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**Autor:** [s.n.]  
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## St. Gallen – centre of the textile industry

In the 15th century St. Gallen became successful in producing textiles. In 1714, a first climax was reached with a yearly production of 38,000 bales of linen. The first depression happened in the middle of the 18th century caused by strong foreign competition and starting cotton production. But St. Gallen was able to catch up and an even more glamorous era arrived.



At the beginning of the 19th century, the first embroidery machines were developed in St. Gallen. In 1910 the embroidery production was the largest export branch in Switzerland (18 percent of the total export value), and more than half of the global production originated in St. Gallen. One fifth of the population in the eastern part of Swit-

zerland lived from the textile industry. World War I and the Great Depression thereafter plunged the St. Gallen embroidery into a second large crisis. The textile industry recovered slightly in the 1950s. St. Gallen embroideries are still in high demand by the creators of Paris Haute Couture.

*from Wikipedia*

## University of St. Gallen

St. Gallen is known for its business school, now named University of St. Gallen (HSG). It is the number one school for business and management in German-speaking Europe and one of the top addresses worldwide. Recently, HSG has been building a reputation for Executive Education, with its International MBA recognised as one of Europe's leading programmes, and runs a PhD programme with a consultancy based research methodology. HSG is a focused university that offers degrees in business and management, economics, political science and international relations as well as business law.

Advertisoria

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## Uniquely NZ Gifts & Crafts

By Regula Widmer

In the heart of Auckland's historic Parnell Village, tucked down an alley beside the ANZ Bank you will find the Elephant House Craft Gallery at 237 Parnell Road. We have been here for 27 years!

Parnell Village is a unique part of Auckland's heritage. It was originally built in the 1800's and then restored in the early 1970's by local identity, Les Harvey. Les built the Elephant House for his wife Zena, who is a potter, for her and her friends to sell their work. The shop has evolved from that to what it is today, a thriving outlet for NZ's most accomplished craftspeople. Amongst our shareholders and suppliers, we have people originally from many different countries, even Switzerland. We welcome any potential new suppliers, so feel free to pop in and discuss your craft with us.

Elephant House is now owned and operated by 9 craftspeople, with the assistance of several helpers (our craft suppliers). We are a co-operative company and proudly sell quality contemporary and traditional crafts, supplied by over 200 artists from throughout NZ. From the smallest of souvenirs to stylish corporate gifts, we have something for every occasion.

We are surrounded by wonderful cafes and speciality shops, so treat yourself and your visitors to an outing in Parnell, you won't be disappointed!

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