination Zermatt-Matterhorn – from the municipality of Zermatt with 2.2 million CHF and from Zermatt Tourism with 1.9 million CHF.**

The Zermatt Hoteliers Association, Zermatt Bergbahnen AG, the Matterhorn Gotthard Bahn, and the Zermatt Civic Community are also providing significant financial and in-kind contributions and facilitating contacts with their suppliers. Last December, following a change in project manager, Zermatt Tourism stepped in to organize the celebrations and assumed project management and partnership management for the 150th anniversary of the first ascent of the Matterhorn. The least visible but arguably most important area of project management is finance.

Approximately 3.5 million Swiss francs flow into the budget from the sale of services and objects—for example, the Base Camp Matterhorn shelter—as well as from grants for subprojects. Partnerships represent a significant portion. A distinction is made between national and regional partnerships. Together, they contribute over 30 percent of the budget. The most important partners are the Peak Partners Mammüt, Swisscom, Matterhorn Gotthard Bahn, and the Swatch Group with its Tissot brand.

The Swatch Group contributed the largest amount of cash with its additional financing for Base Camp Matterhorn. The Canton of Valais and the Lotterie Romande are also important partners. Both are supporting the anniversary with approximately CHF 800,000. The partners are contributing more than just cash: they are also contributing in-kind contributions worth a total of CHF 2.6 million and communication services worth at least CHF 1 million.

**Project implementation depends on the budget** Although realized, it was funded entirely from the municipality's budget. A planning loan was approved for the Wolli Adventure Trail. The safety work for the fixed ropes on the Matterhorn was already completed in the summer of 2014. Numerous films and books received financial and

Unfortunately, the steering committee had to hold lengthy meetings to decide which projects could not be implemented due to cost-cutting measures. Among the canceled projects were some excellent projects that will certainly be taken back from the drawer and could enrich Zermatt in the future. Expenditures are dominated by the three pillar projects that support the anniversary: the Zermatt Open Air Theater, the Anniversary Week, and Base Camp Matterhorn with the Hörnli Hut. It should be noted that the destination is not contributing any money to the renovation of the Hörnli Hut – this was financed entirely from the Hörnli Hut Foundation's own resources and contributions from national and regional partners.

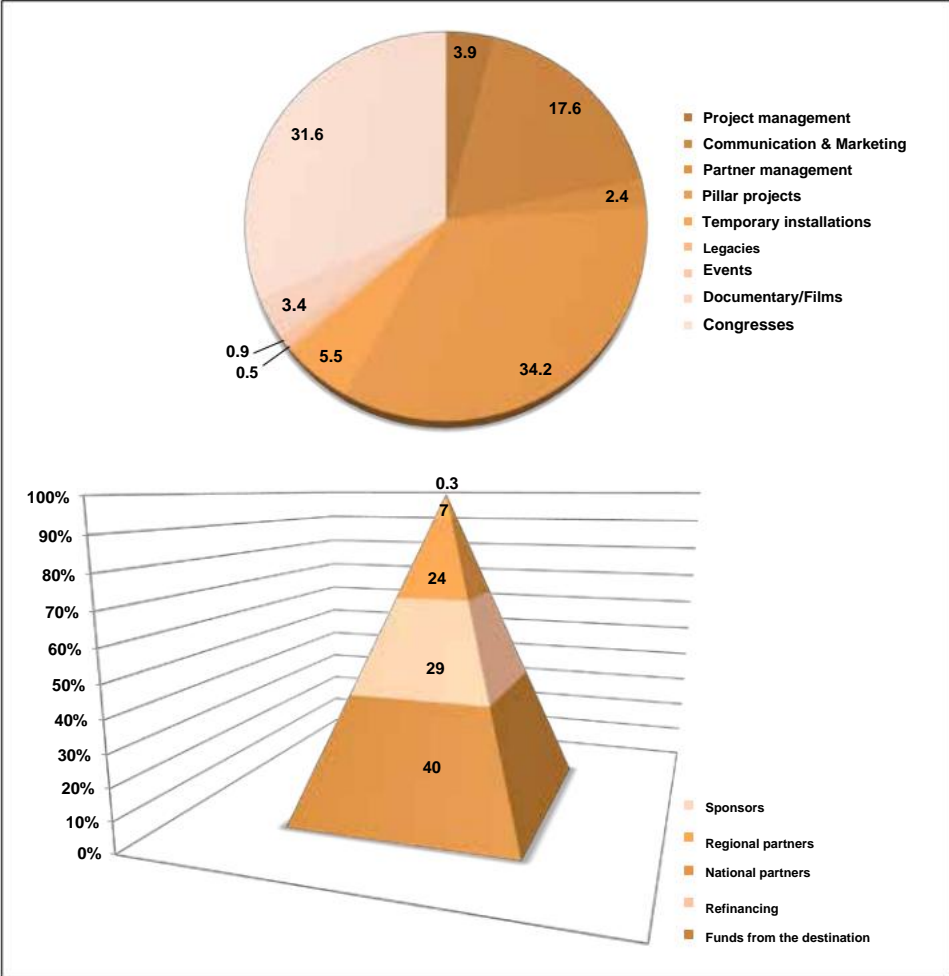
**Communication central for the sustainable impact** Since Zermatt intends to use the anniversary sustainably and as a communications platform, approximately 1.5 million Swiss francs are being invested in communications and marketing. This also indirectly includes the tourism industry conferences, which cost almost 4 million Swiss francs. However, Switzerland Tourism will refinance approximately 85 percent of the costs for the two conferences, "Swiss Holiday Day" and "Switzerland Travel Mart." This provides Zermatt with two affordable showcases for the national and international tourism world.

The temporary installations include the Gornergrat meeting point and the Matterhorn Plaza in the garden of the Grand Hotel Zermatterhof. Other projects had to be cut back due to cost-cutting measures: the paving of Bahnhofstrasse was

Although realized, it was funded entirely from the municipality's budget. A planning loan was approved for the Wolli Adventure Trail. The safety work for the fixed ropes on the Matterhorn was already completed in the summer of 2014. Numerous films and books received financial and organizational support: most notably the SRF DOK film "Tatort Matterhorn" and the official anniversary books by Beat H.

Perren and Hermann Biner.  
The entire accounting of the anniversary

The project is run by the Hörnlihütte Foundation and is professionally managed by Zermatt Support AG. The steering committee's goal is to present a balanced account at the end of the anniversary.  
  
The search for partners and sponsors is therefore not yet completely over. The steering committee hopes to convince one or two more entrepreneurs to invest in the anniversary so that all projects can be carried out as planned.



## Think outside the box from home

Dear insiders  
Dear Insiders

The time has almost come: on the occasion of Swiss Holiday Day (April 22–24), the tourism industry will be visiting Zermatt. Swiss Holiday Day is the industry congress under the patronage of Switzerland Tourism. Participants include decision-makers and service providers in the tourism industry: destination representatives, hoteliers, mountain railway managers, politicians, and journalists – a total of around 1,500 people. We are delighted to be hosting this major event in Zermatt.

In addition to the joy, we should also use this occasion to engage with colleagues from all corners of Switzerland, to exchange ideas, and learn from one another. Because – it's no secret – we're all in the same boat; we share the same challenges, such as high costs, complex regulations, or a strong franc. It's worthwhile to be aware of different opinions and approaches to solutions. And the great thing about it: we don't have to move much, because the tourism professionals come to us. So we can stay at home and look at the Swiss tourism world from a wider perspective.

So take advantage of this opportunity and actively seek out contact. Participants are easily recognizable in village life by their name badges with red, gold-flower ribbons around their necks.

Have fun networking, comfortably on your doorstep.  
  
Sincerely  
Yours, Daniel Luggen





# The supporting program for the big celebration

PROGRAMME BOOKLETS AND ONLINE EVENT CALENDARS PROVIDE CONTINUOUS INFORMATION

**Groups, service providers, and clubs are busy organizing their programs for the big summer of 2015. A lot is happening, celebrating the 150th anniversary of the first ascent of the Matterhorn. A program booklet and the online event calendar are helpful.**



The first comprehensive overview is provided by the German-language program booklet, which was distributed to all households in Zermatt, Täsch, and Randa in mid-March . The English and

French versions were published at the end of March and can be picked up at the Zermatt Tourism counter . The program booklets are also available online at [ztnet.ch](http://ztnet.ch) and at [zermatt.ch/150](http://zermatt.ch/150). The online event calendar at [zermatt.ch](http://zermatt.ch) also always provides the most up-to-date overview.

**Work in the quiet room**

Publishing a program booklet at a time when not all events have been organized or only a

A vague concept is a challenge. Every single event organizer – cable cars, community center, hotels, filmmakers, and others – had to be contacted so that the latest information could be included in the program booklet. The organizers' behind-the-scenes work therefore had to be brought to light first . Edith Zweifel, media manager at Zermatt Tourism and communications manager for 150 years: "This program booklet is a snapshot in time.

A second edition, which will be published soon, will include additional events and details.

**Events are continually being added**

For communication about the anniversary year, information must flow. Therefore, it is important that key players get in touch. Are there any additions to the events already published in the program booklet? Are there any additional events? Edith Zweifel will be accepting information. The deadline for the next updated program booklet is Tuesday, April 14, 9:00 a.m.

Information to: [edith.zweifel@zermatt.ch](mailto:edith.zweifel@zermatt.ch)

**Program booklets for pick-up**

The program booklets in German, English and French can be spoken at the Zermatt Tourism counter be picked up.

And can be viewed on [ztnet.ch](http://ztnet.ch)

and on [zermatt.ch/150](http://zermatt.ch/150)

and on [zermatt.ch](http://zermatt.ch) in the events calendar.



The cover of the program booklet. 28 pages, colorful and multifaceted.

## Financial advice at Raiffeisenbank Mischabel-Matterhorn

Ten years have passed since the merger of the Raiffeisen banks in Saas-Fee, Saas-Grund, Vispताल, and Nikolai-Zermatt to form Raiffeisenbank Mischabel-Matterhorn . Continuous improvements and quality optimizations are paying off. The balance sheet total has increased from approximately CHF 940 million to CHF 1.62 billion. The bank has thus become one of the largest Raiffeisen banks in Switzerland.

Since the merger, we've also reached new heights in terms of employees and memberships . Since 2005, 26 apprentices and 11 interns have completed their training at Raiffeisenbank Mischabel-Matterhorn. Of these, 16 apprentices and 5 interns received employment contracts upon completion of their training. Today, 70 people work at the adventure bank.

**People are the focus**

Many members value the advantages that Raiffeisenbank offers them. One good reason for this is the Raiffeisenbank philosophy, in which "people are at the center" is not just a slogan, but a philosophy that guides the thinking and actions of the bank's management. For our bank, the region's trust is reflected in the steadily growing membership numbers: While 8,602 customers were members in 2004, by the end of 2014, there were 11,942 cooperative members. The 12,000 membership mark represents the next milestone in the bank's development.

**Financial and pension planning**

Financial advice is a key component of Raiffeisenbank Mischabel-Matterhorn. A team of eight takes care of our customers' needs. Whether it's saving, investing, insurance, or retirement planning, we're happy to provide you with personalized advice. Sustainable and holistic wealth management and long-term client relationships are our top priorities. Our team is prepared for the challenges of the financial sector. Training and development of our employees are central to this.

Zermatt is of great importance to us within our bank due to the high added value in tourism . For this reason, we have established our team in Zermatt. Through his commitment, we gain a competent professional with 30 years of experience in wealth management, financial analytics, and portfolio management. Heinz Müller grew up in the Zurich region, has lived in Zermatt for 17 years, and has strong roots here. He is married to Dariane Müller-Perren. guess. The father of two has already started his new position. We warmly welcome him and wish him all the best.

Follow our bank at [www.erlebnisbank.ch](http://www.erlebnisbank.ch)





# The jewel takes shape

## RESTORATION WORK ON LORIHISHI IS PROGRESSING WELL

**The Lorihiischi will soon be re-roofed with old stone slabs. But it's actually already gleaming a bit. The historic building complex, dating from the 15th to 18th centuries, is being expertly restored. It will serve as a residential museum starting in fall 2016. What's sensational about it: The building's original structure, dating back to 1709, has been preserved to this day.**

Foundation Board President Leo Jörger is enthusiastic: "The work is progressing well. Several volunteers have contributed, and we are on schedule. However, we are still short of nearly 150,000 francs in donations." The Foundation Board, and probably all Randäers, hope that more generous donors can be found, such as foundations, companies, or private individuals. So far, 500,000 francs in donations have already been collected.

### Progress and status of work

One is justifiably proud to have such an old building on municipal land. After extensive planning and extensive preparatory work, the first construction phase began in the summer of 2013. The wooden area was secured so that all foundations and foundation walls could be renewed. The following year, the rotten walls were replaced. This left enough time to add a new roof structure in the fall . set. A beautiful upright tree adorned the roof ridge. On this occasion, the village population was invited to a tour and a "minashtra". "Work on the building will be completed by fall," says Leo Jörger. This means the roof panels are in place, and the interior floors and walls have been repaired.



**A wooden wall in the Lorihiischi dates back to 1268. The house was built before the founding of the Swiss Confederation in 1291.**



**Topping out ceremony at the main building of the Lorihiischi in Randa. The roof needed to be restored.**

The 2016 phase will involve the interior design and furnishing. Finally, the exhibits will be arranged. The opening of the museum is planned for fall 2016.

### Ancient building

The age of the wooden walls was determined using dendrochronology . This dating method uses tree rings to determine the age of the wood used. The trees in the oldest wooden wall in the basement were felled in 1268. This means that the first part of the building was already constructed around 1268. This makes a log wall of the Lorihiischi, the oldest surviving building in Randa, probably also one of the oldest components of the surviving buildings in the Visp Valleys.

The sensitive and extensive woodwork is being managed and carried out by a proven expert, Roger Aschilier. He runs the wood carving and joinery workshop in Breitmatten between Randa and Herbruggen. Regarding the restoration work, Leo Jörger said : "The canton and the Heritage Protection Agency are positively surprised by

the professional work being done at Lorihiischi.» By preserving the house and its rooms in their original function, the museum aims to provide future visitors with an insight into everyday rural life in a mountain village during the 17th, 18th, and up to the first half of the 20th centuries.

The property also includes a stable and barn, built in 1912. Twelve plots totaling almost 7,000 square meters, including around 1,200 square meters in the village center, are also available for use by the residential museum.

### Poor conditions an advantage for once

The fact that four women (three generations) lived in this house under impoverished conditions and never undertook any renovations is thanks to the fact that the building has been preserved in its original condition to this day. The house, with its extension, has eleven interior rooms . The kitchen on the upper floor still contains an original "Trächa" (traditional wooden trächä), and the living room and the bedroom each contain a giltstone stove dating from 1714. The building also features a "Schnätzschubä" (carving room), or workshop.

# Readings on mountain culture

## THE SUMMER PROGRAMME OF THE ASSOCIATION CULTURE ZERMATT

**The Zermatt Culture Association is committed to ensuring cultural events are held in the Matterhorn village. The summer program fits perfectly into the activities surrounding the 150th anniversary of the first ascent of the Matterhorn.**

"We receive many inquiries from authors and actors who would like to read or perform in Zermatt," explains Othmar Perren, president of the Zermatt Culture Association. The association has been commissioned by the municipality to review the offerings and select which events could enrich Zermatt – events that are a good fit for Zermatt and could appeal to locals as well as interested guests. "We made sure that our summer program fits in with the anniversary year," says Othmar Perren.

### agenda

- Fireside reading with Stefanie Ammann. "The Journey of the Soul – The Spiritual Path of the Mountain Farmer from Evolène." A tradition in Valais. Parkhotel Beau-Site, Wednesday, June 3, 7:30 p.m.
- Reading in the hamlet of Zum See, with Franziskus Abgottsson. From the book «The Lost Valley» by Zermatter Hannes Taugwalder. On life and tradition in Zermatt at the beginning of the 20th century. Restaurant Zum See, Thursday, June 18, 7:30 p.m.
- Musical reading with Franziskus Abgottsson. Featuring selected texts by Edward Whymper and Mark Twain. Beginning in September. Location and date to be announced.



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# By train to the stage on the mountain: Open-air plays on the Gornergrat

## «THE MATTERHORN STORY»

**GBZ** The Gornergrat Railway travels to Europe's highest open-air theater. On July 9, 2015, the Zermatt Open-Air Theater will celebrate its premiere on the Riffelberg with the world premiere of "The Matterhorn Story."



Love and death, fame and rivalry mark the path of the mountain pioneers led by the British explorer Edward Whymper, whose triumph soon turns into tragedy. Until 29. From August 1 to 3, the impressive production will recreate this world-famous drama. The open-air performance will be accompanied by numerous events and celebrations. The Gornergrat Railway is one of four peak partners that make this experience possible.

In 2015, Zermatt celebrates the mountain of mountains – it was the last four-thousander to be conquered in the Alps 150 years ago, on July 14, 1865 to be precise. On that summer day, Briton Edward Whymper and his rope team reached the summit of the Matterhorn (4,478 m) for the first time – a monumental feat that no mountaineer had ever achieved before, neither from the Italian nor from Zermatt. Edward Whymper was the first to reach the summit.

He was followed by the mountain guide Michel Croz (from Chamonix), Reverend Charles Hudson, Lord Francis Douglas, Douglas Robert Hadow (all from England) and the Zermatt mountain guides Peter Taugwalder father and Peter Taugwalder son. As heroic as the rope team made their way to the top, the story ended dramatically: On the descent, the

Four of the rope team (Croz, Hadow, Hudson and Douglas) fell fatally above the "shoulder" on the north face.

**Europe's highest open-air theater**  
"The Matterhorn Story" tells this captivating story of the first ascent in a newly written open-air theater. The stage on the Riffelberg (2,582 m) will be overwhelming, simply because of the unforgettable view of the Matterhorn – and it will be the highest open-air stage in Europe. The audience is immersed in the Zermatt of 1865, where love and death, friendship and rivalry, megalomania and belief in God drive its protagonists. In the trilingual performance, Valais German blends with High German and English (written descriptions are available in French, Italian, Portuguese, Japanese, and Korean).

**Ensemble of amateurs and professionals**  
The creative direction is in the hands of Bernese director and author Livia Anne Richard, whose work includes the hugely successful "Dällebach Kari." A majority of the 35 roles are played by Zermatt residents, with five to seven professional actors completing the ensemble.

**Good to know**  
The audience travels comfortably to the performance on the Gornergrat Railway and then back to Zermatt – unless an overnight stay on the Riffelberg or Gornergrat rounds out the experience. Performances take place from Wednesday to Saturday at 7:30 p.m. and on Sunday and August 1, 2015, at 2:00 p.m.

Tickets start at CHF 99.– including train ride to Zermatt–Gornergrat return tickets are available at [www.freilichtspiele-zermatt.ch](http://www.freilichtspiele-zermatt.ch). Anyone who wants to try their hand at conquering the Matterhorn before the performance can take advantage of the opportunity on the Gornergrat (see the Matterhorn Whymper Pass box on page 11).

**THE MATTERHORN STORY**  
July 9th – August 29th 2015, [www.freilichtspiele-zermatt.ch](http://www.freilichtspiele-zermatt.ch)



The play “The Matterhorn Story” by Bernese author and director Livia Anne Richard is entertaining, exciting, touching – and at the same time goes deep.



“The Matterhorn Story”: Love, death, rivalry, friendship, megalomania and belief in God.