



19 November 2013

**PRESS RELEASE**

**“Qin – The eternal emperor and his terracotta warriors”  
15 March – 17 November 2013**

**318,273 visitors to “Qin” – a resounding success**

**The exhibition “Qin – The eternal emperor and his terracotta warriors” closed its doors on Sunday. A total of 318,273 visitors saw the display at the Bernisches Historisches Museum. The exhibition has attracted the largest ever number of visitors to the Museum in Bern. Both the Museum and UBS as the presenting sponsor are delighted with the result and are very pleased to have received such positive feedback from the public. A representative visitor survey showed that 96% of respondents thought the exhibition was either ‘good’ or ‘very good’.**

Up to Sunday, 17 November 2013, the Bernisches Historisches Museum counted 318,273 visitors to its exhibition “Qin – The eternal emperor and his terracotta warriors”. The exhibition on the First Emperor of China was probably the most appealing in Switzerland in 2013. An interesting fact that came out in a representative visitor survey was the geographic provenance of the visitors: 13%, or 41,375 persons came from abroad, with 87% or 276,898 visitors hailing from Switzerland. 29% of these, or 80,300 visitors, came from the French-speaking part. 22% of visitors came from Canton Bern to immerse themselves in the time of the First Emperor, followed by 17% from Canton Zurich. 8,307 people (3%) travelled to Bern from Canton Ticino, and the Museum team were happy to see such a large number of visitors from the Italian-speaking part of Switzerland. In the end, the more than 300,000 visitors to the exhibition “Qin – The eternal emperor and his terracotta warriors” brought revenue not only to the Museum, but also to the hotels, restaurants and businesses in Bern.

**Reaching people throughout Switzerland and beyond**

The Museum and UBS are delighted with the outcome and are very pleased to have received such positive feedback on the exhibition. Public opinion is an important factor in the success of an exhibition. The fact that 96% of visitors thought the display was either ‘good’ or ‘very good’ is an extremely high number, even by international standards. Jakob Messerli, the director of the Bernisches Historisches Museum, views the result as a resounding success: “Having invested a lot of time and effort into the staging of this large exhibition, we are delighted with the positive feedback from the public. We have received numerous enthusiastic reactions to the exhibition from visitors from all over Switzerland and abroad, proving that it was indeed worth all the effort.”

**Positive feedback on the cultural involvement of UBS**

UBS supported the exhibition as its presenting sponsor. The visitor survey clearly showed that this cultural involvement of UBS was widely appreciated. “We are delighted to know that the exhibition received such positive feedback. By getting involved in this project we intended to introduce China and its fascinating history and culture to a wider audience – also in view of the fact that China’s role as a trading partner for our country is becoming increasingly more important”, says Lukas Gähwiler, CEO of UBS Switzerland. “Such

collaborations reflect our ties to Switzerland.” The exhibition “Qin – The eternal emperor and his terracotta warriors” fitted in well with the series of important cultural projects that UBS have been involved in.

### **Most visited exhibition at the Bernisches Historisches Museum**

“Qin – The eternal emperor and his terracotta warriors” has attracted the largest number of visitors ever to the Bernisches Historisches Museum since it first opened its doors. The exhibition “Albert Einstein (1879–1955)” was seen by approximately 264,000 visitors in 2005/2006, and the accompanying events such as the physics park and the energy spectacle attracted a further 86,000 people. In third place on the list of most popular exhibitions at the Museum is “Charles the Bold (1433–1477)” (2008) with 79,000 visitors to the exhibition and an audience of 28,000 at the Medieval Spectacle.

### **Access to new visitor segments**

The analysis of the representative visitor survey also showed that 66% of respondents had come to the Bernisches Historisches Museum for the first time. The Museum was thus able to attract new visitor segments by staging this exhibition. The topic was of more interest to women than men: 61% of visitors were women, 39% men. Many visitors came with their families (38%). The family ticket (two adults and up to three children), which has been available at the Museum for a number of years, was also quite popular during this exhibition. The fact that quite a large number of 21 to 30 year-olds let themselves be inspired by the Chinese theme, although they would not usually visit the Museum on a regular basis, was particularly gratifying. Visitors of this age group made up 14%.

### **Guided tours and audio guides were much used and appreciated**

Guided tours for groups were much sought after: a total of 1979 tours took place, 922 of which were tours for groups of adults, 688 public tours for individual visitors and 369 tours for schools. The audio guide was also quite popular: it was used a total of 95,658 times. Therefore, every third visitor used the audio guide to see the exhibition.

### **No traffic jams or waiting times thanks to the pavilion and an elaborate ticketing system**

Thanks to the generously sized pavilion in the Museum park and the elaborate ticketing system – advance ticket sales via the Internet and the day being divided into time slots with a certain amount of allotted tickets to manage the flow of visitors – there were no queues at reception, despite the last-minute rush of visitors in recent weeks. The visitor flow could always be controlled and managed. The ticketing system was a suitable solution for a large exhibition such as this.

### **No extension possible**

Despite the large public interest in “Qin – The eternal emperor and his terracotta warriors” it will not be possible to extend the exhibition created by the Bernisches Historisches Museum and supported by UBS as the presenting sponsor. As stipulated by the loan agreements, the terracotta figures and the 220 other objects must be returned to China immediately after the closing of the exhibition. Chinese cultural goods can only leave their country for a year at most. “Including the transportation of the objects here and back, this timeframe has already been exhausted fully”, explains Jakob Messerli, the director of the Museum.

**Qin – The eternal emperor and his terracotta warriors**

From 15 March to 17 November 2013, the Bernisches Historisches Museum presented the exhibition “Qin – The eternal emperor and his terracotta warriors”. The exhibition focused on the First Emperor Qin Shi Huangdi, who created the Chinese Empire more than 2000 years ago, and his monumental tomb complex with its famous terracotta army. 230 original exhibits from China’s Shaanxi province, where the tomb was discovered in 1974, provided an understanding of the birth of China and brought the world of the First Emperor back to life.

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**Images**

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