

**Zeitschrift:** Swiss review : the magazine for the Swiss abroad  
**Herausgeber:** Organisation of the Swiss Abroad  
**Band:** 40 (2013)  
**Heft:** 3

## **Werbung**

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 28.04.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**





Ballenberg, the open-air museum of rural culture, Bernese Oberland

## Long live traditions!

This summer, become a craftsman, a specialist in local gastronomy or turn back the clock.

### A summer devoted to living traditions

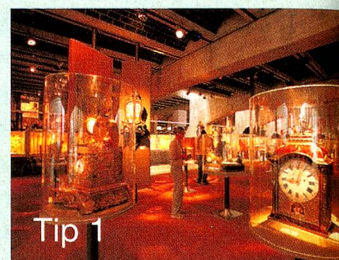
Switzerland Tourism is celebrating living traditions throughout the whole of the summer, giving people the chance to (re)discover typical regional events, such as Herens cattle fights with their heavyweight combatants, which keep thousands of spectators enthralled in Valais in the spring. We are paying homage to traditional craftsmanship with numerous offers enabling visitors to learn about the carving of Tschäg-gätta wooden masks (carnival characters) in the Lötschental area (Valais) or to master the art of sgraffito, used to decorate the houses in the Lower Engadine. The museum of rural life in Ballenberg, near Interlaken, enables you to see the craftsmen at work.

### Delicacies with a fascinating story

There is often a fascinating story hidden behind each regional specialty, such as that of absinthe. In the Val-de-Travers, visitors can follow the "Green fairy", along a route which reveals all stages of the drink's manufacture and its eventful history. Throughout the whole of Switzerland, dozens of cheese dairies in the high mountain pastures enable visitors to discover the work of master cheesemakers such as Moléson (Fribourg) or, in the Vaud Alps, to follow the cheese route entirely dedicated to the Etivaz AOC.

### The valley of time

Precision watchmaking has molded the history of the Vallée de Joux since the 17th century. At La Chaux-de-Fonds, set out in the tracks of watchmaking pioneers and even become a watchmaker and discover the secrets of assembling a watch.



Tip 1

MySwitzerland.com  
Webcode: **AL90295**

### The secret of holes

Throughout the region of Emmental, discover the secrets of the manufacture of the famous cheese with holes along a new route that can be followed by bicycle or electric bicycle. Your guide: the new iPhone app, which points out all the points of interest on the itinerary.

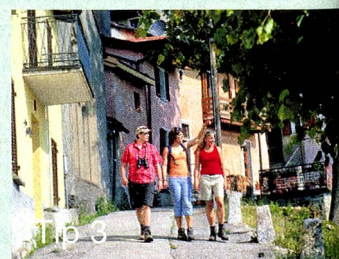


Tip 2

MySwitzerland.com  
Webcode: **A173519**

### Just like the olden days

The Muggio valley in the canton of Ticino is a true open-air museum. Mills, shelters for the drying of chestnuts and other relics of everyday peasant life in past centuries are located throughout the valley and have now been interconnected by a number of walking trails.



Tip 3

MySwitzerland.com  
Webcode: **A45840**

## Network Switzerland:

### Hotel de l'Aigle, Couvet

Register at MySwitzerland.com/aso from now until 30 June 2013 and win a 2-night stay for 2 people at the Typically Swiss Hotel de l'Aigle in Couvet in the Val-de-Travers, to discover the traditions of the Jura.



MySwitzerland.com  
Webcode: **A146660**

A collaboration between Switzerland Tourism and the Organisation of the Swiss Abroad (OSA)



Auslandsschweizer-Organisation  
Organisation des Suisses de l'étranger  
Organizzazione degli Svizzeri all'estero  
Organisaziun dals Svizzers a l'ester

Switzerland Tourism.  
MySwitzerland.com

