



Media release

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‘Diversity + Me’ Campaign concludes with a closing mini-music festival featuring Swiss and Chinese multiculturalism

Beijing, March 13th – The Swiss embassy was transformed into a mini-rock music festival tonight with the melodies from *The Black Heidis*, an indie rock band from Switzerland, and *Tulegur*, a nomadic rock electroacoustic band from China’s Inner Mongolia. The concert, attended by Swiss Ambassador to China Jürg Burri, is also the Closing Event of the embassy’s cultural campaign, ‘Diversity + Me’.

The Black Heidis was invited by the Embassy and its Consulates General to China for a music tour across the country from March 7th to 24th, 2024. The talented trio, Yeelen, Sandrine and Gea, are three women playing main vocal / guitar, bass and drum. They call themselves ‘The Black Heidis’ because the main vocalist Yeelen is of African descent, and for everyone: Heidi (Switzerland’s most famous literary figure) equals to Switzerland. The name of the band mirrors the “modern Swissness”, where Heidi, the typical little girl living in the Alps, can also be black. Meanwhile, they want to show the multicultural side of the country as they were born and raised in Ticino, the Italian-speaking part and now live in the German and French-speaking Switzerland. Their music is a captivating blend of indie rock, groove, and a touch of psychedelia sung in French, Italian and English.

The Embassy also invited a Chinese band to perform on stage, showcasing multiculturalism in both countries. Hailing from the Inner Mongolian grassland, *Tulegur* consists of vocalist / guitarist Gangzi, drummer Gao Zilun and bassist Bai Lu. With many songs sung in Mongolian language and based on traditional Mongolian tunes, *Tulegur* mixes the magic of Khoomei (throat singing), a Mongolian ancient and unique form of double voice singing, with guitars and percussion to create their own psychedelic nomadic rock music. The band has taken part in many prestigious music festivals around the world, including at the iconic Paléo Festival Nyon in Switzerland in 2015.

The evening closed with two songs *Le mammifère* and *Horse Riding*, performed together by both bands, through music, connecting the performers and audience across cultures and languages, a fitting conclusion the Embassy’s campaign: ‘Diversity + Me’. Since Spring, 2023, series of flagship projects have been successfully organized under the topic to celebrate Swiss diversity in various areas, e.g. multilingualism, multiculturalism, gender, disability, age, social mobility and LGBTQI+.

Ambassador Burri in his remarks during the concert said, 'Cultural and societal diversity is one of our greatest riches. I hope Switzerland can continue to share its experience and strengthen the exchanges with China in building more inclusive societies, encouraging pluralistic voices and dialogues, as well as empowering everyone to be proud of their own diversity.'

As a closing concert, the performances of Swiss and Chinese musicians marked an official end to the 'Diversity + Me' Campaign. After Hong Kong and Macau, Beijing is the 3rd stop of the China Tour of The Black Heidis, which will be open to the public on March 14th and 15th before going to Guangzhou, Shenzhen and Shanghai. Follow our social media accounts and get ready for breath-taking music that will resonate with your soul.

The Black Heidis China Tour:

- March 7, The Wanch Club, Hong Kong
- March 9, Artyzen Grand Lapa Macau, Macau
- March 14 & 15, Embassy of Switzerland in China, Beijing
- March 17, Guangzhou Bookshop Center, Guangzhou
- March 18, KK ONE Shopping Mall, Shenzhen
- March 22, The CITIC Square, Shanghai
- March 23, Jinqiao International Business Plaza, Shanghai

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The Black Heidis, Swiss Indie Rock Band

The Black Heidis are Yeelen (Voice & Guitar), Sandrine (Bass) and Gea (Drums). They call themselves 'The Black Heidis' because the main vocalist Yeelen is of African descent, and for everyone: Heidi (Switzerland's most famous literary figure) equals to Switzerland. The name of the band mirrors the "modern Swissness", where Heidi, the typical little girl living in the Alps, can also be black. Divided between Ticino (Italian-speaking) and German and French-speaking Switzerland, the three young women, who shared a great friendship and love for music, create an indie-rock-song-writing universe, with meaningful and poetic lyrics. Their music is a captivating blend of indie rock, groove, and a touch of psychedelia sung in French, Italian and English. The alchemy between the three musicians is reflected in their music and in the passion that they succeed to convey to the audience during their concerts. Capable of thrilling on large stages, but also in the most intimate setting of the various bars and clubs in which they have played, the band always brings for the audience a stunning musical journey.

The Black Heidis were winners of the Palco ai Giovani Contest in 2016 and have since then released two albums, as well as taking part in large-scale performances with renowned singers such as Robin Girod and Fabio Mago Martino, with more than 70 concerts. They have travelled across the different language districts in Switzerland and have performed all over the country. They took part in major national music festivals such as the FESTATE Festival, the Waldstock Festival and the Couleur 3 Festival. The band has also toured and performed in concerts in Italy.

Tulegur, Mongolian Nomadic Rock Electroacoustic Band

Hailing from the Inner Mongolian grassland, *Tulegur* consists of vocalist / guitarist Gangzi, drummer Gao Zilun and bassist Bai Lu. Based on traditional Mongolian tunes, *Tulegur* mixes the magic of Khoomei (throat singing), a Mongolian ancient and unique form of double voice singing, with modern acoustic rock influences to create their own psychedelic rock music. In 2016 in Australia and New Zealand, they appeared on iTunes Top 200 World Music Charts with peak at #8 in Australia, #1 for 3 days in New Zealand and #1 in Switzerland within two days! With its modern music and psychedelic nomadic rock, the band took part in many prestigious music festivals around the world, including WOMEX (world's largest music festival), WOMAD (UK / Australia / New Zealand), MaMA (France), Paléo Festival (Switzerland), etc.

Each of *Tulegur's* songs is permeated with the breath of grassland, and the moment they start to sing, they take the audience to the vast and boundless grassland landscape to feel the deep humanistic sentiments and long-distance melancholic nostalgia. Being niche and traditional, their musical works are also unique in the world, showing lots of thinking and care about nature and the environment.

'Diversity + Me' Campaign

'Diversity + Me' is the theme of the Swiss Embassy's public diplomacy cultural activities for 2023, celebrating one of the greatest strengths of Switzerland: cultural and societal diversity, and encouraging dialogues between different voices and cultures. During the past year, the Embassy has successfully organized events such as the 1st edition of Romansh Language Week in China, the 'Blinde Kuh – Sensory Parcours in the Dark' experience week, the 3rd Swiss Film Festival, the Swiss Italian Language Week, and has actively promoted topics in the areas of multilingualism, multiculturalism, democracy, social mobility, gender, disability, age, AIDS and LGBTQI+,.

Overview of the campaign events:

Date	Event	Topic	Event type
March 10-11	Francophonie – Embassy screening	Multilingualism, Age	Language, Film
March 11	Swiss Theatre at Pékin University	Multiculturalism, Gender	Theatre
March 15	Francophonie – Printemps des Poètes	Multilingualism	Language, Poem
March 17-22	Romansch Language Week	Multilingualism, Multiculturalism	Language, Art
May 9-27	Sophie de Quay China tour	Multiculturalism	Music
June	Pride Month	LGBTQI+	Light show, Workshop
July 29-August 6	Blinde Kuh - Sensory Parcours in the Dark	Disability	Experience
August 4	Heidi Bucher Exhibition opening	Gender	Art
September 22-24	Diversity & Me Film Festival	Diversity & Me	Film
October 19	Swiss Italian Language Week – Film screening	Multilingualism, Disability	Language, Film, Theatre

October 25	High-Tech Made for Humans – get to know Cyathlon!	Disability	Technology
November 12	Diversity and Inclusion Film Festival	Diversity and inclusion	Film
December 6	Accessible Arts Dialogue at UCCA – Swiss lecture	Disability	Art
January 27 - March 31, 2024	Catherine Gfeller: “Passing the Cities through the Lens of Women” Exhibition	Gender	Art
March 9-23	The Black Heidis China Tour	Multilingualism, multiculturalism, Gender	Music
Throughout the year	‘Diversity + Me’ series articles	Multilingualism, Social mobility, Disability, Multiculturalism, Direct democracy, Age, Gender, AIDS, LGBTQI+	Social media article

Extensive reading: [Multiculturalism + Me | How did Switzerland become so culturally diverse?](#)

Embassy of Switzerland in China official website: <https://www.eda.admin.ch/beijing>

Embassy of Switzerland in China Weibo: [@瑞士驻华大使馆](#)

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