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EMBASSY OF SWITZERLAND IN CHINA



## Media release

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# Discover Swiss architecture in Chinese on your smartphone or tablet

Switzerland is the first country in Europe to offer a cultural online app that provides information on the history and architecture of 600 important buildings in the country in Chinese. The free app called «Swiss Art To Go light» can be downloaded on any smartphone or tablet.

Architecture at every turn: Thanks to the translation of 600 entries into Chinese, expert knowledge on Switzerland's architectural heritage is now also accessible to people from China.

The mobile app «Swiss Art To Go light» makes art and architectural history accessible on smartphones and tablets running iOS or Android. With the app, you can discover and explore buildings on site – but it can also be of great use to people who are interested in architecture or are preparing a trip, even if they are far away from Europe. The app presents both historical highlights and buildings by contemporary architects in texts and pictures and assigns them to the respective stylistic eras.

The app was developed by the Society for the History of Swiss Art (SHSA). Launched in Switzerland in 2013, the premium app contains information on thousands of buildings in Switzerland in German, French, Italian and English.

The idea of implementing a light Swiss Art To Go version in Chinese was born during the official visit of President Xi Jinping to Switzerland in January 2017, which had the aim to deepen the economic cooperation between the two countries. With the app, the SHSA responds to the great interest in Switzerland shown by Chinese tourists and business travellers by providing an easy way to discover the country.

Pictures and further information are available at: [www.gsk.ch/de/medienmitteilungen.html](http://www.gsk.ch/de/medienmitteilungen.html)

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## Media contact

**Ms. Li Dan**

Press & Communication Officer

Culture and Media Section

Embassy of Switzerland in China

Tel: +86 10 8532 8741

Email: [dan.li@eda.admin.ch](mailto:dan.li@eda.admin.ch)