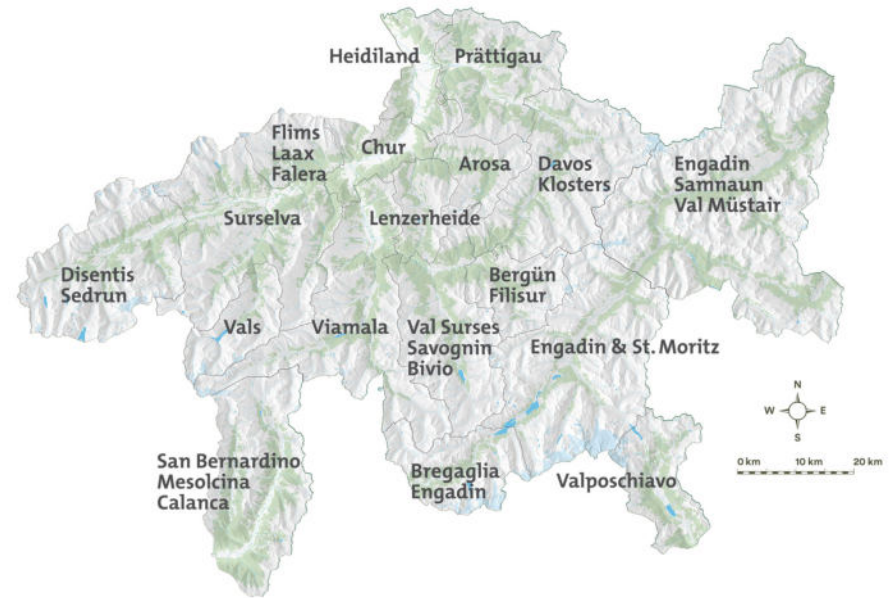


News, Research Ideas & Group Press Trip





A Warm Welcome to You



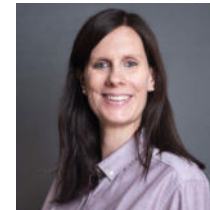
Whether you want to research a specific topic in Graubünden or are still looking for the right story – we are happy to be at your service.



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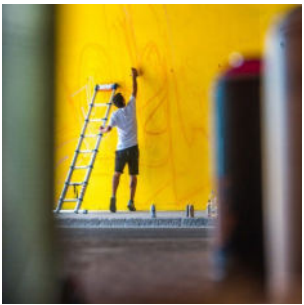
New Experiences & Offers

Bad Ragaz: **Bad RagARTz Looking to the “Present”**



For the ninth time, the Swiss Triennial of Sculpture is taking place in Bad Ragaz and Vaduz from 4th May to 30th October. It is Europe’s largest open-air exhibition. Taking the “present” as their theme, 80 artists from around the world will be displaying their work in the parks of Bad Ragaz and on the streets and squares of Vaduz. Bad RagARTz can be visited free of charge. <https://badragartz.ch/en>

Chur: **Street Art Festival**



Founded in 2018, the Chur Street Art Festival was the first of its kind in Switzerland. It will be held for the third time this summer. Urban artists from all over Switzerland and the world will be hosted in the Alpine city from 21st to 23rd June. However, street art can be experienced in Chur not only on these three days but also all year round. There are numerous legal graffiti spaces with changing paintings and many murals from previous editions of the festival.

<https://graubuenden-erleben.ch/street-art-chur>

Engadine: **Bernina Tour**



The Bernina Tour is a 122-kilometre long-distance hike that leads around Piz Bernina, Graubünden’s highest mountain. Around a third of the route lies on Italian soil. The entire eight-day trek, including three nights in Italy, can now be booked as a package. However, luggage transport from accommodation to accommodation is only offered on the Swiss section from Poschiavo to Silvaplana.

Engadine, Val Bregaglia & Valoschiavo: **Raetica Classica**



The new “Raetica Classica” bike tour leads from St. Moritz, over the Maloja Pass, to Chiavenna and Tirano, then over the Bernina Pass back to St. Moritz. Athletic cyclists complete the route in three days, while those who prefer to take their time will need five days and can hire an e-bike. The package includes overnight stays, bicycle hire and luggage transport from accommodation to accommodation.

LAAX: **Freestyle Academy**



LAAX is the top winter resort for freestylers. They can be found in the snow parks and on the world’s biggest halfpipe in winter. They prepare for their tricks in the snow all year round at the Freestyle Academy. It will be gaining a brand new 2000 m² hall in July at the rocksresort and offering two new zones: one for jumping and one for rolling. The first combines trampolining, acrobatics and parkour. The second is home to a street skate area, a skate bowl, mini ramps and a vert ramp.

<https://freestyleacademy.com>

Mulegns: **Tor Alva**



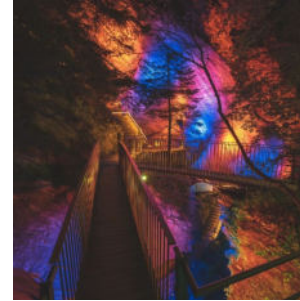
This summer, the cultural institution Nova Fundaziun Origen is building a 23-metre-high digitally printed white tower. The building tells of literary celestial journeys, the homesickness of Graubünden emigrants and the bold taste of the Mulegns sugar barons, and offers space for art installations, radio play tours and theatre performances. The tower also demonstrates the wealth of digital fabrication methods available and sets new standards in the sustainable use of concrete. www.origen.ch

Surselva: **Four-Day Bike Tour Trans Surselva**



The “Trans Surselva” is a new four-day mountain bike tour from the Oberalp Pass through Surselva to Flims. The route takes you along trails. There is a total ascent of 3990 metres to tackle and a total descent of 8905 metres to enjoy. The package comprises three nights half board and luggage transport from accommodation to accommodation. You can complete the tour on your own or with a guide. www.lunysworld.rocks/trans-surselva (in German)

Viamala: **viaLuna**



Carved into solid cliffs thousands of years ago by glacial ice and water, the Viamala Gorge is now a popular tourist attraction. Since last autumn you can also experience it at night. Once darkness falls, the gorge is transformed into a magical oasis of light. Dozens of coloured spotlights have been strategically placed to highlight the striking contours of the cliffs and immerse the gorge in a surreal play of light. <https://www.graubuenden.ch/de/news/viamala> (in German)

Lower Engadine: **Long-Distance Hike to Mountaineering Villages**



This six-day hike connects the Mountaineering Village “Guarda & Ardez” in the Lower Engadine with its South Tyrolean counterpart Matsch. Starting from the beautiful village centres, you climb up into the mountain, cross spectacular passes, visit idyllic lakes and spend half of the nights in mountain huts. The Alpine associations give settlements the title Mountaineering Villages (Bergsteigerdörfer) if they offer gentle tourism that is close to nature. www.engadin.com/en/bergsteigerdorf

Valposchiavo: **Gourmet Region 2024**



Following Fribourg and Basel, Valposchiavo is this year’s holder of the “Gourmet Region” title. In Graubünden’s Italian-speaking southern valley, the whole year will thus be about good food, with cooking and bread-making courses, tastings and visits to businesses. In terms of its culinary offerings, Valposchiavo stands out, among other things, with the project “100% Valposchiavo”, as part of which twelve restaurants have agreed to offer dishes that only consist of ingredients grown and processed in the valley. <https://gusto.valposchiavo.ch> (in German)

New Accommodation

Graubünden: Holiday Homes from “Ferien im Baudenkmal”



The foundation “Ferien im Baudenkmal” is committed to preserving buildings of historic value by carefully restoring listed buildings that are decaying and at risk of demolition and making them available to the public as holiday homes. The two newest properties in Graubünden are the “Chesa Viglia” in Bergün and the “Haus im Boden” in Klosters. Both are former farmhouses from the 16th and 19th centuries, respectively.

<https://ferienimbaudenkmal.ch> (in German)

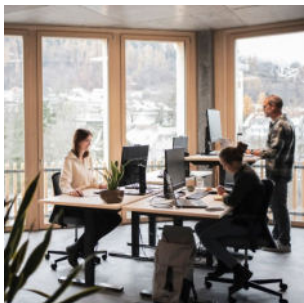
Bündner Herrschaft: Herrschaftlich: Geniessen & Schlafen



The project “Herrschaftlich: Geniessen & Schlafen” aims to create new accommodation options in the Bündner Herrschaft. “Herrschaftlich” works like a hotel: the restaurant Stall 247 in Maienfeld serves as the reception, the rooms are dispersed throughout the region and can be found in hotel and catering businesses as well as with private individuals. The trial run will begin in autumn with six accommodation and 30 rooms.

www.herrschaftlich.ch (coming soon)

Thusis: Workation Accommodation STORY Thusis



Those in need of a change of scenery and who want to move their desk to the Graubünden mountains are in the right place at the new STORY in Thusis. STORY is a coworking space, hotel, lounge and sports shop all rolled into one, offering everything you need for a workation. There are 13 rooms with two, four or six beds, the coworking area has eight individual workstations, and drinks and small meals are available in the lounge.

<https://story-thusis.ch> (in German)

Anniversary

20 Years: “Festival della Castagna”



Sottoporta, in the lower Val Bregaglia, is home to one of Europe’s biggest cultivated chestnut groves. The prickly fruit played an important role in the southern valley, especially in times of crisis. The “Festival della Castagna” will be held this year for the 20th time, during the chestnut harvest in October. There are guided tours, tastings, readings and conferences available to guests every day between 28th September and 20th October.

www.bregaglia.ch/en/chestnut-festival

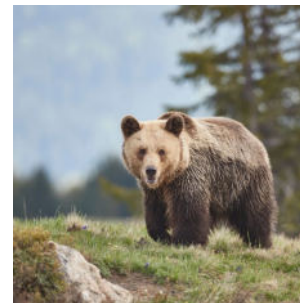
10 Years: Food Festival “Samnauner Gipfelgenuss”



At the food festival “Samnauner Gipfelgenuss”, the region’s best chefs and talented newcomers present their skills in the Sattel Panorama restaurant at 2500 m above sea level. Small appetisers are served so that guests can feast their way through the culinary delights. The gourmet festival has been marking the start of the Samnaun summer season for the last ten years. Tickets for adults start at CHF 45.

www.samnaun.ch/en/samnaun-food-festival

5 Years: Arosa Bear Sanctuary



Bears rescued from abuse are given a new home in Arosa by the animal welfare organisation “Vier Pfoten” (Four Paws). In the midst of the mountain landscape with pastures, cliffs and forest, the animals can learn their natural behaviours. Four animals currently live at Arosa Bear Sanctuary: Meimo, Amelia, Jamila and Sam. Visitors can observe the animals from the visitor platform or from the adventure path. www.arosabaerenland.swiss/eng

Innovation from Graubünden

Malans: AirMarker Saves Lives in the Mountains



AirMarker is a new system for visual emergency notification. Its goal: to shorten the search for injured or missing persons in remote areas. The system is based on a trigger unit and a luminous, reflective balloon, which can rise to a height of up to 45 metres. There, it indicates that someone is in need of assistance and can be viewed from a long way away. Entrepreneurs and mountaineers Rico Dürst and Daniel Wattenhofer are behind the start-up. www.airmarker.swiss (in German)

Vicosoprano: Trekking Food From Regional Ingredients



Vitto processes agricultural products from Graubünden into freeze-dried trekking food. There are four meals on offer, packaged in compostable bags: barley stew, buckwheat pasta and two fruit porridges. The business idea arose from Vitto founder Monika Müller's needs. She began to put together the food for her adventures off the beaten track herself because good, natural nutrition is important to her. www.vitto.ch (in German)

Flims: Pioneering Gondola Lift FlemXpress



The FlemXpress is the first cable railway to run fully automatically and on demand. The so called Ropetaxi technology was specially developed for this project. Like with any gondola lift, the gondolas move on a cable throughout the journey. However, in the station, the cabins move autonomously on rails. This enables guests to choose the destination for their journey and any unoccupied gondolas are left waiting in the station. This avoids them traveling empty and saves energy. <https://flemxpress.ch>

Mulegns: the White Tower out of a 3D Printer



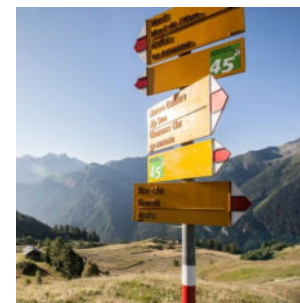
The White Tower of Mulegns is set to become the world's tallest digital building. It is made from 3D-printed, organically shaped, white concrete columns. The innovative construction makes it possible to produce complex geometries and use the concrete wherever it is needed for the load-bearing structure. As there is no need for formwork, the construction needs fewer raw materials. The tower has been planned and designed by ETH Zürich and the Nova Fundaziun Origen. www.tor-alva.ch/en

Landquart: Vegan Bündnerfleisch from The Green Mountain



The Green Mountain in Landquart produces vegan meat substitute products: from burgers to fillets. The aim for all of the products: they should both look and taste like meat. The ingredients, including soya, pea protein and wheat protein, are from Switzerland and its European neighbours, with the exception of coconut oil. This year, the start-up intends to launch a vegan alternative to Bündnerfleisch, a regional dried meat speciality. www.thegreenmountain.ch (in German)

Graubünden: Hiking Made Easy with hikeo.ch



Hiking routes are very well signposted in Switzerland. However, the yellow hiking signposts often only show the place names and not how long it will take to reach your destination. This is where the web app hikeo.ch comes in. If you take a photo of the signpost, the hiking time, distance and elevation to the place on the sign are displayed. You can also find out about public transport links at your destination and always see where you are, as the specific section of the map is shown. www.hikeo.ch (in German)

Group Press Trip, 3rd to 6th October 2024

Sustainability on the Mountain & in the Valley

The “Weisse Arena Gruppe”, the operator of the cable railways, various hotels and leisure attractions in Laax, has been focusing on sustainability for over a decade. In 2010, it anchored the environmental and energy concept “Greenstyle” into its corporate strategy.

On this group media tour, you get to know the tourism company’s various initiatives. These include, for instance, the FlemXpress, the world’s first cable railway that only runs when there are passengers in the gondolas, the wild bee paradise in the heart of the rocksresort and the Riders Hotel, which focuses on purely vegetarian and vegan cuisine and aims to become zero-waste accommodation.

You also spend a night at the Swiss Youth Hostels’ wellnessHostel³⁰⁰⁰. Sustainability is a top priority in this organisation, too. Did you know that a night at a Swiss youth hostel is ten times more environmentally friendly on average than one in a 5-star hotel?

Programme Highlights

- Meeting with Greenstyle manager Reto Fry
- Hikes in the UNESCO world heritage site Tectonic Arena Sardona and the Rhine Gorge, Switzerland’s Grand Canyon
- Excursion to Senda dil Dragun, the world’s longest treetop path
- Overnight stays in sustainable accommodation, the rocksresort and the wellnessHostel³⁰⁰⁰

If you are interested in taking part, please get in touch with us.



Research Idea

10th Anniversary of the Death of HR Giger

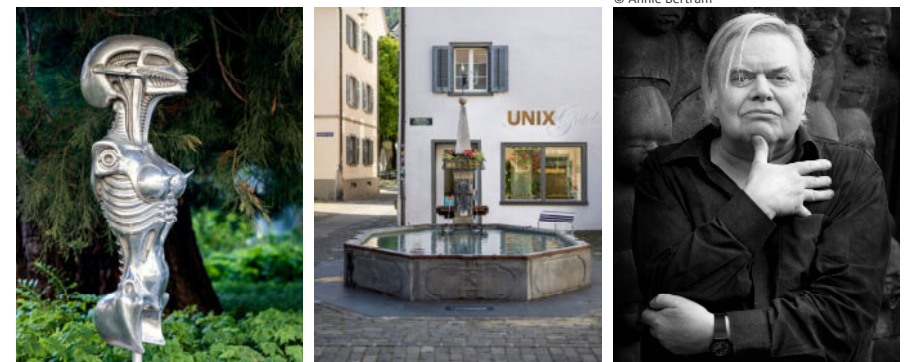
Did you know? The world-famous Alien creator and Oscar winner HR Giger was from Chur.

He was born in the Alpine city on 5th February 1940. The gloomy family home on Storchengasse served as his playground. It even offered space for his own ghost train. Mysterious windows in the stairwell and locked doors in the cellar aroused his curiosity and stories of underground passages in the town fuelled his imagination. In his dreams, the rooms opened up and led him through infinitely deep shafts into the Chur underworld. This magical fantasy world, which both scared and attracted him, is reflected in his works. As a small boy, Giger used to visit the Rhaetian Museum every Sunday morning to gaze in wonder at the mummy of Tadi-Isis. Later, he created the legendary “black room” in his family home, where an Egyptian burial chamber was a must. For the young people of Chur, this room became an insider’s tip for wild parties.

Giger left his mark on Chur. One of his sculptures, commonly known as “Alien”, stands in front of the art museum. A discreet memorial plaque adorns his family home in Storchengasse. The neighbouring square was named after him and the Storchbrunnen is decorated with 21 aluminium plates with his biomechanical patterns. The Kalchbühl Centre is also home to the Giger Bar, the entire furnishings for which come from the artist.

HR Giger died in Zurich on 12th May 2014. To mark the 10th anniversary of his death, the town of Chur and the Graubünden Museum of Fine Arts are dedicating a series of exhibitions and events to him. (in German)

More information: www.chur-kultur.ch (in German)



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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.mystsnet.com/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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