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Summer press kit 2021

# News, research ideas & press trips





## A warm welcome to you



Whether you want to research a specific topic in Graubünden or are still looking for the right story – we are happy to be at your service:

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## New experiences & offers

### Graubünden: Multi-day hike “Alpenpässeweg” with new routing



8 stages, 143 kilometres and nearly 10,000 metres of climb: The multi-day hike “Alpenpässeweg” is getting a completely new routing in Graubünden. It now leads over six passes from the Engadin into Oberhalbstein, through the Avers and Rheinwald into the Safiental valley and along the Val Lumnezia to Vrin. The route is part of the national hiking route No. 6, which runs through the Alps from St. Moritz to Montreux.

### Graubünden: “Menu for Cyclists” with twelve new tours



Inspired by starred chef Andreas Caminada and with the finest ingredients in Graubünden– gravel tracks, pass roads, panoramas and fresh mountain air – twelve new tours have been created for gravel-bike riders and race bike cyclists. On the menu are four starter tours with a maximum climb of 1,200 metres, four main course routes, climbing over 1,400 metres and four dessert trips of up to 800 metres of climb.

[www.graubuenden.ch/gravelandroad](http://www.graubuenden.ch/gravelandroad) (in German)

### Bad Ragaz: 8th Swiss triennale of sculpture



450 artworks on the theme “Distance Sharpens the Sight” will be on view from May to October at the BadragARTz 2021. They are by 83 artists from 16 countries, including Pius Morger from Switzerland – known for his sound objects – and Liu Ruowang from China. Entrance to Europe’s biggest open-air sculpture exhibition is free.

[www.badragartz.ch](http://www.badragartz.ch) (in German)

### Cavaglia: New gorge path in the Cavaglia glacier garden



The bizarre, eroded formations of the Cavagliasco Gorge bordering on the glacier garden of Cavaglia have up to now been hidden from visitors. That is changing this summer: with stairways and bridging sections, the famous civil engineer Jürg Conzett is making the glacier mills and cave-like overhangs of the gorge accessible.

[www.orrido-cavaglia.ch](http://www.orrido-cavaglia.ch) (in German and Italian)

### Chur: Urban Golf in the Alpine City



Chur is becoming the backdrop of an urban golf course. In this trend sport, the “holes” are defined items in the city, played to with special soft balls, to collect points. To supplement the urban course, a cross-golf course is opening on Chur’s local mountain, the Brambrüesch. Together, this is resulting in the first combined “Urban & Cross”-Golf-course over 18 holes – linked by cable car.

[www.chur.graubuenden.ch/de/angebot/chur/urban-golf](http://www.chur.graubuenden.ch/de/angebot/chur/urban-golf) (in German)

### Davos: Vegetable rocessing on the Veg-Alp



Air-drying meat has a long tradition in Graubünden. So why not use this method for other foods? Leading chef Jann Hoffmann und vegetable scout Esther Kern are daring to carry out this experiment. They are experimenting on the Veg-Alp with vegetables and old and new processing methods.

[www.graubuendenviva.ch/graubuendenviva-veg-alp](http://www.graubuendenviva.ch/graubuendenviva-veg-alp) (in German)

### Davos Klosters: eMTB tour from mountain hut to mountain hut



Longer distances and greater climbs can be mastered using an electric mountain bike than on a bike without electric support. The new tour in Davos Klosters exploits that, leading over around 130 kilometres across the region in three days. The overnight stays are spent in the mountain lodge Vereina above Klosters and in the mountain lodge Dürrboden in the Dischmatal.

[www.davos.ch/en/activities/on-the-bike/e-bike](http://www.davos.ch/en/activities/on-the-bike/e-bike)

### Guarda: Thomas Lampert's public forge



If you eat in the starred chef Andreas Caminada's restaurant, Casa Caminada, you will use the weighty cutlery made by Thomas Lampert. This summer, the blacksmith will be opening a new forge. It offers visitors an insight into the old trade with blacksmithing demonstrations and a cafeteria. Thomas Lampert also hosts regular workshops where you can make your own knife.

[www.lampert-guarda.ch](http://www.lampert-guarda.ch) (in German)

### Laax: World's longest treetop walkway



A new 1.5-kilometre-long walkway now leads through the middle of the forest in Laax. At a height of up to 28 metres, visitors can experience the trees from an unusual perspective. With its spiral slide, four platforms and interesting information boards, the forest treetop walkway offers a great nature experience for the whole family.

[www.flimslaax.com/en/outdoor-activities/natural-phenomena/treetop-walkway](http://www.flimslaax.com/en/outdoor-activities/natural-phenomena/treetop-walkway)

### Malans: Home-grown nuts for the Graubünden Nut Tarte



Walnuts are one of the most important ingredients in the Graubünden Nut Tarte. Up until now, bakeries have had to import these from abroad. The "swiss nuss" association wants to change that with locally grown nuts which are processed in Graubünden. The Meier-beck in Sta. Maria is the first bakery to produce a nut tart with these walnuts.

[www.swissnuss.ch](http://www.swissnuss.ch) (in German)

### Rossa: Public art in the isolated Val Calanca



The British-Swiss artist David Tremlett paints churches in bright colours, thereby rescuing them from insignificance. Three of his art works are in Rossa, at the head of the Val Calanca. Also being created here is "Ispace", which is a series of ten wooden works by the architect Davide Macullo which are accessible on foot and are intended to give a space for slowing down.

[www.macullo.com/portfolio\\_page/inspace](http://www.macullo.com/portfolio_page/inspace)

### Surselva: Culinary rafting tour through the Rhine Gorge



The new tour by Swiss River Adventures combines activity, pleasure and nature into a great adventure. The tour lasts a whole day and involves paddling a white-water raft on the Rhine from Ilanz to Reichenau. Participants are served a 5-course menu with local specialities during several breaks on the riverbank.

[www.swissriveradventures.ch/en/rafting/rafting-vorderrhein-surselva](http://www.swissriveradventures.ch/en/rafting/rafting-vorderrhein-surselva)

### Scuol: First "Fly Only" Reach in the Canton



In the Lower Engadin, there is now the first section of a river to be reserved for fly-fishing only. The so-called "Fly Only" stretch is on the River Inn close to the village Ramosch. One man who introduces beginners into the art of this sport is the hotelier Renato Vitalini from Scuol. He is not only a passionate fisherman, but also a talented and well-known rod-builder.

[www.scuol-zernez.engadin.com/en/fly-fishing](http://www.scuol-zernez.engadin.com/en/fly-fishing)

### Tschlin: Archive of Alpine Scent Memories



The culture initiative SOMALGORS74 keeps making headlines. For example, they have digitalised the Engadin tradition of sgraffito and they transformed the village fountain in Tschlin into a wellness oasis for a summer. Their latest project is the "Archive of Alpine Scent Memories". To do this designer Philipp Kolmann and artist Curdin Tones are collecting and translating memories into scents.

[www.somalgors74.ch](http://www.somalgors74.ch) (in German)

## New accommodations & restaurants

### Graubünden: Nomady



Using Nomady, the Airbnb for campsites, campers can book places to stay overnight in the countryside in the open air with private providers, for example, farmers. Toilets and shelters are often available on the grounds and for breakfast you can sometimes stock up in the farm shop on site. There are currently twelve places to stay overnight in Graubünden. More are planned.

[www.nomady.ch](http://www.nomady.ch) (in German)

### Andeer: Hotel Post Andeer



The Hotel Post Andeer, right in the centre of the village will be re-opening in the autumn as a boutique hotel after an extensive renovation. There are now eight double rooms and two family suites available for guests. The hotel also aims to become a popular venue once again for food lovers with a village inn and an upmarket restaurant in the rustic annex.

[www.hotelpostandeer.ch](http://www.hotelpostandeer.ch) (in German)

### Flims: First vegan and vegetarian restaurant with local dishes



The Hotel Adula opens its first vegan and vegetarian restaurant. The menu contains re-interpreted classics like hemp “pizokel” or millet “capuns”, as well as creative modern dishes like a pumpkin and chestnut goulash or braised parsley root. Regional procurement and the inspiration of grandmother’s kitchen is at the centre of all the dishes.

[www.adula.ch/en/restaurant-la-clay](http://www.adula.ch/en/restaurant-la-clay)

### Morissen: Lampart’s Guesthouse & Country Club



In the carefully converted Art Nouveau building with five suites, a wellness area and an open kitchen, Anni und Reto Lampart offer exclusive stays to members of the “VALU Country Club”. For the guests, the couple perform the roles of personal chef, sommelier, bartender, concierge and sauna waiter in a virtually private setting. Memberships are available to individuals and to businesses and companies.

[www.lamparts.ch](http://www.lamparts.ch) (in German)

### Mulegns: Reopening of the historic “Post Hotel Löwe”



The “Nova Fundaziun Origen” is one of the most idiosyncratic cultural institutions in the Alpine region. In its newest project, it set itself the task of rescuing the pass village of Mulegns. Once an important staging post for coaches, the place became forgotten in recent decades and the “Post Hotel Löwe” was threatened with demolition. Origen saved the accommodation and gently renovated it. Re-opening is planned in summer.

[www.origen.ch/Hotel-Loewe.1866.0.html?&L=4](http://www.origen.ch/Hotel-Loewe.1866.0.html?&L=4) (in German)

### Savognin: JUFA-Hotel Grava



The JUFA-Hotel Grava with 80 rooms and 200 beds will be opening in the summer in Savognin. The special feature of the new accommodation: it consists mostly of QUADRIN-wooden modules by the local company Uffer AG. The ready-assembled and equipped hotel rooms just needed to be placed on top of and next to each other on the construction site with a crane.

[www.jufahotels.com/savognin](http://www.jufahotels.com/savognin) (in German)

### Tenna: From Hotel to innovation centre for mountain agriculture



The mountain hotel Alpenblick, which is over a hundred years old, is to be renovated, and will become not just accommodation, but will also dedicate itself to the local food culture as a “Mountain Agriculture Innovation Centre”. Part of it is to be an Alpine Food Lab, which will be focused on the processing and refining of local raw materials into innovative products.

[www.tennaplus.ch](http://www.tennaplus.ch) (in German)

# Anniversaries

## 150 Years: Pontresina Mountain Guide Association



The Pontresina Mountain Guide Association was formed in 1871, as with the growing mountain tourism, there were ever more visitors who wanted to be guided to the mighty peaks of the Bernina range. There have been a few changes since then – the equipment has become lighter and there is a wider choice of mountaineering excursions. What has stayed the same, is that Pontresina remains a Mecca for mountaineers to this day.

[www.bergsteiger-pontresina.ch](http://www.bergsteiger-pontresina.ch) (in German)

## 111 Years: Camerata Forest Concerts



Classical concerts have taken place in the Taiswald forest in Pontresina since 1910. Once the main attraction of the summer programme, they now take guests with them on a journey through time to the peak of the Belle Époque. The musicians take up their instruments daily at 11 o'clock promptly from July to September. All concerts are free.

[www.pontresina.ch/en/events/pontresina-highlights/camerata-pontresina](http://www.pontresina.ch/en/events/pontresina-highlights/camerata-pontresina)

## 10 Years: Long Distance Trail “Walsерweg” in the Safiental



As the name implies, on the Walsер path, you are following in the tracks of the Walsер people. The long-distance trail leads through the canton of Graubünden in 23 one-day sections. A detour also leads you off to the isolated Safiental. From there, you can walk in three day-sections from Thalkirch Turrahus to Versam. Luggage is taken from one accommodation to the next – as it has for ten years now.

[www.walsерweg.ch/index.php/safiental.html](http://www.walsерweg.ch/index.php/safiental.html) (in German)

## 10 Years: Nature Park Biosfera Val Müstair



The Biosfera Val Müstair is the only natural park with two UNESCO awards: it is the location of the world heritage monastery of St. Johann and, together with the Swiss national park and parts of the municipality of Scuol, forms the first high Alpine UNESCO biosphere reserve in Switzerland. In addition, around 80 per cent of local farmers produce organically and are therefore helping to care for the diverse habitats in the valley.

[www.biosfera.ch](http://www.biosfera.ch) (in German)

## 5 Years: Greenstyle Foundation



Since 2010, the Weisse Arena group in Flims Laax has been focussing on sustainability with their “Greenstyle” environmental and energy concept. Then in August 2016, the “Greenstyle Foundation” was formed. This enables the efforts of “Greenstyle” to be promoted outside the company. Support was given, for example, to reforestation at Crap Sogn Gion or an art exhibition on the subject of littering.

[www.flims-laax.com/en/outdoor-activities/natural-phenomena/greenstyle-sustainability](http://www.flims-laax.com/en/outdoor-activities/natural-phenomena/greenstyle-sustainability)

## Independent women

50 years ago, women in Switzerland got the right to vote. Here in the mountains, they have been grafting longer and to this day at least as hard as the men. We will introduce you to six women who are succeeding in areas perceived as male domains.

### Nora Engels, Wood Carver



Nora Engels discovered her fascination for wood at a young age, which is why she completed her training as a furniture joiner. Some years later – she spent these as a bike guide and cross-country skiing instructor in Pontresina – she began a second training as a wood carver and found her calling. She is currently living her dream and working in her own studio in the Engadin.

[www.noraengels.ch](http://www.noraengels.ch) (in German)

### Irene Grünenfelder, Vintner



Irene Grünenfelder has been running the Eichholz vineyard in Jenins independently and successfully for 25 years. The career-changer – she used to be a journalist and teacher – is known for her Pinot Noir. Her wines stand out in that they come from the vineyard and the cellar technology is kept to a minimum: no concentration, hardly any pumps and one filtration at most.

[www.eichholz-weine.ch](http://www.eichholz-weine.ch) (in German)

### Kim Sieber und Sonja Lütolf, Mountain Hut Wardens



Most Swiss mountain huts are run by couples. Women who make the decisions alone are more common than previously, although they are still in the minority. Two of them are Kim Sieber and Sonja Lütolf. The young women – both in their mid-thirties – took over the Carschinahütte at 2,236 m asl. last summer. The mountain accommodation with 80 berths sits like an eagle's nest in the midst of the Rätikon.

[www.carschina.ch](http://www.carschina.ch) (in German)

### Tanya Giovanoli, Butcher



For nearly two years, Tanya Giovanoli, third generation butcher, has been producing exquisite meat specialities in the Schlosshotel Reichenau. She uses traditional methods (natural skins, natural maturing, no pickling salt), but still puts her own mark on the products. And that is going well: salami, ham or sausages, gourmets across the country are enthusiastic about what she brings to the market through her company, “Meat Design”.

[www.meatdesign.ch](http://www.meatdesign.ch) (in German)

### Lina Willi, Saddler



The profession of saddler is threatened with extinction in Switzerland. That makes it all the more surprising that 23-year-old Lina Willi runs her own saddlery in Seewis. She grew up on a farm in the Prättigau, learned her trade in the Thurgau and then worked for a year in Norway before daring to take the step to independence. In her saddlery, she makes primarily leather goods for agriculture, like both plain and artistically decorated bell straps.

[www.sattlerei-linawilli.ch](http://www.sattlerei-linawilli.ch) (in German)

### Flurina Candinas, Post Bus Driver



Flurina Candinas from Andiastr is a farmer – together with her husband, she runs an operation with 28 dairy cows, and is a mother and post bus driver. For twelve years she has been chauffeuring skiers in winter and hikers in the summer with the Shuttlebus in Flims. On top of that, the trained HGV driver is an excellent cook: the year before last, she won the 13th series of the Swiss TV show “Landfrauenküche”, a cooking competition between farmers wives.

## Extraordinary Holiday Homes

Up on the alp, in an architectural monument or made of moon wood– holiday homes are in fashion. In Graubünden there are over 7,000 recorded holiday homes, including some extraordinary accommodation.

### Vals: Wooden Houses by a Star Architect



In Vals, near the famous Therme 7132, Peter Zumthor has built another three less well-known wooden houses. They are in the tiny hamlet of Leis above the village and two of them, the Oberhus and the Türmlihus, are rented out as holiday homes. The houses are furnished with designer furniture, but the spectacular view of the Vals mountains through the large panoramic windows steals the show.

[www.zumthorferienhaeuser.ch/en](http://www.zumthorferienhaeuser.ch/en)

### Malans: Sleep in a Building Monument



The foundation “Ferien im Baudenkmal” takes over building monuments exposed to decay and threatened with demolition and gives them a new life as holiday homes. One such is the Plantahaus in Malans. The patrician’s house, built in 1645 was named after the builder, Ambrosius von Planta. It was restored in 1974 by Rudolf Olgiati, aiming to take the old feel into the modern.

[www.ferienimbaudenkmal.ch/plantahaus](http://www.ferienimbaudenkmal.ch/plantahaus) (in German)

### Bergün: Holidays on the Farm



Franziska Amstad and Riet Schmidt from Bergün are proving that holiday homes on the farm can still be stylish. The fifth-generation organic farmers have built four modern holiday homes in their old hay barn. Guests can stock up for breakfast in the farm shop and those who wish to can help the farmers with the haymaking in summer and go to see the cows in the barn in the winter months.

[www.bioberguen.ch](http://www.bioberguen.ch) (in German)

### Mathon: Tiny Moon Wood House



The moon wood comes from the forest nearby, the stone from the valley and the wool from the alp. In the building and running of the Tiny House Laresch in the Beverin nature park, great value is placed on sustainability. The electricity and the hot water come from the nearby mountain lodge Pensiun Laresch which produces it from a ground source and solar panels. The best argument for this accommodation though is the view: you look straight at the mountains from the bed.

[www.laresch.ch/tiny-house](http://www.laresch.ch/tiny-house) (in German)

### Buchen: Peace and Quiet in the Mountain Hut



Surrounded by nothing but meadows and forests, the Plausi mountain hut stands in the untouched mountain world of the Prättigau. The hut is simply furnished. There is a wood oven that provides heating and cooking facilities; just like in Heidi’s times. Some things are more comfortable than in those days though: you can drive to the door in summer and the mountain hut has a modern indoor toilet.

[www.plausi.ch](http://www.plausi.ch) (in German)

### Ardez: Modern Design in the Barn



Host Andri Mengiardi realised his long-standing dream with this conversion of the barn of his parents’ house. He wishes to share this and rents out the loft-style holiday home to visiting guests. For the conversion from barn to flat, the architects used stone, wood and steel effectively to provide lots of space to the old structure. In the interior furnishings, the focus is on modern design, combined with some interesting historical pieces.

[www.randulin.com/en](http://www.randulin.com/en)

## Research idea

### A Shared Path for Cyclists and Hikers

Graubünden offers nature to the horizon, over a hundred valleys, ten times as many mountain peaks and about 11,000 kilometres of marked hiking paths. In previous times, nearly everyone on these paths was on foot. Then bicycles became mountain-capable and mountain bikers mixed amongst the hikers. And these may, completely officially, use the entire path network in Graubünden. The rule here is: every hiking path, unless it is signed otherwise, is also a bike trail. If bikers and hikers treat each other with respect and consideration, then common use, or co-existence to use the technical term, works without any problem.

The “Fairtrail” charm offensive was inaugurated two years ago by the canton of Graubünden to promote mutual tolerance and understanding of each other. This summer it is going to get a famous ambassador: the mountain bike world and Olympic champion Nino Schurter, who comes from Graubünden. He is promoting the peaceful co-existence on the trails and paths in a video campaign, amongst other things, to be broadcast in the summer.

In addition, the foundation work of previous years is to be continued so-called “Fairdinands” will be available on nice summer days. Fairdinands are bike guides and hiking guides who speak to cyclists and hikers on the more popular and well-frequented paths and trails. They hand out freebies and pass on tips for harmonious co-existence. For example, that hikers should not insist on having right of way where there is enough room to move aside, or that cyclists should pass at walking pace and with a friendly smile, or even get off and push their bike where that might be necessary.



## Research idea

### Alpine Circle – the new road trip in the Alps

Iceland has the Golden Circle, South Africa the Garden Route and Graubünden now has the Alpine Circle. The Alpine circular through the mountains of Graubünden connects the four most striking attractions in the region: the Swiss national park, the Diavolezza glacier world, the Landwasser Viaduct of the Rhaetian Railway and the Rhine Gorge, also known as the Swiss Grand Canyon.

Graubünden can be explored either completely individually or along one of the suggested routes, named “focus”, “centrala” and “cumpleta” on the Alpine Circle. On the short (150 kilometre) and medium (200 kilometre) routes, three of the main attractions are visited, the long route (450 kilometres) takes in all four.

The “ruta cumpleta” also leads over the Gotthard Pass – one of a total of 13 Alpine passes on the long tour– for a detour into Ticino. In addition to the four main attractions, there is much more to discover along the route. Between stages, you can relax at deep blue mountain lakes, hike through Natural Parks or stroll along the promenade of the Lago Maggiore in Locarno. If you do not want to miss a single experience, the digital travel guide graubünden360 provides you with continuous profile-based tips that match your location.

Unlike most conventional road trips, the Alpine Circle is based upon a great variety of ways of getting about– the (electric) car, the e-bike and the train.



## Research idea

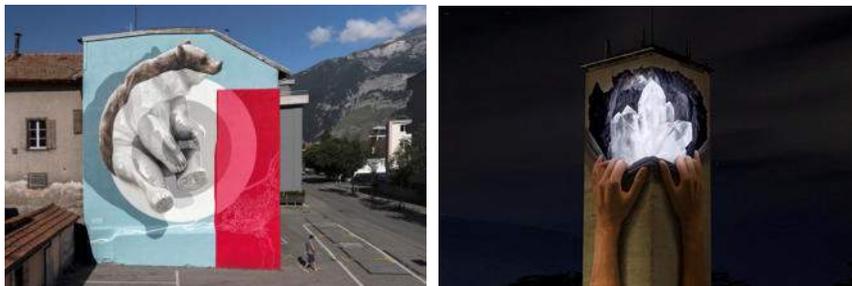
# Street Art in the Alpine City

Chur is the home of artist Fabian Florin alias “Bane”. Together with “Pest”, he forms the internationally famous street art duo “Bane&Pest” and transforms grey walls all over the world into colourful works of art. In the Alpine city, Bane even holds the Swiss record: together with his team, he created the biggest mural painting in the country in around two months. It is on a tower at the edge of the city and is around 800 square metres in size. The choice of subject, two hands holding a crystal, is explained by Bane as follows: “the oldest city in Switzerland, represented by the oldest Graubünden precious stone – that suited me perfectly.”

As founder and president of the association for urban culture in Graubünden, Bane also launched the Chur Street Art Festival, the first of its kind in Switzerland. The aim of this is to make modern contemporary art accessible to the public. In the first event in 2018, a large-scale work of art was created that is not just aesthetic but is also intended to provoke thought and reflection. It is a mural called “Home Ground”, and it shows a polar bear sitting behind a target disc. The second event which had originally been planned for last year fell victim to the corona pandemic and is planned for this summer instead.

The enthusiasm for street art in Chur does not just come from private individuals, it is also officially supported by the city. For the past seven years, the city has had a graffiti art concept and makes surfaces in underpasses and on walls available to artists, on which they can spray legally. This has given rise to five colourful galleries which are always changing, and are a constant surprise with new works of graffiti art.

Starting this summer, the “City E-Guide App” of Chur Tourism will also offer an audio guide on this topic. It takes guests individually to the most important street art works in the city. The large colourful paintings will then be explained by the artist Bane himself.



## Our travel partners

# Swiss International Air Lines

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# Swiss Travel System

Switzerland comprises the densest public transport network in the world. It extends over 29,000 captivating kilometres, linking city centres, tiny tucked away villages, mountain resorts and lakes. Especially for travellers from abroad, the Swiss Travel System offers visitors the opportunity to discover the many diverse delights by road, rail and waterway. And with just a single all-in-one ticket – the Swiss Travel Pass.

The world-famous panoramic routes through Graubünden, such as the Glacier Express and the Bernina Express, are also included (excl. seat reservation fee) and are a part of the Grand Train Tour of Switzerland ([www.mystsn.net/grandtraintour](http://www.mystsn.net/grandtraintour)). Furthermore, the Swiss Travel Pass offers free admission to more than 500 museums nationwide (of which 29 are in Graubünden) and 50 percent discount off most mountain railways.

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