

The "swiss week" at Dusseldorf

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The «Swiss Week» at Dusseldorf



Dusseldorf has been said to have the greatest future before it of any town in the whole of the German Federal Republic. Having already organised similar events featuring other countries, it had arranged a Swiss Week to be held from March 10th to 16th. This was a decentralised exhibition held under the patronage of Mr. Th. Heuss, President of the German Federal Republic and Mr. Streuli, President of the Swiss Confederation, and organised by the City of Dusseldorf in collaboration with the Swiss Consulate in Dusseldorf, the Zurich branch of the Swiss Office for the Development of Trade, the Swiss National Tourist Office and the Pro-Helvetia Foundation in Zurich among others.

The programme included a number of lectures on cultural, economic and political subjects by eminent Swiss personalities, exhibitions by Swiss painters, displays of books and Swiss tourist posters, concerts of Swiss music, a presentation of documentary films, a performance of Fr. Durrenmatt's play «The Old Lady's Visit», fashion parades and numerous receptions. Over six hundred Dusseldorf shopkeepers took part in a competition for the best window displays featuring Swiss products. A novel way of making Swiss products known and stimulating public interest was a competition which involved the detection of a number of errors in the window displays.

On this page we are showing three different views of the window display of a big store which won first prize in category 2 (department stores with their own window dresser).



Photos Paulsen



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