

# The swiss national exhibition : Zurich 1939

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# THE SWISS NATIONAL

Switzerland is getting ready to reveal to the world in a national exhibition the extent of its creative capacity in every sphere. This striking manifestation is to take place in the summer of 1939. The Swiss Office for the Development of Trade has been charged, among other things – in close collaboration with the Exhibition management – of establishing the necessary contact with foreign economic circles. And it is with that end in view that a portion of

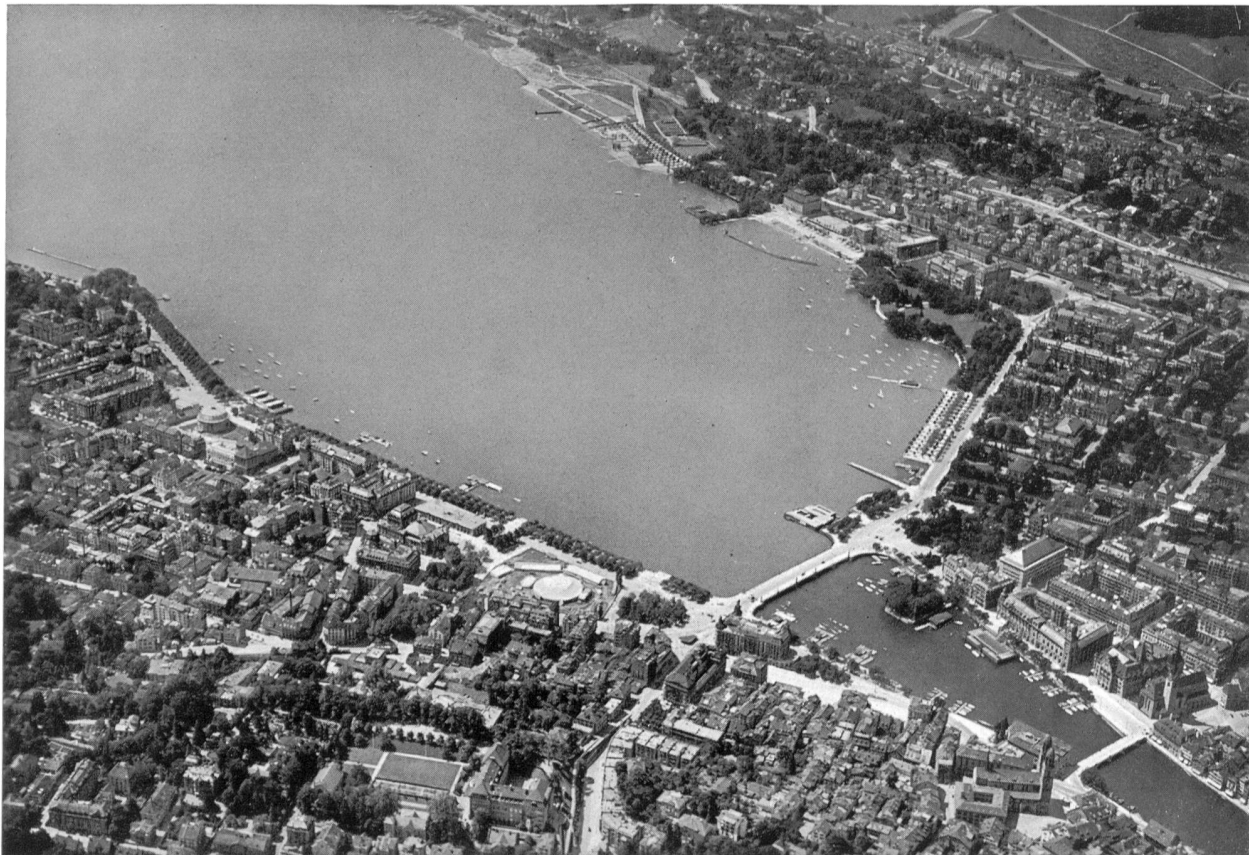
the present review is to be devoted to the event. It is needless to point out that the management of the Exhibition (Walcheturm, Zurich) or the Swiss Office of the Development of Trade will be glad to put their services at the disposal of our readers for the purpose of transmitting any further information that may be required. We are beginning by an article written by Mr. H. R. Schmid, head of the Exhibition press service, describing the forthcoming event.



For a country like Switzerland with its limited territory and its main resources residing in its export trade, a national exhibition is bound to constitute an important and highly significant event, particularly as they only occur four times during a century. In the course of the long interval, however, new artistic and technical trends have had time to be evolved and perfected, so that every exhibition is totally different from that which preceded it,

and tedious repetitions are thus happily avoided. That the 1939 Exhibition will not bear the slightest resemblance to its predecessor is certain; its organisation and distribution will be carried out on entirely original lines.

At any rate Swiss industries are preparing to concentrate every effort on making their products known to as wide a circle as possible, for the importance and diversity of Swiss manufactures are



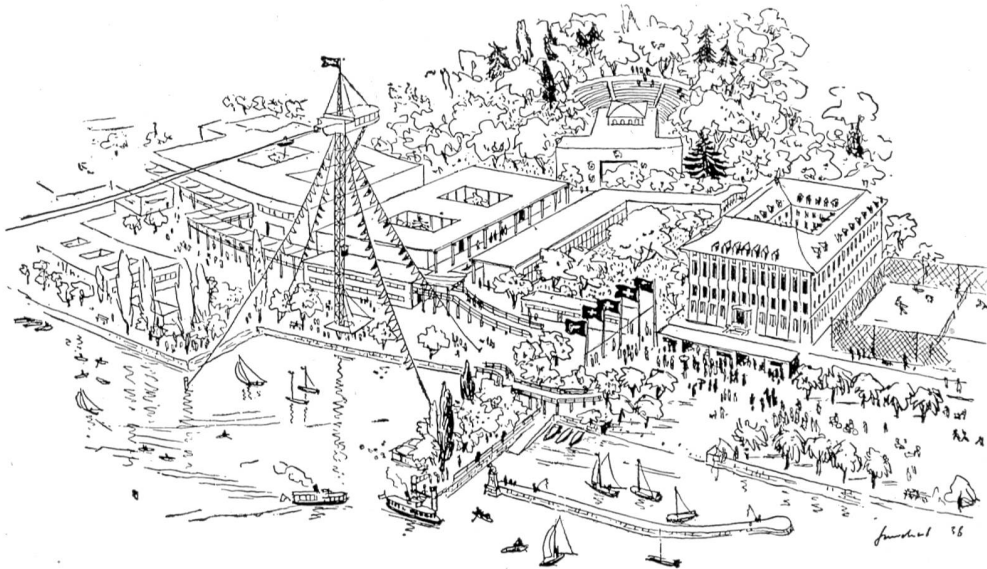
The shores of the Lake of Zurich where the Exhibition will be held

# EXHIBITION, ZURICH 1939

MAY - OCTOBER

not always fully realised. It is not intended, however, that the Exhibition should in any way compete with the Basle Industries Fair or the Swiss Comptoir of Lausanne. It has already been pointed out that the Exhibition is to bear no resemblance

herds" is not completely extinct. Although Switzerland is highly developed agriculturally and possesses a strong peasantry, hardened by work, it is also highly industrialised and after having successfully surmounted the vicissitudes of the past years, Swiss



One of the entrances of the Exhibition

with a Fair, but will aim at giving as complete a survey as possible of the historical development and the working methods of Switzerland's export industries, the course to be pursued to that end being quite original.

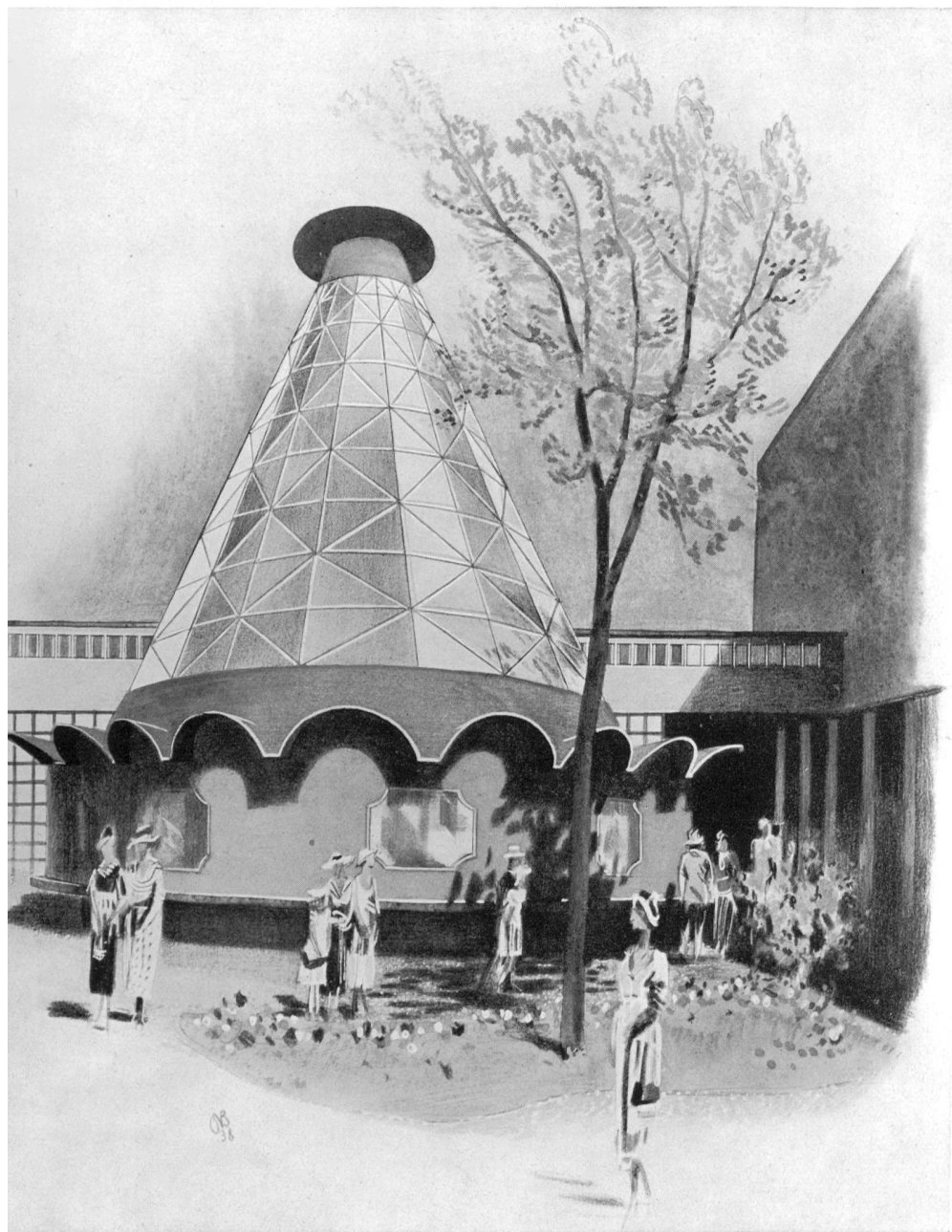
The National Exhibition of 1939 will make an important contribution to international tourism. Thousands of nationals of foreign countries will come to Switzerland and spend some time there; for many it will doubtless be a first visit, which in a great many cases, may entail subsequent ones. The renown which Switzerland owes to the soundness of its institutions and the respect inspired by the activeness and thrift of its population will be more firmly established than ever; the Exhibition will serve as an object lesson which, for many, will be a revelation, for the legend of the Swiss being a "people of cow

industry is now on the point of recovering from the effects of the economic depression. This latter fact cannot be too strongly emphasised!

Zurich is already hard at work in order that its gigantic task may be finished in time to welcome in state the thousands of visitors which will flock to that city in 1939. New roads of approach are being built, old buildings are being torn down and new ones are taking their place. Among the latter mention should be made of the new congress hall which is to cost eight million francs and will doubtless be a model of architecture.

Lastly, a word regarding the setting of the Exhibition which will be unique of its kind. It is to be constructed in the midst of two beautiful parks bordering either side of the lake which will be connected by a rapid steamer service; in the background the lake and the Alps outlined in the distance.

## Swiss Textile Industries at the Exhibition



A part of the Textiles' section : the « Haute Couture » Pavilion.

THE coming National Exhibition gives Swiss Textile Industries and Fashion Makers an excellent opportunity of making the public acquainted with the first-rate quality and the up-to-date features of their products. The old proverb « Fine feathers make fine birds » is a fitting motto for the exhibition, proving that the whole affair is not to be a mere dry display of goods or a course of instruction for visitors with the object of furthering commerce and trade. It will, on the contrary, be a gay and brilliant survey, combining entertainment with experiences of real and lasting interest.

The abundance and similarity of textile goods makes it impossible to give each individual firm the opportunity of exhibiting all or even the chief part of its products. This would be monotonous in the extreme. The work done by textile industries will, as is the case in other departments, be exhibited in special groups.

Textile products and fashions are one of the most important sections of the exhibition. The buildings in which they are shown cover an area 140 metres long and 75 metres deep, and lie scattered in delightfully laid-out gardens. The entrance porch, ornamented with figures illustrating the science of clothing will attract attention from a distance. The first room, measuring 2000 sq. m., gives us insight into the manufacture of textile goods. We see the work done in spinning and cotton mills, silk twisting mills, weaving mills and embroidery workrooms. The manufacture of artificial silk may be seen in all its details. A model in a glass case shows the whole process, from the initial preparation of the wood to the finished material and the use to which it is put.

The general public is not, as yet, sufficiently acquainted with the branch of Swiss industries engaged in the work of refining and finishing materials. The special division of this department in which the art of dyeing, the various printing processes and the sanforizing process are shown will therefore be of particular interest.

Embroidery also comes under this heading, and we shall see women from the Canton of Appenzell busily practising this intricate art, while in an adjoining room, machines operated by hand trace flowers and other motifs on materials of various kinds.

In another pavilion we see twisting mills preparing cotton, woollen, linen and silk embroidery threads. Lady visitors to the exhibition will enjoy a visit to the workrooms belonging to this group. They will be able to watch clever and experienced workers engaged in knitting and crochet-work, while hand-weaving looms make carpets and materials for house decoration and wearing apparel.

The flourishing Swiss linen trade gives a sample of its high-class fabrics, beautiful household and table linen, and special linens for modern articles of clothing. A happy thought caused the exhibitors to arrange a special division for textile goods intended for every-day wear and household linen. No woman will omit a close inspection of this group, where she will appreciate the taste and skill evident in the texture of the fabrics and in the choice and combination of colours and designs, in printed materials as well as in embroidery.

The last group in the textile department is the great Textile Hall, where a clever combination of the choicest fabrics and embroideries forms a colourful scene of extraordinary brilliancy.

The display of finished products of the textile industry is exceedingly attractive. There are recesses where the glamorous folds of a variety of materials are displayed in artistically made dresses and gauzy underwear. In addition to smart clothing for both sexes, we see a whole galaxy of uniforms and the daintiest and most exquisite lingerie. A hall bearing the stamp of artistic taste and refinement throughout contains a collection of exquisite creations from the studios of dressmakers and tailors of repute, while a special tailor's department shows the making of fashionable men's clothing. Wherever the practical use of the products of textile art is shown, there is a constant change of exhibits, so that visitors may see all the various kinds of clothing intended for wear on different occasions and at different times of year.

Further activity in the textile trade finds expression in the realm of fancy goods.

All accessories to men's and ladies' apparel, both necessities and ornamental additions, may be seen in a long avenue of shops.

The crowning effect of the whole display of textiles and fashions will appear in the "Theatre of Fashions", where the captivating creations of the high art of dressmaking and the great variety of styles displayed give a final and effective interpretation to the motto "Fine feathers make fine birds."

## The Poster of the Exhibition



In the competition for a poster for the Swiss National Exhibition 1939 in Zurich, the first prize has been awarded to the well-known designer Pierre Gauchat of Zurich. It has been decided to have a poster made on the basis of this design.

The picture shows a group of four girls in traditional festive costumes joyfully welcoming Swiss and foreign visitors to the Exhibition from the Flag Tower in the grounds. The four figures symbolise the four lingual districts of Switzerland and at the same time display a selection from the many different and richly coloured peasant costumes worn in Switzerland on festive occasions.

**THE SWISS NATIONAL EXHIBITION WILL BE OPENED ON MAY 6, 1939**