

Media NEWS

CURTAIN UP ON PLATEFORME 10, LAUSANNE'S NEW MUSEUM COMPLEX

The Cantonal Museum of Fine Arts (mcb-a) opened its doors to the public on 5 October 2019. This marked the inauguration of the new arts district where the photography museum (Elysée) and the Museum of Contemporary Design and Applied Arts (Mudac) will join the mcb-a in 2021.

This is the largest cultural project in the Canton of Vaud for many decades: in 2021, Plateforme 10 – a stone's throw from the rail station – will bring together three Lausanne cultural institutions that previously occupied their own sites: the Cantonal Museum of Fine Arts (mcb-a), the Musée de l'Elysée, a photography museum, and the Museum of Contemporary Design and Applied Arts (Mudac). The Toms Pauli and Félix Vallotton Foundations will also be housed on the site. With an area of 25,000m², Plateforme 10 primarily aims to arouse curiosity among the public by offering a venue for dialogue, discovery and amazement. The new facilities will give the institutions better opportunities to showcase their collections. The permanent exhibitions will have free access. In parallel, the museums will also propose regular temporary exhibits (with an entrance fee) that will attract a wide and varied audience. There is no doubt that this site will quickly become a must-see for visitors to Lausanne as well as for its residents. Plateforme 10 is opening in three stages, the first of which took place at the start of October 2019. Following the official inauguration days, the mcb-a has welcomed the public since 5 October with a first special exhibition, titled "Atlas. A Cartography of Donations". On display until 12 January 2020, it presents a mix of recent and older donations on an area of 3,200 m². This exceptional presentation is conceived as a kind of atlas of the institution's collections, currently comprising some 10,000 works. It establishes a dialogue between different eras and formal approaches, with works from major contemporary artists ranging from Pierre Soulages and Anselm Kiefer to Giuseppe Penone and Anish Kapoor. On the mcb-a's walls, their works mingle with

those of Zao Wou-Ki and Rodin as well as renowned Swiss artists such as Paul Klee, Balthus, Félix Vallotton and Louis Soutter. In addition to museum facilities, Plateforme 10 will be spanned by a walkway that forms part of a larger project to create a "green" link between Lausanne's eastern and western sides. From spring 2021 onwards, visitors approaching this 250-meter ramp will be invited to embark on an educational trail designed by the Cantonal Botanical Museum and Gardens (MJBC). The route will feature



urban vegetation and its rich biodiversity, focusing on the key issue of greenery in city environments. The trail, already known as the "fourth museum" of Plateforme 10, will be an outstanding showcase for the MJBC's activities. Anyone wishing to know more about the plant world is invited to visit the Botanical Museum, less than 10 minutes' walk away.

 region-du-leman.ch/en/Z11270

News in brief

☆ At Echallens, the Museum of Wheat and Bread focuses on gluten

What is gluten? What is it used for? And why are people wary of it? This exhibition, titled "The truth about the gluten case", answers these questions and others until 22 March. The program is completed by workshops, panel discussions and guided tours for participants of all ages.

 maison-ble-pain.com

☆ Discover local products in traditional restaurants

The Pintes Ouvertes festival will run from 5 to 7 December, when over 100 restaurants will offer typical menus to celebrate the heritage and values of the region. For CHF 20, guests can savor delicatessen, fondue and bread accompanied by a glass of Chasselas wine.

 region-du-leman.ch/en/P27215

☆ The International Olympic Committee (IOC) is going green with its new headquarters

June saw the inauguration of the Olympic House at Lausanne, nestled amid greenery just a stone's throw from the lake. Adults will appreciate its original and ecological architecture. Children will like the outdoor facilities open to the public: wooden modules shaped like birds, climbing walls, tubular slides and water games.

 region-du-leman.ch/en/P54228



«Compete, learn and share!» – that's the motto for the Lausanne Youth Olympic Games in 2020. And this winter, the whole region will be adopting it. Because every competition – from races on the ski slopes to the hotly contested World Fondue Championships, for instance – is first and foremost an opportunity for everyone to show the best they can do. Because there's always something new to learn or discover in our region – the inauguration of Plateforme 10, Lausanne's new museum complex, for example, or the opening of a new designer hotel in the city center of Lausanne. And finally, because sharing and hospitality are not just empty words in the area. In order to realize it, visitors can visit the Montreux Christmas Market or dip a slice of bread into a fondue pot at the Pintes Ouvertes restaurant festival.

Andreas Banholzer
CEO, Vaud Tourism Office
(Lake Geneva Region)

A MOXY AT LAUSANNE

After New York, San Francisco, London and Berlin, this trendy and young hotel chain (a member of the Marriott Group) is coming to the Vaud capital.



It's no coincidence that the first Moxy*** hotel in Switzerland will open in the Flon district at the start of December. The Flon is the hot-spot of Lausanne's night life, and no visitor should miss its boutiques, bars and restaurants. It is therefore the ideal setting for this hotel, designed to attract a new generation of travelers – guests who appreciate design as well as the latest trends and technologies, but who also want good value for money. The Moxy will offer 113 bedrooms on 4 floors. Since Lausanne is also the Olympic capital, the designers have created a sporting ambience. They have added warmth to the raw materials – concrete and metal – with light wood and muted color shades to produce a sense of understated elegance. Each room features a large flatscreen with streaming TV and high-speed Wi-Fi, free of charge. The reception creates the impression of a living room, with a bar that serves an impressive range of cocktails as the focal point. A small fitness area awaits guests in the basement.

 moxy-hotels.marriott.com/en

MONTREUX CHRISTMAS MARKET TURNS 25

For a quarter of a century, the chalets and attractions of this second largest Christmas market in Switzerland have drawn big crowds.

From 21 November until 24 December, 172 artisans and retailers will welcome 550,000 visitors in a festive setting on the shores of Lake Geneva. This year, in addition to the 170 chalets extending for nearly a kilometer between the Market Square and the 2M2C Convention Centre, a brightly lit covered area will add a magic touch and protect visitors from bad weather. A must-see: a replica of Moscow's Red Square as a reference to Russia, this year's guest of honour. The event will also feature a concert of Russian folk music as well as culinary highlights from the country. And Santa Claus will, of course, appear everyday on his flying sleigh. At the log cabin in the lumberjack village, visitors can warm themselves up over tea and delicious pizza. Several new features are planned for the weekends, including a costumed race (Santa's Run, 8 December) and a sledge event at Les Avants (15 December). Children can ride up to Rochers-de-Naye, located at 2,042 m, to visit the real Santa Claus, who will welcome them with his Russian counterpart, Grandfather Frost.



 region-du-leman.ch/en/P1141

Representation in the markets

Vaud Tourism Office (Lake Geneva Region) and its partners participate in dozens of promotional activities throughout the year. Here is a list of these events:

30 October to 3 November 2019 |

Swiss Winter Festival | Beijing
Vaud Tourism Office

25 to 29 November 2019 |

Sales Calls Tour Summer China |
Shenyang, Chongqing, Changsha, Nanjing
Vaud Tourism Office

2 to 5 December 2019 |

Extravaganza | Montreal, Vancouver, Los Angeles
Vaud Tourism Office, Geneva Tourism & Conventions Foundation, Valais Promotions (LGMR, Lake Geneva Matterhorn Region)

31 January to 7 February 2020 |

STE GCC / Middle East
Lausanne Tourism, Montreux-Vevy Tourism


15 to 21 February 2020 |

STE China | China
Vaud Tourism Office

24 to 28 February 2020 |

STE South East Asia | Bangkok, Jakarta, Kuala Lumpur, Singapore
Vaud Tourism Office

More news on our Media Corner:

 media.lake-geneve-region.ch

AN EXHIBITION AT THE ELYSÉE MUSEUM FOCUSES ON AMERICAN PHOTOGRAPHER JAN GROOVER

The first ever retrospective of her work is on show until 5 January 2020.

Lausanne's renowned photography museum, which will move into new premises at Plateforme 10 in 2021, is staging the first retrospective of the work of Jan Groover (1943-2012) entitled "Laboratory of Forms". The museum has held this American artist's personal collection since 2017. In the early 1970s, abandoning her earlier vocation as a painter, Jan Groover turned to photography. She soon began to attract attention with her first works, photographic polyptychs constructed around the motifs of the road, cars and the urban environment:

they outline the notions of seriality and sequence on which other contemporary artists were to focus. In 1978, Jan Groover set off in a radically new direction as she turned to still life. The exhibition presents selected archives from the collection that portray her evolution. Documents contextualize the works, which were mostly created in New York but also during her years in France – a phase of her artistic production which is generally unrecognized. The admission to the museum as well as the exhibition is free of charge.

region-du-leman.ch/en/P52755



FONDUE IS GOING OUT OF THE RESTAURANT IN THE CANTON OF VAUD

The Swiss national dish can now be sampled in many unexpected settings.



Ψ

Dipping bread in melted cheese while gliding across the waters of Lake Geneva is a unique experience offered by the Lake Geneva General Navigation Company (CGN). Cruises depart from Lausanne or Morges every Friday evening until 13 December, and from 7 February to 22 May 2020. Water again – but this time in the form of ice at Leysin in the Vaud Alps. In the resort, the famous delicacy can be savored all winter in igloos with Scandinavian furnishings and decor. At Glacier 3000 above Les Diablerets, it can be enjoyed in the restaurant designed by architect Mario Botta at

an altitude of 3000 m, facing a superb panorama. Last option: the cheese train that carries passengers from Montreux to Château-d'Œx, the homeland of fondue, in Pays-d'Enhaut. A selection of cheeses can be tasted on board during the rail-borne excursion. Upon their arrival at the restaurant Le Chalet, visitors can witness a demonstration of the traditional production on a wood fire by a costumed cheesemaker. Of course, the outing ends up around a fondue pot in the same restaurant.

lake-geneva-region.ch

Event

READY, STEADY, GO FOR LAUSANNE 2020

From 9 to 22 January 2020, the Canton of Vaud will host the third Youth Olympic Games (YOG). This sporting event will bring together athletes aged between 15 and 18 from about 70 different countries.

In the region, competitions will be staged at four sites: Lausanne, Villars - Les Diablerets, Leysin - Les Mosses and Vallée de Joux. The Olympic Village will be housed in the Vortex, a circular building built for the occasion on the university campus; it will be

used later as student accommodation. The competitions on ice (speed skating, ice hockey and figure skating) will be staged in the new "Vaudoise Arena" at Malley on the outskirts of Lausanne. Athletes will receive their honors at the Medals Plaza in the

heart of Lausanne's Flon district. In the Vaud Alps, barely an hour from Lausanne, the resort of Villars will host the ski mountaineering, ski and snowboard cross contests. Its neighbour Les Diablerets has installed a new ultra-fast gondola lift for the event.

Christened the "Diablerets Express", it will serve the Jorasse piste where the Alpine skiing competitions will be held. The program at Leysin features snowboard (halfpipe and slopestyle) as well as freestyle skiing. A halfpipe measuring 160 meters in length and 7 meters in height has been erected. These new infrastructures are intended to be permanent and will be open to the public after the YOG. The cross-country skiing competitions will be held in the Jura, at Vallée de Joux. At Le Sentier, the Espace Horloger watchmaking centre is dedicating an exhibition to the history of timekeeping. Finally, in Lausanne itself, the Olympic Museum is staging an exhibition titled "We are Olympians, and you?" Open until 15 March 2020, it traces the origins of the Olympic spirit through athletes' stories and experiences.

region-du-leman.ch/en/Z10386



Picture credits: Matthieu Gafsou • OTV V.Dubach • Montreux Noël • Localarchitecture • Roman Tyulyakov, Proalps • Musée de l'Elysée, Lausanne Fonds Jan Groover • YouthOlympicGames • Sibylle Pumann • Matthias Lehmann

Top tip

SKI AND STAY AT VILLARS-LES DIABLERETS

The «Ski & Sleep» package invites visitors to discover the Vaud Alps for two days.

Valid outside school holiday periods, this offer enables visitors to stay for two nights in one of the eight participating hotels in the resorts of Les Diablerets or Villars for CHF 230 per person. The offer includes breakfast as well as a pass that can be used throughout the ski area (including the glacier 3000 in Les Diablerets) during the stay. At altitudes ranging from 1,200 to 3,000 meters, the ski slopes are suitable for all levels. This is a chance to try out the new gondola lift that sweeps skiers in moments to the start of the piste for the Youth Olympic Games in 2020.

region-du-leman.ch/en/P38153

Package deals

3RD WORLD FONDUE COMPETITION IN TARTEGNIN

This cheese-fondue competition is held every other year and brings together leading experts in the field.

This unique event will take place between 15 and 17 November 2019 in the charming village of Tarteignin, situated in the heart of La Côte winegrowing area, between Morges and Nyon. Professionals and amateur cooks will demonstrate their skills at the caquelon (fondue pot) and create their own mixture consisting of at least 50% Gruyère AOP. For out-of-town visitors, eight hotels in the region will offer a package deal. The offer includes one overnight stay and a "Fondue World Championship Pass" (one fondue, one glass with holder and content) for CHF 99.– per person in a 3-star hotel (CHF 119.– in a 4-star establishment).

region-du-leman.ch/en/P22560

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Events calendar

20 November to 31 December 2019
Bô Noël
Lausanne
region-du-leman.ch/en/P7822

20 November to 31 December 2019
Lausanne Festival of Lights
Lausanne
region-du-leman.ch/en/P1142

28 November to 7 December 2019
30th Montreux Comedy Festival
Montreux
montreuxcomedy.com/en

1 January to 28 February 2020
51st Music and Snow Festival
Les Diablerets
musique-et-neige.ch

25 January to 2 February 2020
42nd International Hot Air Balloon Festival - Château-d'Œx
chateau-doex.ch/en/Z4237

13 to 15 February 2020
Béjart Ballet Lausanne
Lausanne
bejart.ch/en

18 to 23 February 2020
Villars Classics, music festival
Villars
classiques.ch

27 February to 1 March 2020
Les Hivernales (pop-rock music festival)
Nyon
region-du-leman.ch/en/P22878

29 February to 1 March 2020
50 MARA (cross-country ski race)
Sainte-Croix / Les Rasses
ski-mara.ch/en

29 February to 1 March 2020
International Dog Sled Race
Les Mosses
aigle-leysin-lesmosses.ch/en/P3307