

# Media NEWS

## AUDREY HEPBURN AND HUBERT DE GIVENCHY, AN EXHIBITION AT THE HEIGHT OF ELEGANCE IN MORGES

Three of the town's museums are taking part in this event highlighting the relationship between the couturier and his famous muse, who lived in the region.



Morges Castle will offer a retrospective of Hubert de Givenchy's work including garments, accessories and designs. Finally, the Musée Alexis-Forel will present a homage to Audrey Hepburn by Hubert de Givenchy, featuring sketches, Audrey Hepburn's dresses, photos and magazine covers.

This exhibition will delight lovers of haute couture as well as admirers of these two legends of the cinema and fashion, especially since so far only two exhibitions have been solely dedicated to Hubert de Givenchy: one at Musée Thyssen-Bornemisza in Madrid and the other at

the Gemeentemuseum in The Hague. Plus, Hubert de Givenchy was heavily involved in setting up the Morges exhibition, even choosing to exhibit some designs for the first time.

This exceptional event perfectly reflects his 40-year friendship with Audrey Hepburn, which actually started with a fortunate misunderstanding. One day, the couturier was told that Miss Hepburn wanted to meet him. Hubert de Givenchy was a big fan of Katherine Hepburn, so he accepted right away. Imagine his surprise when he saw Audrey arriving! But they became friends and this elegant relationship continues to make its mark on style codes. The couturier designed the outfits the actress wore on the big screen as well as in her private life and she said of him that he gave her "a look, a type, a shape. Visually, it was he who made me what I have become".

Between 20 May and 17 September, three Morges museums will be dedicated to a major retrospective entitled "Audrey Hepburn and Hubert de Givenchy, an elegant friendship". The living legend of style deliberately chose the town of Morges, on the shores of Lake Geneva, for this exhibition, the actress having lived for thirty years in the neighbouring town of Tolochenaz, where she now rests. This exhibition looks back at the work of Hubert de Givenchy, one of the most eminent designers of the 20<sup>th</sup> and 21<sup>st</sup> centuries and showcases around 50 original gowns, hats, accessories, about sixty sketches created especially for the occasion along with some hitherto unseen photographs. Morges and area have never before hosted such a retrospective, involving three of its museums, each with their own perspective. Fondation Bolle will focus on the relationship between Audrey Hepburn and Hubert de Givenchy, with a display of sketches, dresses, photos and a documentary movie.



[www.morges-tourisme.ch/en](http://www.morges-tourisme.ch/en)

## THE EPFL ARTLAB: CULTURE, ART AND SCIENCE ALL UNDER ONE ROOF

This building designed by the Japanese architect Kengo Kuma invites visitors to explore the relationship between science and culture in three themed spaces.



Called the Artlab, this innovative project aims to create a link between the arts, culture, science and technologies. Firstly, it is home to the Montreux Jazz Café where visitors can explore the musical archives of the famous festival. The EPFL is indeed currently undertaking the digitisation and conservation of this documentary heritage, listed in UNESCO's Memory of the World Register. The second space is dedicated to museum-based experimentation where the EPFL laboratories and resulting start-ups devote their research and technologies to innovative approaches. For example, until 23 April, visitors can explore how light interacts with the black monochromes of the French painter Pierre Soulages. Finally, the Data Square spotlights two of EPFL's big scientific projects on the theme of big data: the Blue Brain Project, a computerised reconstruction of part of a rat's brain tissue, and Venice Time Machine, a historical and geographical simulation of the city. ArtLab was officially opened at the beginning of November 2016 with Patrick Aebischer, former president of the EPFL, and the federal councillor Alain Berset in attendance.

[www.artlab.epfl.ch](http://www.artlab.epfl.ch)

## MEDIEVAL FACTORY: THE 20<sup>TH</sup> CENTURY HAS ITS ROOTS IN THE MIDDLE AGES

You couldn't dream of a better place than the famous Chillon Castle for this entertaining exhibition featuring inventions dating back to the Middle Ages.

In its romantic setting on the shores of Lake Geneva with stunning views of the Alps, the best known Swiss castle is hosting the "Medieval Factory" exhibition until 5 November 2017. Designed for visitors from age 7, it will also fascinate adults who still have a sense of curiosity and fun. In the idyllic environment that inspired Rousseau and the poet Byron, visitors can enjoy discovering all these medieval inventions that continue to make life easier for us today. Who would have thought that glasses, the printing press, the wheelbarrow, paper, glass windows, the mechanical clock, soap, the compass or the rudder were invented during this millennium often synonymous with darkness in the popular imagination? This exhibition invites visitors to learn in a hands-on way with interactive installations and is the result of a collaboration with the Espace des Inventions in Lausanne where it was held in 2016.



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



The people of our region find new ways of meeting visitors expectations and even more every year, whether it's by welcoming them, offering them something new, surprising them, making them want to come here and keep coming back or helping them organise their stay. Or by putting on a special exhibition, for example, such as the one dedicated to the elegant friendship between the actress Audrey Hepburn and the couturier Hubert de Givenchy. Or by enhancing our hotels; in 2017, the Valrose reopened in Rougemont and the Montreux Palace refurbished its beautiful suites. Or by launching the MyLausanne blog, on which contributors, local or not, write about places and activities to discover or rediscover in the Vaud capital. Lots of other projects are in the pipeline, so keep your eyes open.

Andreas Banholzer  
CEO, Lake Geneva Region  
Tourist Office

## Representation in the markets

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

**23 March 2017** | Media dinner | Düsseldorf | Lake Geneva Region

**4 to 11 April 2017** | Road to Switzerland | Toronto | Chicago | New York | Boston | Los Angeles | San Francisco | Lake Geneva Region, Valais Promotions, Geneva Tourism (LGMR)

**25 to 28 April 2017** | ATM | Dubai | Lake Geneva Region, Montreux-Vevy Tourism, Lausanne Tourism, Royal Savoy, Royal Plaza

**1 to 30 May 2017** | Networking SCIB Luxembourg | Villars/Les Diablerets

**1 to 9 June 2017** | Swiss Meeting Design | Moscow | Lake Geneva Region

**5 to 8 June 2017** | ILTM | Shanghai | Lake Geneva Region, Royal Savoy

## News in brief

### ☆ A facelift for the Bex Salt Mines

Two phases of work are planned to enhance visitor experience and make the tourist site even more attractive, the first consisting of development and improvement works and the second on the museum section. The site will first reopen in May 2017.

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

### ☆ A new mountain biking trail in the hills of Montreux

This new trail officially recognised by SwitzerlandMobility will be open in the spring 2017. It is dedicated to seasoned mountain bikers, offering splendid views of the lake and the Riviera as a reward for their efforts.

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

### ☆ The Vaud capital blogs with MyLausanne

A real mine of information for people who like to venture off the beaten track, this blog was set up in 2016 to share the experiences of locals and visitors, listing original trips, tips, good deals and new places to visit, accompanied with pictures.

[www.my-lausanne.com](http://www.my-lausanne.com)

 *Events  
calendar*

**31 March to 8 April**

Cully Jazz Festival  
[www.cullyjazz.ch/en](http://www.cullyjazz.ch/en)

**1 April to 14 May**

Tulip Festival  
Morges  
[www.morges-tourisme.ch/en](http://www.morges-tourisme.ch/en)

**13 to 17 April**

Polymanga 2017  
Montreux  
[www.polymanga.com](http://www.polymanga.com)

**21 to 29 April**

Visions du Réel – International  
film festival in Nyon  
[www.visionsdureel.ch/en](http://www.visionsdureel.ch/en)

**25 to 26 April**

Freeride Days  
Les Diablerets (Glacier3000)  
[www.glacier3000.ch/en](http://www.glacier3000.ch/en)

**26 April to 1 May**

Arvinis – The world of wine  
Montreux  
[www.arvinis.ch](http://www.arvinis.ch)

**6 May**

Epesses Festival  
[epesses-nouveau.ch](http://epesses-nouveau.ch)

**7 to 11 June**

Caribana festival  
Crans-Près-Celigny  
[www.caribana-festival.ch/en](http://www.caribana-festival.ch/en)

**16 to 18 June**

Villars Rando Festival (hiking festival)  
[www.villarsrando.ch](http://www.villarsrando.ch)

**14 to 18 June / 20 to 21 June**

Béjart Ballet Lausanne,  
30<sup>th</sup> anniversary  
[www.bejart.ch](http://www.bejart.ch)

**A NEW LEASE OF LIFE FOR THE HOTEL  
VALROSE IN ROUGEMONT**

Closed since 2007, this superior 3-star hotel reopened in December 2016 after extensive refurbishment.

Built in 1904, the year when the MOB – the train linking Lake Geneva and the Bernese Oberland on the GoldenPass line – arrived in Rougemont, the Hotel Valrose has been rejuvenated. The 12 newly decorated rooms and common areas now heavily feature natural materials like wood and sober colours to create a relaxing atmosphere. The people behind the project include Jean-Jacques Gauer, former director of the Lausanne Palace, and

Edgar Bovier, chief executive of this same hotel. The hotel has a 70-seater restaurant with two dining rooms and a café, as well as a garden terrace for up to fifty guests. Serving them is the young chef Florian Carrard, who also previously worked at the Lausanne Palace and who takes inspiration from local products to create his menu. A must for visitors looking for a friendly and authentic place to stay.

 [hotelvalrose.ch](http://hotelvalrose.ch)



**RENOVATION FOR THE BELLEVUE SUITES AT  
THE FAIRMONT LE MONTREUX PALACE**

Refurbishing and upgrading these spaces while preserving their historical heritage was the challenge facing this hotel, a real jewel of the Swiss Riviera.



The refurbishment of all the Bellevue suites at the Fairmont Le Montreux Palace, to make them more luxurious while respecting their Belle Epoque style, is now complete. These 76 m<sup>2</sup> rooms now offer the ultimate in comfort and style with king-size beds, interactive equipment and full marble bathrooms, along with massive sofas and chess tables making guests feel totally at home. On the shores of Lake Geneva,

affording the panoramic alpine views that have made the town famous all over the world, this truly elegant hotel has 236 rooms and luxury suites as well as six restaurants. Opened in 1906 in the Belle Epoque style, it attracts a demanding clientele from all over the world, from European aristocrats to Russian princes as well as New York bankers and maharajahs.

 [www.fairmont.com/montreux](http://www.fairmont.com/montreux)

 *Highlight*

**IT'LL BE SNOWING DECIBELS IN LEYSIN  
AT THE WORLDWIDE FESTIVAL**

For this fifth edition of the most British music festival, about twenty DJs will be entertaining visitors on the slopes and in the resort.

Between 23 and 26 March 2017, the Worldwide Festival will be coming to

Leysin in the Vaud Alps for a few days, when some twenty DJs will be blasting out the tunes in the resort and on the slopes, for après-ski entertainment and in the evenings. Passes can be purchased so festival-goers can combine the pleasures of music and snow sports. The event is being hosted by the British radio star Gilles Peterson who, following the success of his "Worldwide" show on the BBC, had the idea to adapt the concept and create a form of electro festival which he organises in the most stunning places in the world.

 [www.worldwidefestival-leysin.com](http://www.worldwidefestival-leysin.com)



 *Highlight*

**SLOWUP DAYS: A CHANCE TO DISCOVER THE  
LAKE GENEVA REGION USING SOFT MOBILITY**

In 2017, people will be given the chance to explore the region's beautiful scenery on safe car-free roads on three special days.

Invented at the beginning of the 21<sup>st</sup> century, the SlowUp concept is simple: thirty or so kilometres of roads in a beautiful area are closed to all motorised traffic for a day when bikes, strollers and roller blades can take back the tarmac. A whole host of activities is organised along the route, which anyone can complete at his/her own pace, with family or friends, in a

relaxed, friendly atmosphere. In 2017, three of these events will take place in the Lake Geneva Region: on 30 April, around Lake Morat, on 2 July in Vallée de Joux, while on 7 May, the 6<sup>th</sup> Vevey-Lavaux Up will welcome cyclists and fans of the concept of soft mobility on the shores of Lake Geneva.

 [www.slowup.ch](http://www.slowup.ch) / [www.veveylavauxup.ch](http://www.veveylavauxup.ch)




**Picture credits:** DR • Michel Denancé • Fairmont Le Montreux Palace • Sarah Jaquemet • Hotel Valrose Mark Nolan • Sébastien Staub Nyon Hostel • OTV\_VDubach • José Crespo • ValleedeJouxTourisme

*Package deals*

**A TWO-DAY FESTIVAL INTRODUCING  
VAUD WINES**

The 2017 Open Wine cellars event offers wine tastings and a friendly atmosphere, including a preview tasting of the 2016 vintage.

From 3 to 4 June 2017, over 300 wine cellars will open their doors across the Lake Geneva Region. Bonvillars, Chablais, La Côte, Vully, Côtes de l'Orbe and Lavaux: six wine-making regions and six authentic settings in which to discover Vaud wines. Entry is by a Caves Ouvertes passport (CHF 20.-), which entitles the holder to the event's glass, to sample local products and to ride free on the shuttles from the region's main stations. This all-access pass can be purchased at the first wine cellar visited.


 [ete.myvaud.ch](http://ete.myvaud.ch)



*Top tip*

**SMALL BUDGETS WELCOME AT  
THE NEW NYON HOSTEL**

This hostel for tourists, students and families opened its doors to travellers on 1 February 2017. Ten minutes' walk away from Nyon station, it's the first of its kind between Lausanne and Geneva.

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

