



During this year when all that has occurred invites us to review our relationship with time, the canton of Vaud is becoming a key location for anyone interested in watchmaking. The craftsmanship of mechanical watchmaking and art mechanics, for which the region is renowned, now forms part of the UNESCO Intangible Cultural Heritage List. A great moment to pay a visit to the museums dedicated to automata and timepieces in the Vaud Jura! Also a great moment to discover the region at a more relaxed pace and exploring it by bicycle, with a range of routes to choose from for all levels of endurance. Those who prefer to keep their feet on the ground will choose to discover the town of Morges in the footsteps of two of its famous guests. And lovers of nature can look forward to a unique experience with an opportunity to sleep under the stars. Happy reading!

Andreas Banholzer
CEO, Vaud Promotion

Media NEWS

CRAFTSMANSHIP OF MECHANICAL WATCHMAKING AND ART MECHANICS RECOGNISED BY UNESCO

Since 16 December 2020, the craftsmanship of mechanical watchmaking and art mechanics has been recognised as an intangible cultural heritage. This move marks the acknowledgement of a tradition that is deeply rooted in the Vaud Jura region and highly valued by its inhabitants.

The craftsmanship of mechanical watchmaking and the manufacture of automata and music boxes have now been defined by UNESCO as an intangible cultural heritage. This inscription marks the recognition of a strong watchmaking tradition that extends beyond borders. Cantonal borders first of all, with Vaud, Geneva, Neuchâtel, Bern and Jura, but national ones as well, with the region of Bourgogne-Franche-Comté and the city of Besançon also involved on the French side. This recognition takes on a particular importance in the canton of Vaud, however, as the region of Sainte-Croix/L'Auberson, in the Vaud Jura region is the only location to combine all of these crafts. Numerous artisans strive to perpetuate the craftsmanship involved in music boxes, automata, singing birds, antique clocks, railway station music boxes, unique pieces or small watch series. These rare and often little-known professions, which may even have risked disappearing altogether, are now increasing in visibility. As a result, they have been given the chance of being perpetuated in a way that may inspire others to take up similar work.

Visitors will have the opportunity to discover the creations and secrets of these artisans at the cutting edge of art mechanics at the International Centre of Art Mechanics (CIMA) in Sainte-Croix, which exhibits a historical collec-

tion of music boxes and automata, as well as a mechanical workshop as it would have looked at the beginning of the 20th century, including a display of several authentic machines. Complementing this, the *Musée Baud* in L'Auberson presents a collection of antique mechanical music pieces, including music boxes, automata and orchestrions. The company REUGE SA in Sainte-Croix maintains the tradition of the manufacture of precision mechanical movements with modern and prestigious music boxes that are highly popular with heads of state and royal families all over the world. Finally, in the Vallée de Joux, the *Espace Horloger* and the *Musée Atelier Audemars Piguet* invites visitors to immerse themselves in the history of watchmaking.

This craftsmanship of mechanical watchmaking and art mechanics joins five other sites and events in the canton of Vaud listed by UNESCO, highlighting the cultural wealth of the region. The terraced vineyards of Lavaux, Corbusier's Le Lac villa, and the prehistoric pile dwellings on the shores of Lake Geneva and Lake Neuchâtel also form part of the world's heritage. In parallel to this, the collection of audio and video recordings of the Montreux Jazz Festival is also included in the Memory of the World Register, while the Winegrowers' Festival is listed as an intangible cultural heritage.

 musees.ch



AN UNFORGETTABLE NIGHT UNDER THE STARRY SKY

Total immersion in nature for a night, with only the sky above the head. A themed experience to enjoy with the assistance of a professional guide.



A chance to learn how to build a bivouac together with family or friends in the Vaud Alps or the Jura – and dream the night away under the starry sky. Organised with respect for nature and in compliance with all applicable regulations, this will be an experience to enjoy in the company of guides who will share their knowledge with the night's participants. Each night focuses on a different subject, including stargazing in Les Diablerets and birdwatching in Solalex, in the Alps. In Pays-d'Enhaut, visitors can learn about cooking with wild plants, while in the Jura they'll discover the fauna of La Givrine. They'll listen to tales and legends in Le Pont in the Vallée de Joux, or go out and experience the trees in a hammock in the Sainte-Croix region. A wide range of microadventures as the perfect way to recharge batteries and enjoy a change of scenery. This is the ideal opportunity for those looking to re-establish contact with nature in a way that is compatible with their love for the environment.

 lake-geneva-region.ch/star

A NEW WALK IN THE FOOTSTEPS OF AUDREY HEPBURN AND IGNACE PADEREWKSI

A route accessible for everyone for discovering the charm of Tolochenaz, this neighbour to Morges that so appealed to the actress and the pianist.



Four kilometres in length and with 11 points of interest, the walk – available free of charge in English, French and German on the Morges: Guide app – starts on Place Audrey Hepburn at the centre of the village. From here, it takes visitors past various sites that were touched by the lives of the two artists. The actress's home and the pretty church where her funeral was held, for example, as well as the pavilion that bears her name, with a mural created in her memory. Ignace Paderewski and his wife were great lovers of nature, and the path also takes in the home of their gardener, the dovecote and a park that was part of the couple's land. Plenty of spots full of charm to explore the area from a new perspective. The trail ends at the water's edge, at the *Maison de la Rivière* on the Boiron river that runs through the village. The walk can be enjoyed in any season, and the app can provide guidance as well as cultural information.

 lake-geneva-region.ch/V2542



NEWSLETTER GOES ELECTRONIC


From 2022, the document you're holding in your hands will be digital!

Our newsletter will be released in digital form and will be available in two versions: one for the media and one for travel agents, tour operators and MICE. This exclusive content will be published by e-newsletter up to six times a year.

To stay up to date with news such as activities and events that may be of interest to your readers or customers, simply register by using the form. This is the easiest way to ensure that you will receive news from the region in digital form, which is more environmentally friendly and tailored specifically to your interests. Sign up here:

 myvaud.ch/medianews

More news on our Media Corner:

 media.lake-geneva-region.ch

News in brief...

☆ **Discover the canton of Vaud from home**

Since November 2020, the platform virtual.myvaud.ch has been offering multimedia content relating to the region. A single address is now available for listening to the themes of the *Fête des Vignerons*, or for admiring the works in the Hermitage collection.

 virtual.myvaud.ch

☆ **Two new Michelin stars for Vaud**

A total of eleven Vaud establishments are featured in the 2021 edition of this prestigious guide, with *La Table du Lausanne Palace* in Lausanne and *Les Ateliers* in Vevey being the latest new additions. *The Restaurant de l'Hôtel de Ville de Crissier*, however, continues to head the list with its three stars.

 guide.michelin.com/ch

☆ **Prestigious recognition following the reopening of La Bavaria in Lausanne**

This central brasserie, which dates back to 1881, has been awarded the ICOMOS Prize for Historical Restaurant of the Year 2021. This award recognises establishments that strive to value and enhance their historical heritage.

 lake-geneva-region.ch/P669



This document was printed on 100% recycled and FSC certified paper by an Imprim'Vert printshop.

Temporary exhibitions

In view of the circumstances associated with the development of Covid-19, changes or cancellations may be made at our discretion.

Until 24 October 2021

I is a Monster
Maison d'Ailleurs, Yverdon-les-Bains
ailleurs.ch

Until 31 October 2021

The Power of Water in Les Ormonts
Musée des Ormonts, les Diablerets
museeormonts.ch

12 February to 16 May 2021

Maurice Denis. Love
MCBA, Lausanne
mcba.ch

12 February to 16 May 2021

Materials in Light. Sculptures from Rodin to Louise Bourgeois
MCBA, Lausanne
mcba.ch

2 March to 30 May 2021

Masterpieces from the Bemberg Collection
Fondation de l'Hermitage, Lausanne
fondation-hermitage.ch

2 March to 30 May 2021

Dürer et Rembrandt.
The Pierre Decker Collection
Musée Jenisch Vevey
museejenisch.ch

4 March to 27 June 2021

Willem van Genk – Megalopolis
Art Brut, Lausanne
artbrut.ch

21 March to 10 October 2021

GAMES
Château de Prangins, Nyon
chateaudprangins.ch

21 March to 04 July 2021

The Pope's Daughter, Marguerite de Savoie.
Château de Morges, Morges
chateau-morges.ch

15 April to 26 September 2021

25 Castles in One Castle
Château de Nyon
chateaudenyon.ch

PRESTIGIOUS RECOGNITION FOR PRANGINS

The Swiss Heritage Society welcomes the development of the village near Nyon, which has succeeded in preserving its spirit while integrating strong demographic growth.

The Wakker Prize is an important award that is bestowed each year on a Swiss town or village that has worked to preserve and enhance its heritage. Visitors to Prangins are familiar with its emblematic castle in the classic French style, which houses a branch of the Swiss National Museum. This dedication to preserving its historical heritage encompasses all aspects of the cultural landscape. Despite the anticipated 30% increase in its population over the next ten to twenty years, the village is committed to maintaining both a strong identity and high living standards. The decision has been made to

retain the agricultural zones on the outskirts of the village, while focusing on increasing density at the heart of the village and breathing new life into the area. The old farm belonging to the castle, for example, houses not only the public administration but also a grocer's shop, a café and a children's nursery. The old kiln house directly opposite is now a bakery, and a hotel with its own restaurant has also been opened in the village. With Prangins, this is now the fifth time that this award has been bestowed on a location within the canton of Vaud in less than 50 years. patrimoinevaud.ch/prix-wakker



HEADING STRAIGHT FOR SERENITY IN THE NEW SPA AT BEAU-RIVAGE PALACE

Much more than just a location for a massage, this vast space of 1,500 m² has been redesigned to provide an experience that appeals to all the senses.

Nestled in its lush green setting, the new *Cinq Mondes* spa at Beau-Rivage Palace in Lausanne combines aesthetics and architecture to create the perfect backdrop for pure relaxation. First-class materials and organic forms have been used throughout, with a seating area around a spectacular tree of life serving as a unique focal point. Bathed in undulating light, this piece exudes a meditative atmosphere and emits an irresistible invitation to guests to take time to focus on themselves. Designed as series of experiences where the sensations and emotions

aroused take in all of the senses, the *Cinq Mondes* spa encompasses eight care booths and two cloakrooms, each equipped with a hammam, a sauna, a grotto and ice fountain. Also on offer are a fitness studio with a view of the lake, two heated swimming pools (indoor and outdoor) and a restaurant. The relaxation area is graced with a ceiling reminiscent of the works of James Turrell, and a yoga and meditation studio has also been created. The spa is accessible both to hotel clients and day visitors.

brp.ch/en/cinq-mondes-spa/the-spa



Nature

TOURING THE CANTON OF VAUD ON TWO WHEELS

With its varied landscape, the region offers possibilities for exploration for visitors of all kinds, from the most hardcore cyclists to those who enjoy a more leisurely pace.

There's nothing like a good bike ride for getting a different perspective. Supported by an electric battery or powered by leg muscles alone, the bicycle has pride of place on the roads and trails of the region. Thrill seekers will love the steeper slopes of the Alps,

while the Jura, with its gentler undulations, is ideal for families and those looking for a less strenuous tour. It will not come as a surprise to hear that the canton is home to the World Cycling Centre in Aigle at the foot of the Alps. The International Cycling Union (UCI)

provides facilities for training young talent from all over the world. Open to the public, it also offers introductory sessions run by professionals by reservation. On the Alps side – in addition to the Gran Fondo in Villars, a road race normally

scheduled for 25 to 27 June 2021 – the more courageous can attempt the *Tour des Alpes Vaudoises*, which takes place over four days. The fearless of the cycling world are welcome to try the descent at the Downhill Bike Park in Leysin.

The Jura can be explored in three days by e-bike following the Bike Tour Parc Jura Vaudois schedule. And for those wishing to enjoy a spectacular view of Lake Geneva, the stage of the Route du Rhône between Montreux and Morges is ideal.

From April onwards, a package including e-bike, camping with material, breakfast at the farm and a mapped route will enable guests to discover the Moudon region and finish off with a guided tour of the town. The package can be reserved at the Moudon tourist office. Visit site below for details of all routes.

bike.lake-geneva-region.ch



Picture credits: Catherine Gailloud • OTV_VDubach • Fabiano Mancesti - @fabxplore • Cinématique Suisse_AH_Elegance_004 • Musée national suisse • Vincent Jendly • Switzerland Tourism Andre Meier • 2016 Chaplin's World™ © Bubbles Incorporated S.A. • MaudeRion

Package deals



MONTREUX IN THE FOOTSTEPS OF FREDDIE MERCURY

The town meant a great deal to the Queen singer, who found peace and inspiration there. Over the years it has become a place of pilgrimage for the fans of the British group.

The Freddie Tour, a one-hour guided tour in English or French, takes participants through the places where the members of this legendary band worked or hung out. Starting at the covered market, very close to the Freddie Mercury statue, it follows the shore of the lake for a view of the panorama featured on the Made in Heaven album cover. The tour ends at Mountain Studio that belonged to the band and is where they recorded six of their albums. The space has been converted into a museum called Queen – The Studio Experience. The guided tour costs CHF 29.–.

freddie-tours.com



Top tip



THE GREAT DICTATOR IN CHAPLIN'S WORLD

Chaplin's World celebrates the 80th anniversary of The Great Dictator with a global campaign and a landmark exhibition.

To mark the 80th anniversary of The Great Dictator one of Charlie Chaplin's most iconic and daring films, Chaplin's World will be hosting a temporary exhibition until 29 August 2021, featuring hitherto unpublished photos, details of deleted scenes and behind-the-scenes activity that elucidate the links between fiction and history. At a time of challenge to individual liberties, the #LETUSALLUNITE digital human fresco will bring citizens of the world together around the universal values expressed in the film's final speech.

chaplinsworld.com

