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SWISS PAVILION
EXPO 2010 SHANGHAI

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Press Release

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Swiss Pavilion Launches “the Swiss Night of Colors”

A Series of Activities in celebration of the 60th Year Anniversary of Diplomatic Relations between Switzerland and China

(September 6th, 2010 - Shanghai) In honor of the 60th year anniversary of diplomatic relations between Switzerland and China, the Swiss Pavilion today announced a celebratory series of activities running from September 6 to 15. The Pavilion will host a public lucky draw and create a commemorative stamp for Expo visitors, but the highlight moment will be the “Swiss Night of Colors” Light Art Illumination from September 13th to 15th.

The Swiss Pavilion has invited world-renowned Swiss light artist Mr. Gerry Hofstetter, who has illuminated many global landmarks, to bring his spectacular light art to Shanghai and make his debut in Asia. The legendary Swiss artist specializes in the art of light projections on the world's greatest buildings, monuments, landscapes and mountains, such as the Egyptian pyramids, Washington National Cathedral, France Arc de Triomphe, the Antarctic glaciers and other world-class landmarks. This time, Mr. Gerry Hofstetter will stage a large-scale illumination “Swiss Night of Colors” on the Lupu Bridge on September 13th at 19:00. On September 14th and 15th he will move to iconic Shanghai and illuminate several buildings on the Bund bringing to life Shanghai's unique history in a dazzling feast of light.

“We invited Mr. Gerry Hofstetter not only because he is an amazing artist and represents the creativity of the Swiss people, but also because many of his themes reflect our country's commitment to environmental protection – a key point of Shanghai Expo” said Manuel Salchli, Director of the Swiss Pavilion. “This series of activities for the 60th year anniversary is our gift to the people of Shanghai and China. We are so grateful for the enthusiasm they have shown for the Swiss Pavilion over the past few months!”

While the content and design of the artist's projections on the Lupu Bridge and the Bund are currently a mystery, the Swiss Pavilion is giving its visitors a chance to guess and win prizes in a lucky draw. Every morning when the Pavilion opens between the 6th and the 13th, quizzes will be distributed to visitors. Completed quiz forms can be entered into a lucky draw and ten prizes will be drawn daily. The winners will get a free “Snow Pavilion”, a crystal snow ball with a mini replica

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of the Swiss Pavilion inside. Participating in the quiz also allows visitors to receive a discount coupon for the Pavilion restaurant and souvenir shop between September 6th and 13th.

Visitors can gather clues from the “Swiss Night of Colors” exhibition in the urban area of the Swiss Pavilion, where Hofstetter’s previous amazing light art projects will be on display. The unforgettable projection in Shanghai will also be added once it is completed.

During this period, Expo passports will be stamped with a special limited edition version that the Swiss Pavilion launched today. The commemorative stamp issued in honor of the 60th Year Anniversary, features the national flags of Switzerland and China. The limited edition stamp will only be available until September 15th.

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For information and pictures (downloadable) about the Swiss Pavilion, please visit:

www.swisspavilion.ch

www.mydrive.ch

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