

C I T T À D I



L U G A N O

**MUNICIPALITY**

Lugano, 20 December 2011/  
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**The Swiss Ambassador to Beijing and the City of Lugano present  
MAX FRISCH's first works translated into Chinese**

**Beijing, Kubrik books, MOMA 8 January 2012**

**Shanghai, Minsheng Art Museum, 18 February 2012**

**Lugano, POESTATE, Palazzo Civico, 31st May – 2nd June 2012**

**Presentation by the Mayor of Lugano**

Dear Reader,

Lugano is an Italian-speaking Swiss city, and the third most important financial centre in Switzerland. Lugano first established a presence in China in 2004 and has since developed close relations with a number of Chinese cities, notably Hangzhou, Beihai and Changchun. It is now working closely with the Chaoyang district of Beijing. Since 2004, Lugano has received some 30 official delegations and has also had the honour of welcoming and meeting Ambassadors from the People's Republic of China in Berne, most recently His Excellency Mr Wu Ken.

The purpose of these friendly relations is to encourage and strengthen knowledge of each other's countries as well as to foster trade, scientific and economic exchanges by means of concrete, carefully thought out projects identified in the cities' operational areas. Lugano's desire to open up to China and its cities is thus driven by its aim of building relationships and creating opportunities for cultural, scientific and economic exchange programmes.

In line with this approach, Lugano has willingly accepted the invitation to support the promotion of the publication of these four works by Max Frisch in Beijing and Shanghai, translated into Chinese for the very first time.

Max Frisch, one of Switzerland's most important German-speaking writers who, for several periods throughout his life, lived in Ticino, in Valle Onsernone where he owned a house and where he hosted his writer friends. This is a distant valley in our Canton, which nowadays, thanks to its museum, preserves not only the memory of its history, but also the memory of this great Swiss writer.

Culture unites, creates links and mutual awareness, opening up windows to a better understanding of our cultures. Though our two nations are undoubtedly very dissimilar in terms of history and tradition, art is able to bridge these gaps.

Max Frisch framed this question and replied to it in “Bin, or the trip to Beijing”, an extraordinary narrative written in 1945, in which he addresses the problem of mutual understanding and perception between our civilisations. This narrative encourages us to ponder existential matters during a period in which relations between our countries are becoming stronger and stronger.

Lugano is an Italian speaking Swiss city which has always had a passion for culture. For the last 15 years it has played host to Switzerland's only poetry Festival: POESTATE to which important poets and writers have been invited from all over the world. Lugano is also getting ready to inaugurate an important Cultural Centre (LAC) which will open in 2013. This Centre is designed to welcome and give greater visibility to the world of art, to yesterday's and today's creators, covering the full gamut of artistic media, from paintings to music. It is intended to be a culturally aware centre in which the exchange of views between the East and the West is set to become a key element in its rich programme of exhibitions and events. Lugano has reacted enthusiastically to this editorial initiative which we will also have the pleasure of presenting next June to both the Swiss and Chinese people living in our city, within the framework of Poestate 2012. It will also be linked to the launch of the book in Beijing, Shanghai and in other Chinese cities.

We must therefore thank the Swiss Ambassador to Beijing, His Excellency Mr Blaise Godet, Mr Heinrich Schellenberg, Swiss Consul–General in Shanghai and Mr Thomas Schneider, Swiss Deputy Consul–General in Shanghai for their support for this initiative, Chuchen Books in Beijing and its General Manager, Chu Chen, Mr Alex Chung, our representative in China and the driving force behind this operation, and naturally the Chinese and overseas critics and journalists present at these meetings.

We wish this important initiative the very best success in expanding cultural and trade ties between Switzerland and China, and we warmly invite everybody to visit our city. You will be made to feel most welcome in Lugano.

*arch. dipl. ETH Giorgio Giudici*  
  
*Mayor of Lugano*