

# 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

With the horn into the world

The sculpture "The Alphorn" near the stairs leading to the town hall terrace symbolizes the first ascent of Zermatt's landmark in 1865, which was celebrated in July. Those climbing the stairs are reminded of the facets of nature and its daily challenges by the curved alphorn , with its numerous details . The sculpture is also intended to be a means of communication, carrying the sounds of the "horn" throughout the world.

Even after the much-publicized anniversary week in July, the fanfares of remembrance have not yet died down. In addition to the evening illumination of the route used by the first climbers, the Matterhorn pioneers will also be commemorated through the end of August as part of the open-air performance. A host of local amateurs will offer an impressive and somewhat different perspective on the events of that time on the mountain of mountains, set against a breathtaking backdrop . In Matterhorn Village, however, the focus is n't just on the past: With the construction of the new Hirli chairlift, further optimizations in flood protection, and closer cooperation on the Gornergrat, the future is still being worked on. With the new Gornergrat 360 signature, Gornergrat Bahn and the Matterhorn Group aim to capitalize on the momentum of the anniversary and further develop the destination. The number 360 is at the center of this, emphasizing the panorama and the year-round offering.

And for the Zermatt schoolchildren , things will soon get serious again. Just a moment ago, they were enjoying their days off and, at the end of the anniversary celebrations, they were allowed to put a time capsule in a chest with their wishes for the next Fifty years. Until the capsule opens, they now have to bridge a few years and continue to diligently work on their own future. The new school year, which begins in mid-August , will bring some changes.

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

## "The story gets under your skin"

LOCALS AND GUESTS ARE FASCINATED BY «THE MATTERHORN STORY»

**The open-air performances on the Gornergrat are extremely popular in the village and with visitors. They attract guests from near and far to mark the 150th anniversary of the first ascent of the Matterhorn and demonstrate Zermatt's deep connection to the Matterhorn's history, which began in July 1865.**

"The story gets under your skin," emphasized Federal Councilor Eveline Widmer-Schlumpf, who attended the premiere of the Zermatt open-air theater "The Matterhorn Story." Premiere guest, former Federal Councilor Adolf Ogi, emphasized : "The Matterhorn is the most beautiful mountain in the world. It radiates strength and modesty and shows that the mountains were there before us."

**Very good ticket sales**  
Only those who dare win. The creators of "The Matterhorn Story" knew this too. How many guests will come, willing to make the long journey? Want to see something new? Project manager Matthias Blum commented: "We are incredibly pleased with the positive response from Zermatt, from visitors, and from the media. The interest in the theater set against this incomparable backdrop is incredibly high. The season so far has been very successful ." Some performances were already sold out in the first few weeks , while others were very well booked.

The Zermatt Open Air Festival attracts great interest from locals and visitors alike . The majority of the audience comes from Valais, the Bernese region, and the rest of the German-speaking part of Switzerland. Surprisingly, there are also many visitors from French-speaking Switzerland.

**Nature as a challenge**  
The logistical challenge regarding the infrastructure was successfully mastered in collaboration with the Gornergrat Railway. 60 tons of material for structures such as the grandstand and stage had to be transported up the mountain. The special conditions on the Riffelberg mean for an open-air production



A simple stage set against a magnificent backdrop: "The Matterhorn Story." Photo: Hannes Zaugg

Very special challenges: Everything had to withstand the alpine weather conditions. The lighthouses, for example, had to withstand high wind speeds . Structural experts specified the necessary measures, which were precisely adhered to. Anchors were installed, and weights in the form of water tanks weighing up to 16 tons were installed.

The further weather forecasts are optimistic, so the season until the end of August promises many beautiful evenings on the Riffelberg. "We'll take the weather as it comes. We're receiving excellent support from our meteorological services," says Matthias Blum. The play will be performed even in the rain, as long as everyone's safety is guaranteed.

**Good teamwork**  
The actors have grown enormously close as a group . Their shared performance on stage has transformed several encounters into friendships . During the rehearsals, Livia Anne Richard has succeeded in allowing their personalities to develop, allowing each and every one of them to contribute their important and irreplaceable part to the experience. The positive atmosphere among the actors is also palpable for the audience; the ensemble delivers a very joyful performance every evening.

**Until the end of August**  
"The Matterhorn Story" will be shown until August 29, Wednesday through Saturday at 7:30 p.m., and every Sunday at 2:00 p.m. Of the 37 performances, some are sold out by press time. Many Zermatt residents have expressed their desire to see the open-air theater again. Therefore, quick action is recommended. The actors are mostly amateurs, many of them from Zermatt and the surrounding area.

[Read more on page 2](#)

Terrace of the community center

ALPHORN AS A SYMBOL

Just in time for this year's anniversary, access to the popular photo point on the town hall terrace was improved, and the staircase was enhanced with the sculpture "The Alphorn." It is intended to symbolically convey the message of the first ascent to the world and, among other things, serve as a symbol of the daily challenges of nature.



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Grand Hotel Zermatterhof

LAUNDRY IN A TRADITIONAL HOTEL

The world-renowned Swiss lingerie brand CALIDA presented its new fall/winter collection at the historic Grand Hotel Zermatterhof. The hotel offered the perfect setting for the approximately 20-person production team, who had the entire 5-star hotel at their disposal for a week at the start of the last winter season .



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Hirli chairlift

WORKING ON MULTIPLE CONSTRUCTION SITES

work has been underway at five construction sites near the new Hirli chairlift since the beginning of June . The foundations for supports 8 to 17 have already been laid. If everything goes according to plan, all construction work will be completed by mid-September , and the lift can be put into operation on December 20, 2015.



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# The play thrives on the many small roles

Amateur actors from Zermatt and the surrounding area give much of their free time to "The Matterhorn Story"

🚩 The ensemble of "The Matterhorn Story" consists of a total of 40 people. Among them are several professionals as well as many Zermatt residents. They each receive spontaneous applause. The amateur actors themselves quickly notice how the audience reacts to the play .

They are the heroes and heroines who are in the spotlight five times a week and who sacrifice a large part of their daily lives for their passion, for a smaller or larger part in the open-air play "The Matterhorn Story." Starting in November 2014, the casting process took place in Zermatt under the watchful eye of writer and director Livia Anne Richard. Here are some of the Zermatt residents who are participating with passion and commitment.



**Ruth Thierstein**  
**Role in the play** Annamaria  
**Profession:** Businesswoman, ski instructor  
**Age** 49  
**In Zermatt** for 10 years  
**Hobbies:** Spinning, restoring furniture.  
Ruth Thierstein works on Monday and Tuesday evenings in the bar of the Hotel Matterhorn Lodge. She is a ski instructor and her passion, besides acting, is spinning

wool, especially the wool of the local Blacknose sheep. For her, this is like a meditation.



**Alice Villano-Biner**  
**Role in the play** Mrs. Cathérine Seiler, Alexander's wife Seiler  
**Profession:** Beautician with own studio  
**Age** 43  
**In Zermatt** since birth  
**Hobbies:** Lazing around, hiking, enjoying.  
Alice's mother is Italian.

In 1965, during the 100th anniversary of the first ascent of the Matterhorn, she was the hut warden at the Hörnli Hut. So her daughter Alice said to herself: "If my mother participated back then, then I should contribute something now, too." No sooner said than done, she became a member of the ensemble.



**Beat Zumtaugwald**  
**Roles in the play** Michel Augus-te Croz and mountain guide Payot  
**Profession:** Human resources manager  
**Age** 55  
**In Zermatt** comes from Zermatt  
**Hobbies:** skiing, reading fiction.  
Beat spent 9 years in Geneva and 12 years in Sitten. This is how that in the play

He actually believes he is a native French speaker—so perfect is his French accent when he speaks German on stage. He is often approached on the street and people praise the play.



**Rosemarie Baasch**  
**Role in the play** Berta, the farmer from Zermatt  
**Profession:** Bakery saleswoman, at Fuchs for 8 years  
**Age** 54  
**In Zermatt** for 33 years  
**Hobbies:** gymnastics, skiing, hiking, traveling.  
Rosmarie initially believed there was a "language problem" due to her Eastern Swiss dialect. The director

disagreed and hired her. Now her son, who lives in Thailand, comes to Zermatt especially to see the play. Rosmarie often receives enthusiastic comments in the bakery.



**Maria Mydliarová**  
**Role in the game** English tourist  
**Profession:** Bakery saleswoman  
**Age** 28  
**In Zermatt** for 4 years  
**Hobbies:** Hiking, drawing.  
Maria wanted to see Switzerland. From friends she heard from a location in Zermatt and drove to «the village in the Alps." "I've found my second home

here," she says. She's the only foreigner in the theater group, something Maria is proud of. "I really enjoy acting."



**Yolanda Fuchs**  
**Role in the play** Esther, the farmer's wife  
**Occupation:** Retired, formerly Fuchs Bakery  
**Age** 76  
**Born in Zermatt** . Only stay in "üssanah":  
French-speaking Switzerland Year  
**Hobbies:** Hiking, skiing, traveling, gaming, playing cards.  
Yolanda Fuchs has never been

on a stage. She and her husband really fell into it. At the beginning, it was a real challenge for them, and there were times of doubt. "But Livia motivated us," says Yolanda, adding, "Now it's really fun and enjoyable."



**Anja Rütschlin**  
**Role in the game** Rosi, the hotel employee  
**Occupation** Secretary at the community  
**Age** 32  
**In Zermatt** for 2.5 years  
**Hobbies:** skiing, hiking, sailing.  
Anja on her involvement: "Even if it looks like this hotel employee is just being reprimanded, she still plays an

important role." Rosi says that in the play, she says, she speaks what others only think. Anja likes Zermatt very much, but "I need water every now and then," she says, and then goes sailing on Lake Neuchâtel.



**Othmar Lauber**  
**Roles in the game** Mountain Guide Johann and court clerk Andean mats  
**Age** 61  
**Täsch** comes from Täsch and completed his apprenticeship in Zermatt  
**Hobbies:** Hiking, playing cards, acting.  
Othmar Lauber has a lot He has theater experience. For 30 years, he performed in many comedies at

the Taninchova Theater in Dänikon, Zurich. He observes that audiences can be very diverse: "You always notice right from the start whether the audience will react more or less."



**Pius Fuchs**  
**Role in the game** mountain guide, who is on the Wall sits  
**Occupation:** Retired, Founder the Fuchs bakery  
**Age** 78  
**In Zermatt** since 1963  
**Hobbies:** skiing, hiking, cycling.  
Pius sometimes still helps in his son's bakery

He married his wife Yolanda during the French-speaking They met in Lausanne in 1965. They founded the Fuchs bakery. The two enjoyed performing together at Riffelberg.



**Evelyne Mooser**  
**Role in the play** Madame Blanche (the woman in the long red dress)  
**Profession:** Jewelry saleswoman  
**Age** 65  
**In Zermatt** since 1970  
**Hobbies** Skiing, people, animals, flowers, reading, three Cats.  
«When I first arrived in When she was in Zermatt, it was love at

first sight. I had come home." If she had one wish from a fairy, she would like to have been born in Zermatt a hundred years ago. "That's why I'm acting in this play, because it's about the past."



## IMPRINT

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# Sculpture commemorating the first ascent of the Matterhorn

ACCESS TO THE COMMUNITY CENTER TERRACE IMPROVED

**The stairs of the community center have long been a popular photo point for photographing the Matterhorn.**  
In order to make this vantage point more accessible to Zermatt's guests , the local council has decided to provide access to the terrace in time for this year's anniversary of the first ascent.

The sculpture "The Alphorn," created by Turin sculptors Paolo Albertelli and Mariagrazia Abbaldo , has also been integrated into the staircase . Alphorns were once used, among other things, to communicate from alp to alp. "The Alphorn" is intended to spread the message of the first ascent of Zermatt to the world.

- «The Alphorn» stands for ... • the daily challenges that nature presents us, • the awareness to face these challenges with respect,
- the realization that overcoming challenges together takes precedence over individual success.

"The Alphorn" interprets these values by combining natural elements with man-made ones . Larch branches were combined with the bronze bell to symbolize the ruggedness of the mountains. The funnel-like shape of the bell incorporates the larch branches. The branches appear to flow downward, analogous to the formation of a tone in the alphorn.

The branches extending from the mouth of the alphorn are designed to resemble tongues, symbolizing the alphorn's communicative function. The mountaineers placed on the bronze branches also commemorate the first ascents. Many other small details have been incorporated into the sculpture and invite you to be discovered.



The sculpture “The Alphorn” near the town hall steps.

## Clean-up Day 2015

ZERMATT COMMITS TO THE CIVIL UNION ON 11 SEPTEMBER 2015

**This year again**  
The national Clean-Up Day was held. **On September 11 and 12, 2015, individuals, clubs, schools, and businesses throughout Switzerland took action against littering and for a clean urban landscape.**

**Tackling it together**  
This clean-up campaign has been carried out under the leadership of McDonald's in Zermatt since 2012. This year , it is supported by employees from

Coop, the company Schwendimann AG, the Zermatt Bergbahnen AG, the municipality of Zermatt and students from Zermatt.

In a three- to four-hour operation , volunteers collect waste in and around Zermatt and dispose of it properly.

**contact**  
Please help us to take a stand against littering in Zermatt on 11 September 2015.

You can support this cleanup campaign as an association, a company, or as a private individual and thus make a direct contribution to a clean environment.

**Contact us directly**  
Mica Prvulovic  
McDonald's Zermatt Tel.  
078 948 02 15  
MCD020@ch.mcd.com.

**Thank you very much for your support**



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# Japan trip as a highlight

## SCHOOL PRESIDENT'S REVIEW AND OUTLOOK

**The diploma ceremony took place on June 23, 2015, at the Grand Hotel Zermatterhof. Students in the third-grade class received their diplomas after successfully completing their education . They have thus fulfilled their compulsory education. A wonderful evening underlined this occasion. I wish our graduates the best of luck on their future journeys.**

At the end of the school year, many teachers organized events with their classes. The kindergarten performed the musical "Flinker Pfeil und sein Pony," parents spent a day at the forest kindergarten, and students stayed overnight at the school. The primary school also held reading nights, the UBS Kids Cup was held on Sports Day, the second-grade students performed the musical "Habibi," students went on school trips, and the fourth and sixth grades held their annual exams and held parent-teacher and transition meetings.

At this point, I would like to thank all the teachers for their great commitment.

### Japan trip

A highlight of the 2014/2015 school year was and is certainly the trip to Japan. Students from Myoko and Zermatt regularly visit each other. Zermatt and Myoko have a long friendship. This year, we were invited by Myoko City. With 23 students and four accompanying persons, we set off on the big trip on May 8th. We met our translator, Ando Ichiro, at the airport in Tokyo, and he accompanied us until our departure from Tokyo. Thank goodness!

He led us, always with the Swiss flag in his hand, from one city to the

others. Starting with the cosmopolitan metropolis of Tokyo, passing through Kyoto with its traditions, all the way to Myoko, where the Zermatt delegation was warmly welcomed by the families and the three junior high schools, and then back to Tokyo. He accompanied us from early morning until late at night and also supported us at all the official events. The task was to officially invite our friends from Myoko and Kyoto to Zermatt for the 150th anniversary of the first ascent of the Matterhorn and to deliver gifts. The wooden watches from Josef Partl were a welcome gift, as was the sweet "Meter Glück" (chocolate) that made everyone's eyes light up. We regularly shared photos of the trip with our parents at home.

After eight nights, we arrived back in Zermatt, bringing with us unforgettable experiences and a thousand impressions. Teachers Sonja Perren and Nicolas Eyer compiled the many contributions, photos , thoughts, and impressions of the children and their accompanying adults in a diary . What did the students like best and what impressed them most?

The following was recorded in our trip diary: "One thing is definitely the visit to the host family, the very nice students who treated the children like kings . It was unusual that the students ate lunch in the classroom every day.

Disneyland in Tokyo was cool. And of course, the social gatherings from morning to night."

At this point, I'd like to thank our team for the fantastic week. Their excellent care of the children helped make the trip a success. Arigato! Thanks to the generous financial support



A group photo during the visit to Japan.

We were able to make this trip possible thanks to the support of the Myoko Club Zermatt. By becoming a member of the Myoko Club Zermatt, you, dear readers, can help ensure that future generations of students can also travel to Japan . The contact person is the president, Franziska Lutz.

### outlook

At the end of April 2015, we informed the parents of kindergarten children and students in grades 1 and 2. Primary class at a parents' evening about the changes for next year (the June issue of "Zermatt Inside" reported on them in detail). We are also curious to see how the 2015/2016 school year develops, as various changes will come into effect in August : the new Primary School Act brings with it changes (school entry date, half-day kindergarten , adjusted timetable, assessment in grades from the 2nd grade onwards, etc.), the introduction of block times will standardize

Class times are changed, the expanded school administration begins its work, the Center for Development and Therapy moves into renovated premises, and the lunch table moves from the parish center to the school building. There were major discussions at the parents' evening on the topic of forest day in kindergarten. The vast majority of parents, however, find the forest day very good and an enrichment to everyday kindergarten life. All positions at the primary school and orientation school levels were filled before the end of the school year. We look forward to welcoming the new teachers to our district and the village.

On August 17, 2015, the new school year begins. We look forward to tackling the year together with you, dear parents and children.

**Warm regards, your school president  
Iris Kündig Stoessel  
Municipal Councillor for Education and Social Affairs**

# Extended school management team

## DEPUTY SCHOOL PRINCIPALS FROM SCHOOL YEAR 2015/2016

**The school administration is being expanded: The canton's performance agreement with the municipalities of Randa, Täsch, and Zermatt requires that the school administration, in addition to administrative tasks, primarily assume pedagogical responsibilities. This is primarily a consequence of the reorganization of the Valais schools, as all regions will be led by professional school administrations starting in fall 2015.**

### 700 schoolchildren and 100 teachers

Everyday school life in the orientation and primary school of the Zermatt, Täsch and Randa schools is a complex "puzzle" in which all parts must work together and work together in order to be a well-functioning school as a whole .

The sum of a school consists not only of teaching, but also of parental work, interaction with several school partners, dealing with difficult situations and schoolchildren, classroom visits, staff meetings, etc.

In this sense, school management is the direct superior of the teachers and has a comprehensive, legally anchored

A set of specifications, which consists of educational and citizen-oriented topics, is a complex and demanding task.

### Expansion of the school management

As part of the performance agreement , the canton has specified 200 percent of full-time positions for the pedagogical areas of activity (school development, teaching quality, support measures, orientation and transition, infrastructure resources, continuing education, etc.) at the Randa, Täsch, and Zermatt schools .

These constitute one-third of the school administration's responsibilities. Municipalities were recommended to allocate one-third to citizen-related tasks (administration, infrastructure, support structures, budgets, study organization, timetables, class times , etc.). In addition , there are additional areas of responsibility determined by the municipality (youth committee, library, before- and after-school care, school social work, etc.).

In this sense, the school management of the region is now operating with a total of 260 positions, which are allocated to each school level at



From left: Leo Schuler, Tanja Fux-Tscherrig, Danica Zurbriggen Lehner, Pino Mazzone.

one full-time headmaster and one part-time deputy headmaster are allocated:

**Orientation school**  
School Director Leo Schuler  
Deputy Tanja Fux-Tscherrig

**primary school**  
School Director Pino Mazzone  
Deputy Danica Zurbriggen Lehner

Tanja Fux-Tscherrig and Danica Lehner Zurbriggen are familiar with the daily routine of a school. They are both mothers of two children, hold teaching diplomas, have professional experience, and are currently completing the CAS (certified teaching and learning) program to become head teachers. The two deputy head teachers are looking forward to their new responsibilities and will be joining the school management team starting in fall 2015. They will be responsible for various areas of work within the schools in Zermatt, Täsch, and Randa.



# School social work has arrived!

## FIRST INTERIM BALANCE SHEET AFTER ONE YEAR

**In the 2014/2015 school year, the municipalities of Zermatt, Täsch and Randa launched the “School Social Work” project, which has already become established in the valley municipalities. School social worker Dolores Rovina takes stock of her work.**

### Arrived

The first year of the three-year pilot project for school social work in the inner Matter Valley has come to an end, and it appears that school social work has found its place at the schools in Zermatt, Täsch, and Randa. A total of 41 students sought support from school social work. They had questions about relationships and friendships, no longer felt comfortable at school or at home, were involved in conflicts, or needed support to achieve their academic goals. In addition, Dolores Rovina, as a school social worker, was able to accompany and advise 16 groups. Many students contacted the school social work office themselves, but numerous teachers and parents also took advantage of the new service at the schools.

### Open questions, open ears, open arms

Despite the positive use of the service, after a year, some questions remain unanswered regarding school social work. How exactly does a school social worker work? What issues can I contact the school social worker about? Is this service even necessary at our school? The school social work office is located directly in the school building. This gives students and teachers the opportunity to quickly and easily obtain support from a specialist agency independent of the school. The well-being of the children and young people is the focus of the work.

"We listen to their diverse concerns and work with them to find new ideas and solutions. We offer teachers a professional exchange regarding students' self-confidence and social skills. We work with them on social issues within the class or offer support with concerns about school culture," emphasizes Ms. Rovina. The office is also a contact point for parents who are unsure about how to deal with their school-age child and, if necessary, mediates between the school and the parents. If desired, we also provide contacts to other specialist agencies.

Considering the number of students mentioned above who already utilized school social work in the first year, the question of its necessity is self-evident. Of course, school social work could be done without it, but it is definitely an enrichment for the school and raises the crucial question: "How is it going?" Generally, school social work is met with great openness at the schools in the municipalities of Randa, Täsch, and Zermatt. This is very encouraging and important for the implementation of the project. The work is only feasible if teachers, the school administration, parents, and students cooperate with the agency. "I express my sincere gratitude for the 'open arms' with which I was welcomed as a school social worker."

### outlook

In the new school year, school social workers will have more presence time at the individual locations. Starting in August, Eva Franke will also be working as a school social worker in the inner Matter Valley, with a 40% workload. She will be working every Tuesday at the orientation school in Zermatt and



Eva Franke (left) and Dolores Rovina

Fridays at the primary school in Randa. The school social work team is very much looking forward to working with Ms. Franke.

"You can learn a lot over the course of a school year. As a school social worker, I've met many inspiring people, received many new ideas, and gained valuable experience that will certainly be helpful for our future work. I wish all of us the ability to implement what we've learned and achieve our goals."

### Further information

Further information on school social work can be found at [www.schulsozialarbeit-nbvm.ch](http://www.schulsozialarbeit-nbvm.ch).



Elektro Imboden, Bahnhofstrasse 18 in Zermatt

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Class distribution

Classes begin on Monday, August 17, 2015, at 9:00 a.m.

Kindergarten

Class	teacher	Schoolhouse Room	
1/2H 1	Nadine Hugenmatter	Walka 2	241
1/2H 2	Karin Truffer / Daniela Schmid	Walka 2	233
1/2H 3	Pierrette Wyer	Walka 2	242
1/2H 4	Linda Zengaffinen	Walka 2	243
1/2H 5	Rebecca Truffer	Walka 2	232
1/2H 6	Stephanie Imboden	Walka 2	231

primary school

Class	teacher	Schoolhouse Room	
3H A	Jelena Zimmermann	Walka 1	131
3H B	Karin Aeschlimann	Walka 1	132
4H A	Corinne Perren / Ines Zatta	Walka 1	121
4H B	Vanessa Lomatter	Walka 1	122
4H C	Stefanie Lauber / Manuela Amstutz	Walka 1	123
5H A	Paul Perren	Walka 1	141
5H B	Alois Summermatter	Walka 1	142
5H C	Imelda Troger / Florbela Fereira	Walka 1	143
6H A	Julia Graven	Walka 1	334
6H B	Felicitas Lauber	Walka 1	333
6H C	Daniela Brigger / Yvette Zumtaugwald	Walka 3	331
7H A	Thomas Camenzind	Walka 3	352
7H B	Iris Lengen / Marina Grgic	Walka 3	353
8H A	Roman Imboden	Walka 3	344
8H B	Silvana Willisich	Walka 3	343

Orientation school

Class	teacher	Schoolhouse Room	
1.OS1	Sabine Martig	In the yard	441
1.OS2	Thomas Kronig	In the yard	442
1.OS3	Salome Wüthrich	In the yard	443
1.OS4	Patrick Zumtaugwald	In the yard	421
2.OS1	Karoline Hänni Wyrtsch	drift	522
2.OS2	Nicolas Eyer	drift	532
2.OS3	Heike Seihn	drift	534
2.OS4	Carla Ziegler	drift	524
3.OS1	Susi Baur	In the yard	451
3.OS2	Siegfried Ritz	In the yard	452
3.OS3	Sonja Perren	In the yard	453



School and holiday schedule 2015/2016

Start of school	Monday, August 17, 2015, morning	
End of school	Friday, June 24, 2016, evening	
Autumn holidays	Fri. 09.10.2015 evening to Mon. 26.10.2015 morning	
Christmas holidays	Fri. 18.12.2015 evening to Mon. 04.01.2016 morning	
Sports holidays	Fri. 26.02.2016 evening to Mon. 07.03.2016 morning	
Easter holidays	Thurs. 24.03.2016 evening to Tues. 29.03.2016 morning	
May holidays	Fri. 29.04.2016 evening to Tue. 17.05.2016 morning	
Holidays	Tue. 08.12.2015 Immaculate Conception Thursday, May 26, 2016, Corpus Christi	
Compensation days	Wednesday, December 9,	full day lessons
	2015 Wednesday, May 18, 2016	full day lessons

Changes in the teaching staff

primary school

Resignations	Admissions
Sara Schalbetter	Marina Grgic
Eveline Brantschen	Martina Greiner (DfF)
Christine Portmann	Lucien Fux (PSH)
Patrizia Lienert (PSH)	Alena Dirren (December)
Carla Gnesa (December)	Laurene Heldner (December)
Alexandra Chanton (Religion)	Tanja Schnidrig (Religion)
	Pamela Brantschen (TG)

Orientation school

Resignations	Admissions
René Burgener	Karoline Hänni Wyrtsch
Claudia Casili	Anne Imboden
Susanne Rigamonti	Sabine Martig
Emmi Truffer	Salome Wüthrich

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# Construction work in autumn 2015

## PLANNED PROJECTS BETWEEN SEPTEMBER AND NOVEMBER 2015

As in the past two years, we are taking the opportunity to provide information in "Zermatt Inside" about the construction work planned for the fall. Unavoidable postponements may occur with the specified dates. One reason for this could be, for example, bad weather during the paving work. A complaint procedure regarding a contract award or coordination between the individual utility line owners and other parties involved may also require deviations from the listed dates.

The projects listed and briefly described below will be implemented between September and November 2015 and may cause disruptions or emissions. We thank you in advance for your understanding.

### Staldenstrasse

The utility lines in the area of the junction with Schluhmattstrasse at the Waldhaus Restaurant up to the playground behind the Winkelmaten Chapel must be replaced over a length of approximately 100 meters. The municipal council has set a work date between September 28 and November 13, 2015. Unfortunately, a closure to vehicle traffic in this section cannot be avoided, which will have a corresponding impact on bus service on the Winkelmaten route. However, access to Wichjeweg and Winkelmatenweg in the area of the Winkelmaten Chapel is possible with short waiting times. A detour will be implemented for pedestrians.

### Spissstrasse

Last fall, a new pipeline for uncontaminated wastewater was installed over a length of approximately 105 meters. This was done using a special process that required only excavation at the starting and end points. The second phase of this rehabilitation was completed this spring and primarily involved connecting this new pipeline to the existing sewer system.

At the same time, part of the road surface was renewed. This fall, the remaining road surface will be replaced. At the same time, the water company will renew its drinking water pipeline from the entrance to the Hotel Ambassador to the junction with the lower Mattenstrasse. This work is scheduled for completion between September 28 and November 13, 2015. While the phased approach is more complex, it will avoid a complete closure of this important traffic artery.

Due to the risk of subsidence caused by the deep trenches, the installation of the decking is not scheduled until 2016.

### Station Square

In June, the surface of Bahnhofplatz was renewed and the markings were installed according to the new traffic routing. At the same time, the parking area for the horse-drawn carriages was relocated. To prevent rainwater from accumulating on the Bahnhofplatz from burdening the sewage treatment plant, the longitudinal gutter along Bahnhofstrasse was replaced and connected to the new stormwater pipeline on Spissstrasse. From September 28, 2015, further adjustments to the drainage system and the replacement of the pavement on Bahnhofstrasse are planned.

### Wieststrasse

An existing retaining wall needs to be replaced near the Blauherd Hotel. Since there is no bypass for this section, delays for vehicle traffic are expected starting September 28, 2015.

### Street lighting

The conversion of street lighting to LED technology, which began last year, will continue. In order for the street lighting to comply with current regulations, the luminaires must be equipped with a



Paving work is planned at various locations in September.

A maximum distance of 40 meters between them must be maintained. This requirement requires the installation of additional streetlights, particularly along the Vispa River. For this reason, replacing the lamps alone is not sufficient. In areas where the supply cable is not laid in a cable conduit, or where the existing cable conduit is damaged or compressed, a new cable must be installed. This requires digging a small trench. Additional cable conduits will be installed in this trench at the same time, if the public utility company requires them.

In May and June 2015, the lighting on Bachstrasse between the Kirchbrücke and the "zen Stecken" bus turnaround was replaced. Starting in early September 2015, other areas along the Vispa River will be converted in stages. This will affect the following sections: Vispastrasse, the bridge to the footbridge, to the Getwingbrücke, and the Wiestibrücke to Haus Eldorado; Matterstrasse from the Wiestibrücke to the junction with Spissstrasse.

### Cleaning and inspection of the drainage network

The annual flushing work and camera inspections result in brief traffic disruptions. Unfortunately, the actual impact on traffic cannot be predicted in advance. For this reason, this publication is provided for information purposes only. We ask for your understanding and adherence to the relevant traffic signs.

### Sewer rehabilitation

As in previous years, various drainage lines will be repaired without the need for excavation. The inliner method used is a cost-effective procedure that involves significantly fewer disruptions and shorter road closures. The robotic work required for this will cause brief disruptions at various locations starting in early October. These disruptions will be announced in advance via posters.

### Paving work

In September, various large-scale paving projects will be carried out. These include the following areas:

- Installation of the surface covering in Schluhmattstrasse (Area Restaurant Waldhaus to the bus stop «Wichje» near the bridge over the Findelbach)
- Installation of the decking in Kirchstrasse (Kirchbrücke to the Steinmattstrasse intersection)
- Pavement repairs in Steinmattstrasse (Area Brunnmattgasse junction to Riedweg junction)



Due to construction work in the autumn, occasional traffic disruptions and waiting times are to be expected.



# Weight restrictions on bridges

Measures are intended to extend the lifespan of bridges

**EC** Zermatt is growing and developing. However, this positive development also has side effects with corresponding impacts on the existing infrastructure . In this article, we address the aspect of traffic. The number of vehicle journeys is increasing, as is the number of heavy goods vehicles. The weight of these vehicles has also increased significantly . For this reason, we commissioned an inventory of the roads last year , which was reported on in the June 2014 issue of "Zermatt Inside."

In a second step, an assessment of the condition of our bridges began this spring. This includes a visual survey and various measurements to determine the condition of the respective structure. Based on these results and the existing planning documents, a new structural analysis was then performed and the permissible load-bearing capacity was determined. The results of the investigations for the first objects are now available and are summarized below.

Most of the structures were built as part of the river control project about fifty years ago. At that time, the demands on the transport routes were much lower, as were the specifications and standards that had to be adhered to . Much has changed in this regard since then. Transport vehicles are becoming increasingly heavier due to the increased payload. Despite the current weight limit of 18 tons on the cantonal road between Täsch and Zermatt, vehicles or trailer trains repeatedly travel through Zermatt that significantly exceed this limit.

For example, if a large crawler excavator is transported to a construction site, the total weight of the entire assembly can easily reach 50 tons or more. These transports lead to fine cracks in the concrete, which arise due to the weight of the transport and the resulting deflection of the entire structure. Past experience also means that today's construction methods must meet higher standards . De-icing salt is practically never used on Zermatt's public roads. Nevertheless, comparable damage and concrete spalling, which lead to rust formation in the steel reinforcement (reinforcing iron), occur to a lesser extent .

Based on initial study results, the municipal council has decided to take initial precautions. The applicable weight restrictions will be posted on the relevant bridges. Further measures are intended to extend the service life of these structures.



The bridges in the village are subject to great loads.

This can be achieved, for example, by prohibiting stopping on the bridges or by adapting traffic routing to optimize load distribution. Structural measures to maintain and strengthen these structures will also be implemented in the coming years.

For example, the load-bearing capacity can be increased in some cases by gluing on special reinforcement strips. The lifespan of these structures can also be significantly extended by concrete repairs or the application of coatings to the sound structure . However, if the structure is already too weakened, a new one will be unavoidable. Despite the usually very high costs, this solution offers the advantage that the new structure can be adapted to the prevailing conditions. This could include, for example, widening, more comfortable curvatures , or the integration of a bus stop or sidewalk .



Various precautions were taken for protection.

# Collection of PET bottles

HARD PLASTIC DOES NOT BELONG IN THE PET COLLECTION!

**AC** to the Ordinance on Beverage Packaging (VGv), retail outlets that sell beverages to consumers in disposable PET bottles are required to take back all empty PET bottles. This was decreed by the Swiss Federal Council based on the Environmental Protection Act.

**PET bottles private households**  
Consumers can generally return empty PET bottles to any location where they purchased them (including Migros, Coop, and Denner). They can also drop them off free of charge at the "brings!" mobile collection point, at the locations and times published in the waste calendar .

**PET bottle suppliers/trade**  
For suppliers and businesses, the municipality of Zermatt has long since installed a large container at the village entrance (Lüegelti), where collected PET bottles can be disposed of in bags. The necessary bags can be obtained from Blumenthal-Taugwalder, Beverages and Transport, Zermatt (Tel. 027 967 88 77 or btgt-zermatt@bluewin.ch) .

**Incorrect disposal**  
It is repeatedly observed that in addition to PET bottles, other hard plastic items such as various cleaning and cosmetic bottles or plastic plates are disposed of in these bags.

Items do not belong in the PET collection.

**Disposal options**  
Currently, some local outlets (including Migros) offer the option of dropping off some of these hard plastic items for free . In any case, all hard plastic items can be dropped off at the mobile "brings!" collection point or at the "brings!" collection point in Spiss for a fee.

**information**  
For further information, please contact the Zermatt municipality (Tel. 027 966 22 66) or Schwendimann AG (Tel. 027 955 20 80).



Collected PET bottles disposed of correctly.



# Flood protection along the Triftbach

## STUDY TO DETERMINE SEDIMENT AMOUNT

After a long period of planning, flood protection measures along the Triftbach were implemented over the past two years. These included various renovation and reinforcement work on the streambed and weirs, as well as raising the embankments. In addition, anchors and foundations for mobile protection measures were relocated. Property protection measures were also proposed, which were to be implemented on buildings in the danger zone. However, all these measures cannot offer 100% protection against flooding. The review of the hazard map after completion of the

The measures implemented continue to reveal protection deficits. These must now be addressed.

The Triftbach catchment area covers an area of almost 18 square kilometers. In addition to areas covered with glacial ice, the vast majority consists of moraine material. In the event of heavy rainfall or a sudden discharge of accumulated water masses, for example from the glacier, there is a possibility that these loosely deposited scree masses could be swept away. Below the Trift, the terrain is very steep, and the slopes are covered with scree.

Here, the water masses can carry large quantities of bedload, which cannot settle in the inhabited area. Especially in the flatter section east of the community center, flooding can lead to considerable bedload deposits and consequent flooding.

In the rehabilitated section, neither the gradient nor the space available allow the construction of a sufficient retention basin for the expected volumes of debris.

A commissioned study will now determine the expected amount of bedload more precisely. The commissioned planning office will also explore options for how and where this load can be retained. The management of this material must also be examined in this context, and practical solutions will be presented. This planning must consider various factors. Firstly, there are two water intakes in the catchment area belonging to the local power plant operators, which can help influence the hazard potential. However, there is no absolute certainty that these facilities will function properly during a flood event. Another issue is the difficulty of access. Currently, there is no way to access the Bodmen area with construction machinery to manage the washed-up material.

The results of this study will be



Triftbach: The hazard map continues to show protection deficits.

Expected by the end of this year. However, several steps still need to be taken before any implementation. In addition to planning approval by the cantonal and federal authorities, there is a public consultation. The amount of the subsidy must also be determined subsequently. Various aspects are assessed,

which influence the amount of the contribution. Also worth noting are the costs required for the tendering and awarding of the work. Thus, a lot of water will literally continue to flow down the Triftbach until flood protection along the Triftbach can be further improved.

# 72-hour campaign from 10 to 13 September 2015

## EVERYONE CAN SUPPORT THE PROJECT

30,000 children and young people and 700 charitable projects simultaneously throughout Switzerland – that's the 72 Hours campaign. From September 10th to 13th, 2015, Switzerland's largest volunteer project enters its next round. Then it's time again: 72 Hours Campaign and Switzerland will be turned upside down!

The idea is as simple as it is compelling: within exactly 72 hours, youth groups from associations, migrant organizations, sports clubs, and open youth work throughout Switzerland simultaneously implement their own charitable projects.

**There are no limits to ideas**  
Whether renovating a youth center, building a half-pipe or working with disabled

People stage a play: With the launch of the 72-hour campaign, the race against time begins. The goal is to win without money, but with plenty of ingenuity. It's not a competition; participation counts.

**Action in Zermatt**  
In Zermatt, the 72-hour project is being conducted by JuBla Zermatt. It is led by Stephanie Abgottsporn and Angela Zengaffinen. The focus is on recycling. At the same time, the project aims to raise participants' awareness of environmental issues.

On an additional afternoon, participants have the opportunity to work together with the retirement home on the project

to continue working on this. This also allows the social aspect of the project to be deepened.

**Who can participate?**  
Anyone with the desire and time can participate. The idea of the project is to bring together different generations and nationalities to create a great project together.

**Registration**  
Students in the primary and orientation schools will receive a registration form after the summer holidays. Registrations are also accepted at jubla-zermatt@gmx.ch.



In 2010, the 72 Hours campaign the Chrome sports field was beautified.



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Zermatt Inside will be published on

## October 9, 2015

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July 17: "Act of Friendship," 40 Apinists on the Matterhorn summit.



July 14: Inauguration of the Hörnlihütte.



July 17: Daniel Luggen and Richi Lehner.



14 July: Inauguration of the "Walk of Climb" with international



July 12: Day of reflection, Whymper picnic at Stellisee.



July 18: WintersHome from Zermatt.



Children's future wishes.



Since 13 July and until the end of September 2015: every evening three times illumination on the Hörnligrat, each



"The Matterhorn Story" is a huge success on the Riffelberg. It runs until August 29th.



July 18: Patent Ochsner and Sina.



July 17th: Matterhorn, the Anthamattens.



12 July: Consecration of the grave of the unknown Ber





onal dignitaries.



July 16: Tyrolienne of the mountain guides.



July 17: "Act of Friendship."



July 13: Steinmatte Festival with illumination of the Matterhorn.



s from 9.15 pm.



July 13: Hörnlihütte inauguration.



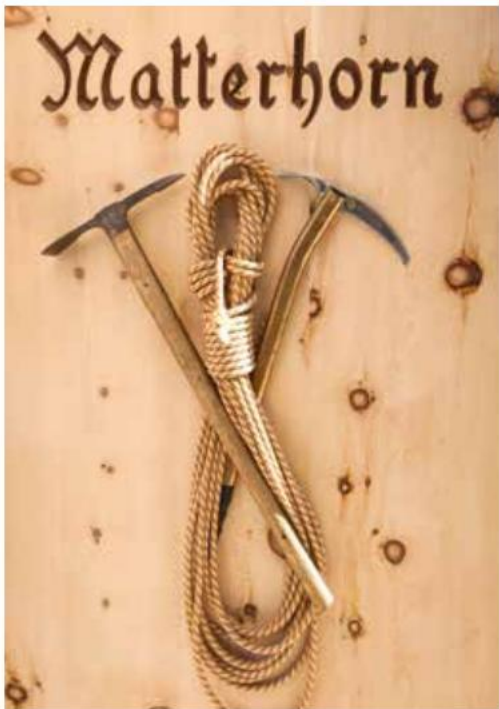
Organizing Committee July 17 and 18.



July 14: Pastor Stefan Roth and former Federal Councillor Adolf Ogi, inauguration of the Hörnlihütte.



steigers».



Alpine tradition in Zermatt.



July 18: "The past – the present – the future," closing party at Obere Matten.



# Roof design and materialization

## NOTES ON ROOF DESIGN AND ROOF MATERIALIZATION

Thanks to our ancestors, Zermatt boasts an extremely attractive, compact, and tranquil roofscape. Consistent implementation of the rules governing roof design is an important location factor for the identification and individualization of our town.

Residents benefit directly from this by living in a place with a feel-good atmosphere. Tourists can also benefit by spending their leisure time in a place with a well-formed roofscape and settlement, which positively distinguishes Zermatt from other places with model-like development.

Thanks to the municipal council's consistent application of the relevant design regulations, the roofscape of even the newer buildings blends perfectly into the traditional order. Articles 59ff. of the building regulations are decisive, which stipulate that roof design and roofing materials must conform to local shapes and colors.

### Regarding roof design

The traditional ridge orientation can be characterized as follows: the main facade faces south, with the ridge running south-north. On slopes, the gable side faces the valley, so the roof surfaces have a correspondingly different orientation. With the main facade oriented according to the sun's direction, implementing this regulation generally poses no particular problems.

### Regarding materialization

Stone slabs, slate, or slate-like materials must be used for roofing. Sheet metal panels, sheet metal, corrugated sheets, bitumen shingles, and similar materials cannot generally be approved. Monuments protected as well as stables, barns and granaries must always be covered with natural stone slabs.

### Stone slabs

When using natural stone slabs (gneiss, slate, and quartzite), care must be taken to ensure that they reflect the local and regional character and are laid irregularly to avoid the appearance of foreign matter. Sawn or polished stone slabs, as well as sharp-edged, evenly cut ones, can be disruptive.

In addition, sawing and polishing results in a slippery surface, which is problematic in winter: Snow slides off the roof more easily and damages the snow guards.

The sampling of the roof membrane provides clarity. The municipal council and the building department are counting on the understanding and willingness of the building owners to contribute to the continued excellent appearance of our town.

### Test roof

In cooperation with local specialist contractors (Companies Richard Gruber AG and Dachtechnik Donat Per-

ren AG) has constructed a test roof at the Spiss commercial building. It is open to public inspection.

### Information

In case of doubt, the building department will be happy to provide information. You can reach us by phone at 027 966 22 15 or by email at [bauabteilung@zermatt.ch](mailto:bauabteilung@zermatt.ch).



View from above: roof design in the village.



Sample roof for free viewing.

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## Yoga classes in Zermatt

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Beginners course starts on Monday, August 24th, 8:00 PM

6 lessons of 75 minutes each CHF 140.–

**More yoga courses:**  
Monday from 24 August, 6:15 p.m. / Tuesday from 25 August, 7:30 p.m.  
Wednesday Morning Yoga from 26 August, 9:00 a.m.

**Yoga Room, Haus Breithorn, Unterer Mattenweg 17, Ground Floor, 3920 Zermatt**  
For further information and registration see above



# Zermatt back in the day

## THE FREE MEIERTUM ZERMATT

### The Meiertum

In 999, King Rudolf III of Upper Burgundy gifted the County of Valais (Comitatum Vallensem), with all its rights and revenues, to Bishop Hugo of Sitten. With this gift, he transferred to him the secular rights of sovereignty, the county rights, in Valais.

The bishop's sovereign power was expressed above all in the judicial powers. As a manorial lord, the bishop owned land and property. He placed several vice-domini in charge of his estate.

In addition to judicial duties, the vizdom also performed administrative duties. Like other offices, the vizdominate was a hereditary fief and, over time, passed to various counts and noble families, who also acquired feudal jurisdiction.

Originally, the Meier was an economic official of the landowner and lord of the manor. His office was primarily administrative in nature, but later, as a kind of lordly fief, it was combined with feudal or lower jurisdiction over the peasants who had received land as a fief. These peasants had to pay a rent to the lord of the manor in return for the temporary use of the land. The landowners, and in their place the Meier, exercised both high and lower jurisdiction, primarily in disputes of a property nature.

The noble families Asperlin von Raron, de Werra von Leuk and de Platea von Visp owned property and sovereign rights in Zermatt.

On 1 December 1538, the Asperlin and de Werra sold their sovereign rights to the Zermat family for 700 pounds.

ter. The redemption included real estate, buildings and easements as well as the lordship rights.

community comprised 115 households at that time.

On April 4, 1562, Johannes de Werra, Vitzthum of Leuk, sold his domain in Zermatt to the people of Zermatt for 655 pounds. Thirty-five families thus purchased their freedom.

Franz de Platea had the subjects of Zermatt

23. Christmas month 1618 to Sitten come to his house and sold them all his Zermatt rights for 450 pounds

and four fat sheep. These were the last Zermatters to bought their freedom.

The free Zermatters joined together to form farmers' guilds, the burgher community.

### The Meier/Judge

After the lottery, it was up to the valley people to take over the office of Meier's position and to choose the Meier from among them.

len. To understand the position of the Meier, one must distance oneself from the concept of today's separation of powers, as it is common in modern constitutional law. At that time, jurisdiction and administration were usually combined in the same person. The Meier performed both administrative and judicial functions, although judicial responsibilities predominated.

Outside of its judicial activity lay voluntary jurisdiction, which by its nature does not serve to settle disputes like civil proceedings, but rather to safeguard private and public interests in the sense of an administrative activity.

The Meier also represented the people of Matt, as Zermatt was formerly known, externally. He frequently went to the state parliament as a representative and signed alliances and treaties. In the district council resolutions between 1529 and 1604, one finds many Meier von der Matt whose surnames are now extinct in Zermatt, such as the Meiers Arnold Blatter, Hans Blatter, Moritz Seematter, Hans

Wiestiner and Stefan Riedin.

### Constitution of the Meiertum Zermatt

In accordance with the three lottery purchases, the Zermatt residents had joined together to form three farmers' guilds or burgher communities. The citizens of these three communities elected a new judge, a Meier, every two years.



In 1618, the last Zermatt families bought themselves free from their landowners.

Three years after the last redemption, the heads of these families met on 21 January 1621 in the Meier's house

Moritz Riedin, to establish and establish their Meiertum following the example of the other two communities. They adopted the following constitution, which from then on was valid for all of Zermatt, i.e., all three communities.

Art. 1 The community meets every two years to elect a new, suitable Meier.

Art. 2 The Meier elected by the community shall Accept the office without any legal fuss, swear an oath on the holy book of the Gospels into the hands of the old mayor that he will conscientiously fulfill the duties of his office, ensure justice for rich and poor, pupils, orphans and widows, citizens and strangers, all, accept pledges, and resolve disputes and annoyances to the best of his ability; in return, the congregation shall also, on the day of the election, promise loyalty and obedience to the new mayor with upraised hands.

Art. 3 On the day of the election, the new mayor shall elect, with the advice and approval of the old mayors and the community, a governor from the same community, whether he was previously mayor or not, who shall hold office for two years without opposition.

and take into the hands of the Meier the oath of loyalty to him and to the community.

Art. 4 The governor may only, as has been the custom since ancient times, judge, issue orders, seize and assess property in the court bench in the absence or illness of the mayor or in any other urgent emergency.

Art. 5 The mayor, together with his governor, shall choose four jurors on the election day, and

from their own community, who are supposed to swear to the Meier to assist him in his office be.

Art. 6 Anyone who encounters disputants in word or deed can and should command them to cease, and they owe him obedience, as they would to the lawful bailiff. If they do not obey, he is obliged to report them to the bailiff.

Art. 7 The Meier's main business is to take care of the ban to seize the violators.

Art. 8 The wood offender is punished with 60 wages; However, his offense must be proven. The Mei-er can waive the punishment.

Art. 9 Since the community had to separate itself from the foreign overlord If the community has been redeemed, then all jurisdiction, high and low, rests with it; consequently, its jurisdiction includes murder, heresy, theft, black magic, etc. If a verdict is to be pronounced, it shall be made with the presence of the mayors and their jurors from the two other communities.

Art. 10 If a wrongdoer is sentenced to death, the Meier shall pay the court costs, but he may from the estate of the convicted person He shall receive a fine of 60 euros. The remaining assets of the offender shall go to the community. If he has nothing, the Municipality the court costs.

Art. 11 The convicted person may appeal to the Kastlan in Visp or to the Centennial of Visp or to other Centennials (the other six in Upper Valais); in this case, however, the judgment shall be submitted to the Meier again.

Dr. Th. Julien



# CALIDA guest at the Grand Hotel Zermatterhof

## SWISS LINEN MEETS TRADITIONAL HOTEL

**You read that right: The world-famous lingerie brand is presenting its new autumn/Winter collection in the traditional**

**Grand Hotel Zermatterhof. A young, cheerful couple conquers the Zermatterhof and transforms it into their home.**

**For CALIDA, it's a symbol of how the Swiss top label's underwear conveys a feeling of home anytime, anywhere. For the Zermatterhof, it's the perfect visualization of the hotel's philosophy: the small grand hotel as a place to live and be.**

The photo shoot took place last year, before the start of the 2014/2015 winter season. As usual, the Zermatterhof was closed to regular holiday guests at that time. This provided the perfect setting for the approximately 20-person production team, who had the entire 5-star hotel to call their own for a week. "We even had our own hotel key and truly felt at home," recalls Marc Huber, Marketing Manager at CALIDA.

### A wink behind the hotel scenes

Typical hotel locations such as the reception, elevator, garden, and terrace with a view of the Matterhorn provide the dream backdrop for photos and film at the CALIDA shoot. Every room is used with enthusiasm. In the kitchen, usually occupied by the Gault Millau-award-winning chefs of the Alpine Gourmet Prato Borni, the two actors bake gingerbread. In the grand ballroom, they roll out their yoga mats and decorate chandeliers with Christmas decorations.

### A sheep brings even more good mood

The work in and around the Zermatterhof does not go unnoticed. The Valais Blacknose sheep are equally popular with the production team and the audience. The woolly animals were an integral part of the scenery and brought good cheer to passersby and onlookers. Almost as exciting: the exterior shots, for which the photographer is roped to work at dizzying heights on the hotel roof.

### Ideal marketing cooperation

CALIDA sees the Zermatterhof as more than just the right location: «We were at the Looking for a hotel with charm and

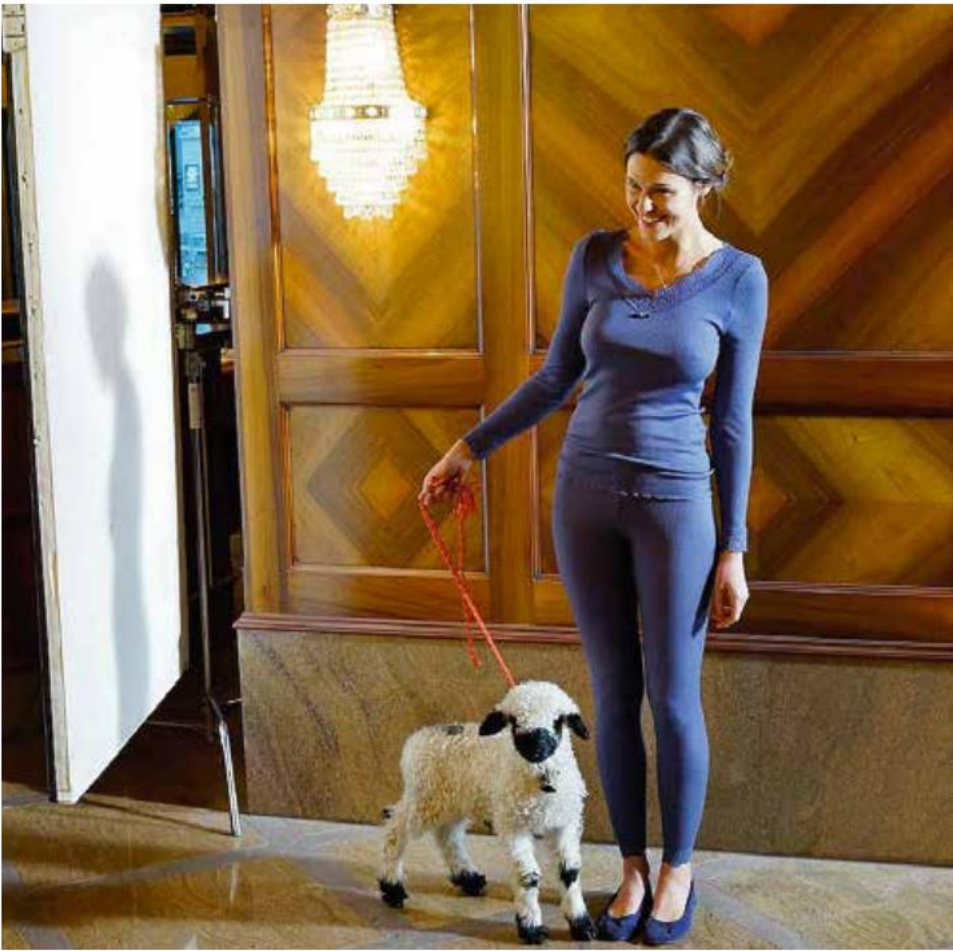
A history that shares our brand values: Swiss origin, quality, and joie de vivre," summarizes Marc Huber, Marketing Manager at CALIDA. A collaboration from which both sides benefit.

The pictures of the CALIDA collection autumn/Winter 2015/2016 will now showcase the special holiday experience of the Grand Hotel Zermatterhof to the whole world. And the way the Zermatterhof is presented is absolutely spot on for Roman Haller, Director of Marketing for the Matterhorn Group: "CALIDA presents the Zermatterhof as a place that makes you happy. And that's exactly what it is!"

### The Zermatterhof in the anniversary summer discover for yourself

The first ascent of the Matterhorn is a top story, receiving worldwide attention in 2015. Zermatt is celebrating the mountain of mountains with numerous events. This makes it all the more exciting to experience the Matterhorn myth away from the official major events. As described above, the Zermatterhof offers not only luxurious accommodations, but also a place to simply be and get a very personal impression of the Matterhorn from here.

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



Brings a good mood: the little Valais Blacknose sheep.



The Zermatterhof's carriage was used for the CALIDA winter collection shoot.

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# Destination development Gornergrat 360

## STRENGTHENED BY A UNIFYING ELEMENT

**BG/G** The Gornergrat is a mountain ridge at 3135 metres above sea level, which is connected by the Gornergrat Railway from Zermatt with an electrically operated cogwheel railway is accessible. This is the highest Europe's first outdoor cog railway. The Gornergrat is known as a top-class excursion destination, offering panoramic views of Monte Rosa and the Matterhorn, as well as a diverse range of accommodation and dining options, crowned by the highest hotel in the Alps, the Kulmhotel Gornergrat.

On the Gornergrat, visitors experience a unique panorama amidst the 29 most impressive four-thousand-meter peaks in the Alps. The historic Gornergrat Railway travels through various altitudes and stops at various stations. The Matterhorn Group operates two hotels, the Riffelhaus 1853 and the Kulmhotel Gornergrat , as well as several guesthouses.

ronomy companies. The two companies will intensify their cooperation in the future and make the Gornergrat experience more attractive with various presentations and offers.

The ultimate nature experience – is to be enhanced with its own identity. The individual brands of the Gornergrat destination – the Gornergrat Bahn, the Kulmhotel Gornergrat, and the Hotel Riffelhaus 1853 – will remain and be further strengthened with a unifying element. The "Gornergrat 360" signature is a strong and clear symbol that sends the right and relevant signals to the market. The clear signage, clear navigation within the range of services, and recognizability are intended to strengthen perception and sustainably anchor the "inner images" in guests' minds.

The visual identity is articulated in a dynamic system of logo, symbolism , color scheme, and imagery. 360 stands for the

360-degree panorama and year-round opening hours of the Gornergrat destination. The development of the Gornergrat peak is at the heart of the Gornergrat destination, with the goal of further developing the Gornergrat into a year-round destination and improving services during inclement weather and poor visibility. Attractive offers and products such as events, adventure rides, sporting events, cultural activities , and much more will be staged along the route from the valley to the mountain. The momentum of the "150th anniversary of the first ascent of the Matterhorn" anniversary has already been used to launch the Gornergrat destination. In the coming years, further development will be intensively pursued, thus making its contribution to the Zermatt destination.

[www.gornergrat360.ch](http://www.gornergrat360.ch)

### Various applications of the signature



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# Six-day mountain bike adventure in Valais

## PERSKINDOL SWISS EPIC

**The PERSKINDOL SWISS EPIC mountain bike stage race will take place for the second time from September 14 to 19, 2015. Teams of two will tackle the route from Verbier via Leukerbad and Grächen to Zermatt. In a prologue and five stages, professionals and ambitious amateur athletes from around 30 nations will tackle this diverse route between mighty four-thousand-meter peaks.**

Natural wonders, cultural treasures, and Valais traditions, along with excellent catering, make this mountain bike week an unforgettable experience. There are two race formats to choose from: SWISS EPIC, covering 400 kilometers and 15,000 meters of elevation gain, and SWISS EPIC FLOW, covering 300 kilometers and 8,000 meters of elevation gain. Although the race will stop at the same stage locations as last year, around 70% of the route is new. Valais's numerous single trails offer even repeat riders a new flow experience.

### International significance

The international importance of the young mountain bike stage race PERSKINDOL SWISS EPIC was officially confirmed just two months after its inaugural event: the event received the highest classification HC (Hors Catégorie) from the UCI. PERSKINDOL SWISS EPIC offers a sporting adventure on an almost inexhaustible network of single trails in the Swiss Alps, where participants do not have to worry about luggage transport, accommodation or food, and can thus surrender to the pure flow of mountain biking.

### Epic 2 Day Package for trial

For those who just want to get a taste of the event, the new Epic 2 Day Package is ideal: With the all-inclusive package, teams of two can experience the last two

Ride stages of PERSKINDOL SWISS EPIC out of competition and explore the Valais single trails in an extended mountain bike weekend of superlatives. sneeze.



The Perskindol Swiss Epic stage race is taking place in Valais for the second time.

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# «Matrimonial Fury on the Matterhorn»

## GASTRO-THEATER OF A SPECIAL KIND

**Fe** in the Matterhorn glacier para-radise restaurant you can enjoy four weekends in Experience a **gastro-theater** from the makers of DinnerKrimi in September.

And that's what the Gastro-Theater is all about: It can't be that difficult, Sandy and Erika think, and they've set their minds on climbing the Matterhorn . After weeks of training and a strict diet, the two feel fit enough to tackle the mountain.

But the friends hadn't counted on their husbands trying to talk them out of this crazy idea. A marital dispute is inevitable, and sparks are flying at these dizzying heights.

Will Sandy and Erika manage to shake off their husbands? What does a TV presenter do in the wall? And what does it actually take for a successful climb? This diverse dinner takes place at lofty heights on all four weekends in September , where each guest finds out if they 're fit enough to climb the Matterhorn. There are great prizes to be won and the experience of becoming a climber themselves in a comedy – because the descent isn't guaranteed...

The theater will be performed in German every Friday and Saturday in September. The Gastro-Theater experience can be booked in the ZBAG webshop at [www.matterhorn-paradise.ch/webshop](http://www.matterhorn-paradise.ch/webshop) .



Entertainment and varied dinner at lofty heights.

# Construction progress at the Hirli chairlift

## SIMULTANEOUS WORK ON FIVE CONSTRUCTION SITES

**Fe** construction work for the new Hirli chairlift began at the beginning of June. Work is being carried out simultaneously at five construction sites: at the valley station, the mountain station (the cranes are visible from the village), on the track, and on two sections for the new snowmaking system.

ing system.

At the Joscht valley station, the exterior walls of the garage building are currently being built, while surrounding work is being carried out. A specially equipped concrete plant near the Grande Dixence balancing basin supplies the construction sites at Hirli with concrete. While smaller truck mixers service the stations, the supports are being poured with the help of an Air Zermatt helicopter. The concrete foundation work will continue until the end of August. Following this, the assembly of the support components will begin.

Meanwhile, the foundations of columns 8 to 17 have been completed and the surrounding work has already been completed. The foundation for the

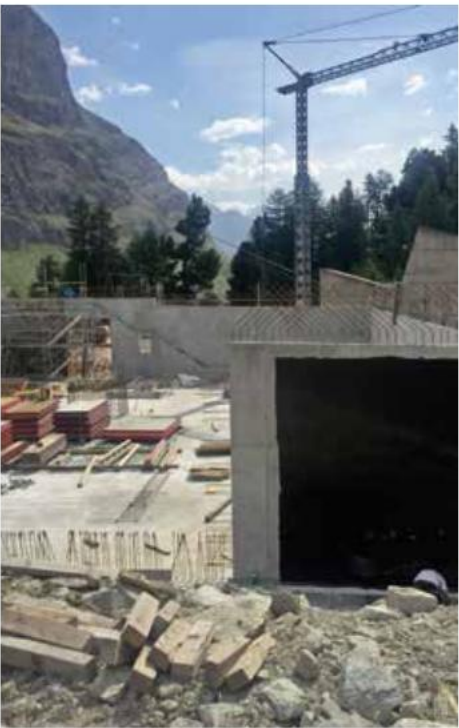
The railway construction of the mountain station has also been completed. The schedule calls for the top station and supports 8 to 17 to be installed by mid-August . The remaining supports will then be constructed in a second phase . The plan is to complete all construction work by mid-September, so that the Leitner company can then carry out the electromechanical work along the entire route and pull in the cable . The clearing work for the Hörnli connecting piste has also been completed, and work on the construction of the piste with snowmaking equipment is underway.

Thanks to the hard work of everyone involved and ideal weather conditions , the work is progressing rapidly. If things continue like this , nothing stands in the way of the goal of putting the Hirli chairlift into operation on December 20, 2015.

**Follow the construction activities with fascinating photos on our blog: <http://blog.matterhornparadise.ch>**



A specially designed facility supplies the construction sites with concrete.



Joscht valley station.

# New water feature at Leisee

## SPLASHING, SLUSHING, STAMPING, TURNING AND TIPPING

**E** Between the Leisee and the pavilion Children discover endless new Play options. Kids are guaranteed not to get bored while playing with the water element !

Directly below the pavilion, the Inner Nikolaital Forestry District constructed the water feature with great creativity and attention to detail . The water required for this flows directly to the water feature from the Zermatt Bergbahnen snowmaking system. Water pipes were made and installed from beautiful wooden logs. A paddle wheel, a water seesaw, and a water spiral offer countless play possibilities. Of course, a water pump is also a must. With this water feature, the expansion of the "Wolli Adventure Park Sunnegga" at

Leisee is completed. Take a leisurely stroll to the lake thanks to the Leisee shuttle, relax by one of the many fire pits or linger in the pavilion, take a wobbly ride on the raft, relax on the comfortable loungers, let the kids play on the pebble beach, and enjoy a refreshing swim in Leisee – this is the perfect outing for the whole family.

**And the playground on Blauherd?** Demand for the playground at Blauherd has proven low. Therefore, it was decided to concentrate and expand the family offerings at Leisee . However, the fire pits will continue to be stocked with wood daily, and waste will be disposed of. The site remains suitable for playing, barbecuing, and picnicking.



The new water feature at Leisee is very popular.



# Janine Imesch takes over as Head of Marketing

THE BOARD OF ZERMATT TOURISM HAS ELECTED A WOMAN AS MARC SCHEURER'S SUCCESSOR

## The Board of Zermatt Tourism

Janine Imesch has in a multi-stage Selection process for the new director Marketing Director for the Zermatt–Matterhorn destination . She will assume this role effective November 1, 2015.

Janine Imesch has been working at Zermatt Tourism for five years and hails from Täsch, which is part of the Zermatt-Matterhorn destination. She will take over as Head of Marketing at Zermatt Tourism effective November 1, 2015. She will also become a member of the Executive Board. The Board of Directors made this decision on July 9, 2015 , at the request of Resort Director Daniel Luggen . Janine Imesch takes over the position from Marc Scheurer , who will be leaving Zermatt Tourism in the fall of 2015 after six years for personal reasons .

As a long-time employee of Zermatt Tourism, who has distinguished herself in the areas of product management and international sales, Janine Imesch is a profound expert in the tourism industry and can demonstrate success in event management, international sales, and product design. In the latter case , she played a key role in the development of

The family program features the mascot "Wolli." Janine Imesch is a qualified tourism specialist and holds a Bachelor of Science in Business Administration.

"We are pleased to have found an internal and local successor," says Daniel Luggen. "Janine Imesch has been doing excellent work for Zermatt-Matterhorn for many years and has an excellent network both within the destination and in the markets," the resort director adds.

### Guarantee of continuity and development

With her extensive network in the target markets and her broad knowledge of the Zermatt-Matterhorn destination, Janine Imesch has the ideal profile to drive the further development of destination marketing . She guarantees continuity and stability for Zermatt Tourism's successful marketing team.

On the other hand, the young and dynamic Janine Imesch brings new ideas and a breath of fresh air to the management – with an eye on guest needs, local political needs, and economic conditions.



Janine Imesch from Täsch will head marketing for Zermatt Tourism starting November 1, 2015.

Photo: Marc Kronig

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# Thanks!

Dear insiders  
Dear Insiders

Zermatt has celebrated its 150th anniversary «1909 Ascent of the Matterhorn" was presented perfectly: the activities were successful, the cooperation among the participants was exemplary, the mood in the village is good, there were additional overnight stays and sales. Many new contacts were made, and existing ones were maintained. Never before has a mountain received such extensive media coverage.

Our goal of using the anniversary sustainably for Zermatt – Matterhorn can succeed: the international Attention was drawn by the broad reporting Existing offerings have been able to gain a reputation ; many new offerings, such as the "Fondue on the Rope," the "staged village tour," and the open-air theater "The Matterhorn Story," have the potential to enrich Zermatt-Matterhorn's summer calendar in the long term .

Thank you. For your help in organizing the various events and projects. For your moral support in advance. For your financial commitment . For your willingness to make the impossible possible. And most of all: for your active participation in the events. Zermatt celebrated its festival together with its guests.

Sincerely  
Yours, Daniel Luggen



Daniel Luggen at the media conference on July 9th at the Matterhorn Museum Zermatlantis. Present: 32 journalists from 9 nations.

## Be present on the global market

CALLING INTERESTED PARTICIPANTS: THE E-FINESS PROGRAM STARTS ON 26 AUGUST 2015

**Zermatt Tourism supports service providers in maintaining and developing their digital marketing presence. This program focuses on systematically developing potential online distribution channels. The program encompasses four areas and is aimed at all service providers in the destination.**

"Zermatt already has a very strong online presence. To ensure the destination remains fully present in four years, we are now offering the e-Fitness program," says e-Marketing Manager Pascal Gebert of Zermatt Tourism. The program will launch on August 26, 2015.

New technologies pose significant challenges for tourism professionals. The importance of constantly adapting expertise to rapid developments, selecting the right tools, and constant monitoring and action are just a few of the prerequisites for being and remaining successful in the online jungle. What is a guarantee of success today may be replaced by another tool tomorrow. Recognizing this importance, Zermatt Tourism is committed to collaborating with service providers to develop new online marketing expertise and integrate it into daily practice.

**Need recognized**

A needs assessment was conducted in the destination through a survey. 94 percent of respondents stated that they saw the need for the program



The e-Fitness program in the Zermatt destination– Matterhorn comprises four areas: Check, Coach, Training, and Challenge. It launches on August 26, 2015.

The following topics were mentioned for coaching : website optimization for search engines, website user-friendliness, direct sales via the company's own website, and many other points.

The program requires interested service providers to first gather information at the kick-off event (see below). Afterwards, the experts from Zermatt Tourism, together with the expert committees such as «ritzzy»- Continuing Education, HES-SO Valais, the Zermatt Hoteliers Association , and the Zermatt Apartment Association analyze the current situation. This is followed by independent, individual consultations and, finally, the implementation and consolidation of the newly acquired knowledge (check-coach-training- challenge). The long-term goal: to make Zermatt digitally fit .

**Many advantages**

The e-Fitness program is accessible to every service provider , regardless of their current online acumen . The e-Fitness program allows service providers to use their time and budget effectively, saving them additional effort. Zermatt Tourism, the Hoteliers Association, the Zermatt Apartment Association, and "ritzzy" provide financial support to the service providers.

**Launch on August 26, 2015**

The program will launch with a kick-off event on Wednesday, August 26, 2015. Marco Nussbaum will also give a presentation entitled "How Online Marketing Works Today!" (see also ztnet/e-fitness).

Registration and information for participation at [ztnet.ch/e-fitness](http://ztnet.ch/e-fitness)



# Switzerland's largest tourism trade fair

SWITZERLAND TRAVEL MART (STM) FROM SEPTEMBER 21 TO 24 IN ZERMATT AND TÄSCH

**Zermatt will host the STM, the largest incoming trade fair for Swiss tourism, at the end of September.**  
The organizers, Switzerland Tourism, are expecting 400 travel professionals and 300 Swiss suppliers. By hosting the STM, Zermatt is creating significant added value for the next three years.



Zermatt will be firmly in the hands of international tourism professionals at the end of September. Switzerland Tourism is bringing the 400 largest international tour operators to Switzerland and, together with the 300 providers, will show them the travel experiences available in Switzerland.

To ensure that tourism professionals from near and far can travel, Switzerland Tourism is working with its partners Swiss International Air Lines, Switzerland Travel System, and the Zermatt-Matterhorn destination. Zermatt Tourism applied to host this major event in 2012 and submitted a comprehensive dossier to Switzerland Tourism. The Zermatt Tourism team is supporting Switzerland Tourism in the organization of this major event on site. "We are expecting around 800 participants in total," says Tanja Hengartner, project manager at Zermatt Tourism.

### Holiday as a good example

Now the bar is set high for the STM. The residents of Zermatt still remember the Swiss Holiday Day in April 2015. At that time, 1,300 Swiss tourism professionals gathered in the village and learned about the latest trends in Swiss tourism at decentralized locations. The atmosphere in the village was inspired and creative.

Zermatt's key players had succeeded in presenting Zermatt and the Matterhorn as a dream destination to tourism professionals. Everyone had pulled together with great enthusiasm and commitment. The Swiss Holiday Day was thus a resounding success for Zermatt.

Both major events, the Holiday Day and the STM, which are both organized by Switzerland Tourism, were brought to Zermatt by Zermatt Tourism to mark the celebrations surrounding the first ascent of the Matterhorn 150 years ago.

### View, negotiate, conclude

The 300 Swiss providers will be able to present their Swiss tourism offerings every 20 minutes. 400 travel professionals have already booked their time slots online with these providers. The buyers, who come from important source markets, will review these Swiss offers and, if necessary, conclude contingent contracts immediately or later. For these time slots, discussions will take place in 119 wooden chalets located on the Obere Matten. The Zermatt-Matterhorn destination itself will be represented by 20 providers, who will present their offerings in 5 chalets (see text in the box). There will also be MICE programs and workshops. Forty VIPs, including representatives from Valais, will also be in attendance.

### Showcase for the world

The importance of the STM for the destination lies in the opportunity it offers to present itself internationally as a sustainable tourism destination. Travel professionals will experience firsthand the breadth and quality of the offerings in the Matterhorn village. The destination will also showcase its best side with the supporting program. Around 40 media representatives from around the world can choose what they want to attend, in addition to a media conference organized by Switzerland Tourism.



### The next Swiss Travel Mart will take place in September in Zermatt and Täsch.

want to experience: Gornergrat Gourmet Experience, Matterhorn glacier paradise & tradition, summer skiing and «Views and adventures».

STM visitors can get to know Zermatt's more relaxed side immediately upon arrival on the evening of September 21st: a street party will be organized for them, where locals and guests will mingle in the traditional style. Then it's two days of hard work: an out-of-the-box system, from chalet to chalet, all on the Obere Matten.

On Tuesday evening, September 22, the destination will present itself with a range of experiences at the grand host evening. Visitors will be divided into groups and can experience: "Touch the Matterhorn" on Schwarzsee, a folklore evening on Sunnegga, a historical dinner at the Matterhorn Museum Zermatlantis, a traditional Zermatt meal in the Schäferstube, and a Kitchen Dine Around at the hotel.

Mont Cénvin Palace, Ciné Dinner at the cinema vernissage, Valais Wine & Dine at the Hotel Post, Sunset Dinner on the Gornergrat, or Climber Dinner at the Riffelhaus. The gala dinner on Wednesday evening, September 23, will mark the dignified conclusion of the event in a large, specially designed tent in Täsch, which seats 800 people. Starting Thursday, September 24, visitors will embark on tours to other destinations to explore Switzerland. There are over 30 tours to choose from in Valais and throughout Switzerland.

The Zermatt-Matterhorn destination is securing a significant international market presence by hosting the STM 2015. This event is therefore expected to generate sustainable added value. The Upper Matter Valley is thus well positioned for the tourism challenges of the coming years.

### Chalets are for sale

The wooden chalets can be rented according to the STM at the price of can be purchased for just under 3000 francs. More information is can be read on ztnet.ch.

#### The Zermatt providers

Participating in the STM party from the destination are: Matterhorn Gotthard Railway/Gornergrat Railway, Zermatt Bergbahnen AG, Seiler Hotels, Matterhorn Group, Hotel Alex, Zermatt Premium Apartments, Hotel La Ginabelle, Mountain Exposure, Zermatt Ski Chalets, Taxi Fredy Zermatt Transfers, Elysian Collection, Tradition Julien, Chalet Zermatt Peak, Swiss Ski and Snowboard school Zermatt and Zermatt Tourism.

### Project management



Tanja Hengartner coordinates the processes for the STM between Switzerland Tourism and the destination Zermatt-Matterhorn. The entire Zermatt Tourism team is at your disposal. She has been working in the MICE (Meetings, Incentives, Congress & Events) sector since 2013.