



WELCOME SWISS
— BLENDING PRECISION & FLAIR —



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Lausanne
TOURISME



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Lausanne through the century

Give your guests the chance to discover the city of Lausanne with a dynamic visit of the city. Start with Vidy with its roman ruins, transfer uptown to Cathedral dominating the medieval city around Place de la Palud. This part will be animated by the Curator of the Musée du Vieux Lausanne.

Break for lunch and then transfer to learn about Lausanne's « Metamorphosis ». The introduction of the project will be animated by a surrealistic show. Meet an architect or may be Mr Brélaz, historical mayor of the city. Metamorphosis is the project that will whisk Lausanne into the future.

This day can be complemented with the presence of a creative street artist whereby guests are lead to produce with the aid of spray color bottles a collage of the city of Lausanne. Each guests receive a section of the collage as a souvenir of their event



Lausanne and its artists

Get to know Lausanne through the eyes of 2 artists that live and operate in the area.

We start with visual arts as we meet the eclectic painter, Anat. Born 1967 Israel, living in Switzerland since 1969, after obtaining her Economics degree at the University of Lausanne, engaged in professional experiences in business and in the scientific community 1991 to 1999. Her life mission crossed in 1998 to her passion ...PAINT! New mode of expression, new way of living and expressing emotions. For Anat, painting is looking for "something that sounds and tastes just right." It is a dialogue without words, without thinking thoughts or other thread than that which is born of the hands and creativity.

The key word is experimentation, the error source of discovery and inspiration, leading her to where she would not have thought she would venture ... Over the years Anat has had exhibitions in different parts of the world including New York in 2016.



The afternoon will take us to meet a creative master in applied arts, Krahenbuhl, one of the leading contemporary sculptors in Switzerland. He pushes metal to its extremes, to convey both movement and sound from earth's interior. He works with conventional metals but also explores high-tech mediums such as shape memory alloys and superconductors. The theme of Krahenbuhl's sculpture is the permanent movement of a work in process, succinctly moving between art and science, philosophy and poetry, he translates the very essence of his chosen medium

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Lausanne, ville Olympique

The Olympic capital unveiled and explained.

An excursus as to what made Lausanne the IOC capital, it starts with a meet of the headquarters in Vidy where a member of the Olympic Committee meets and explain how such institution works. Then we transfer to the site of the Olympic Museum for an interactive visit of the new museum followed by a motivational speech of an Olympic winner.



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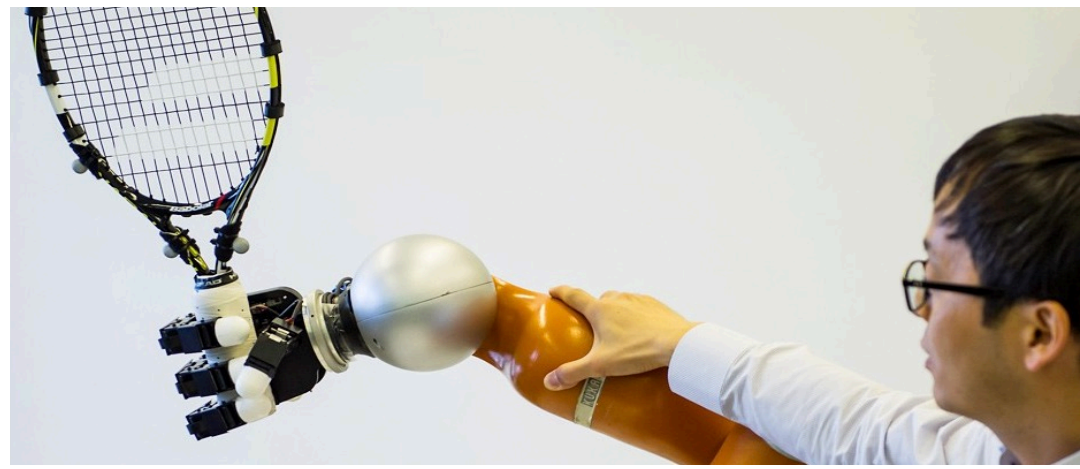
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Lausanne city of Design & Innovation

Enjoying international renown and featuring regularly among the world's top ten universities of art and design, ECAL is directed by Alexis Georgacopoulos. The school currently offers six Bachelor programmes (Fine Arts, Cinema, Graphic Design, Industrial Design, Media & Interaction Design, Photography), five Master programmes (Fine Arts, Film, Photography, Product Design, Type Design) and two Master of Advanced Studies (MAS) in Design for Luxury & Craftsmanship and in Design Research for Digital Innovation (with EPFL+ECAL Lab). Today's visit will focus on the latter joint venture, Art and Innovation.

EPFL is one of the two Ecoles Polytechniques fédérales in Switzerland. Like its sister institution, ETHZ, it has three missions: education, research and technology transfer at the highest international level. Associated with several specialised research institutes, the two EPFs form the EPF domain, which is directly dependent on the Federal Department of Home Affairs. EPFL, in its idyllic location on the shores of Lake Geneva, brings together a campus of more than 10,000 people. By its novel structure, the school stimulates collaboration between students, professors, researchers and entrepreneurs. These daily interactions give rise to new and ground breaking work in science, technology and architecture.

We start with a visit and a Q&A session at the ECAL and then we move to the campus of the EPFL. Lunch can be served in the Rolex Learning Center a rather futuristic building followed by an orientation walk and explanation on how a Polytechnic Institution works and the highlight is placed on innovation & technology.





Welcome Swiss, in cooperation with Lausanne Tourism, presents a special new incentive package.

The package includes:

2 nights accommodation in 4 stars hotel

Daily breakfast

All ground transportation

Dinner in a local restaurant with drinks package

Professional assistance

Complimentary gift on arrival & departure

All taxes, portorage & gratuities

Choose one of the following theme visits (not included in the package)

- Lausanne through the century
- Artist Lausanne
- Lausanne, the Olympic Capital
- Lausanne, innovation & design

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