

ZÜRICH'GUIDE

Monthly Shopping Guide and Information for Visitors

SHOPPING

- Watches
- Jewellery
- Fashion
- Beauty
- Banking
- Culture
- Going out



Riethmüller AG, Bahnhofstrasse 58
Der Spezialist für Uhren, Messer,
Scheren und Geschenke.
*The specialist for watches, knives,
scissors and gifts.*



Willkommen

Liebe Gäste

Zürich – die Weltstadt mit Herz und Charme. Beinahe unvorstellbar kompakt, bietet Zürich alles, was man sich wünschen kann. Wunderschöne Geschäfte, alle bekannten Labels im Bereich Uhren, Schmuck und Mode sind erhältlich, grosse Kulturhäuser, namhafte Galerien, Architektur mit internationalem Ansehen, eine Altstadt mit historischem Reichtum und kulinarische Vielfalt der Gastronomie.

Mit unserem ZÜRICH'GUIDE haben Sie Ihren exklusiven Begleiter. Speziell für Sie ausgesuchte Geschäfte und Lokale bieten die aktuellsten Tipps zum Entdecken, Staunen, Geniessen und Einkaufen.

Herzlich willkommen in Zürich
Ihr **ZÜRICH'GUIDE**

Добро пожаловать

Дорогие гости

Цюрих – мировой центр с душой и шармом. В этом невероятно компактном городе есть все, о чем только можно мечтать: музеи, театры и концертные залы, известные галереи и всемирно признанные памятники архитектуры, чудесные магазины, предлагающие все известные марки в мире моды, часов и украшений, рестораны – кулинарный рай для гурманов, а также Старый город – историческая сокровищница Цюриха. Пусть ZÜRICH'GUIDE станет Вашим личным гидом. Специально для Вас подобранные магазины и рестораны предлагают самые актуальные советы желающим открывать, удивляться, наслаждаться и делать покупки.

Добро пожаловать в Цюрих
Ваш **ZÜRICH'GUIDE**



Welcome

Dear Guests

Zurich – the world city with heart and charm. Almost unbelievably compact, Zurich offers everything one could wish for. Wonderful shops; all the best known brands in watches, jewellery and fashion; cultural venues; famous galleries; architecture with an international reputation; an Old Town rich in history, and a variety of culinary delights await you. With our ZÜRICH'GUIDE in hand you have an exclusive companion. Shops and restaurants chosen especially for you offer the most up to date tips on discovering, delighting, enjoying and buying.

Warmly welcoming you to Zurich
Your **ZÜRICH'GUIDE**

ようこそ

旅行者の皆様へ

チューリッヒ - 心ふれあう、魅力に溢れる国際都市。信じられないくらいコンパクトな都市でありながら、チューリッヒには人々の求めるものすべてがそなわっています。エレガントなショップの数々では、時計、宝飾品、ファッションの有名ブランドがすべて揃います。また、整った文化施設、有名な画廊、国際的にも評価の高い建築物、歴史的な資産に富み、美食の楽しみを満喫できる旧市街地（アルトシュタット）など、魅力いっぱい。

「ZÜRICH'GUIDE」は、この街を存分に楽しんで頂くためのガイドです。選りすぐりの高級店舗や飲食店のご案内とともに、皆様を驚きと発見に誘う、ショッピングとグルメの最新情報が満載されています。

チューリッヒに、ようこそ。

ZÜRICH'GUIDE **タップフリー**

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ZÜRICH'GUIDE

Unabhängiger Führer für Gäste in Zürich aus dem In- und Ausland. Ausgesuchte Geschäfte inserieren, damit Sie das Beste finden.

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Mendrisiotta

The Mendrisiotta and Basso Ceresio region is a small, triangular tract of land in Ticino stretching south to the Swiss-Italian border. Although modest in size, the area has become an important commercial and tourist thoroughfare, due to its well-developed transport network and its location at the «gates of Switzerland». Burgeoning service industries and industrial complexes in Balerna and Stabio bear witness to the dynamic evolution of this region. Yet there are wonderful places just waiting to be discovered by those who venture away from the highways and town centres.

Chiasso

Chiasso lies in the Po plain, between Lake Lugano and Lake Como, right on the border with Italy, and is home to 7,700 inhabitants. This southern part of the canton is called Sottoceneri, meaning «under Mount Ceneri», Ceneri being the mountain range which separates the Vedeggio valley from



the Magadino plain. The southernmost tip of Switzerland is in Chiasso; Pedrinate, boundary stone 75B, was once an independent settlement but joined Chiasso in 1976.

Chiasso is mentioned as early as 1140, under the name Claso. Originally a suburb of Como in neighbouring Italy, it developed into a major border town in the 19th century owing to its important border railway station and shunting yard. The advent of the railways brought economic prosperity and population growth to Chiasso.

History

It is believed that a fortress once stood in Chiasso, forming part of the Como city defences. Originally a suburb of Como, it was integrated into the Ruscan administration in 1416. The courts of the Albrici family in the town centre retained their imperial privileges, however, as did the Boffalora villagers. Documents of the time refer to Chiasso as Clasio Tabernarum, pointing to its function as a centre for travel and commerce.

In the 15th century Chiasso was famous for its horse market, which, however, was discontinued after the town's incorporation into the Swiss Confederation and the Milan wars. The economy was based on Chiasso's geographical advantage as a border town, on its numerous guest houses and restaurants, on agricultural revenues and on wool and paper mills. In the 19th century, silk and tobacco manufacturing were added to the town's commercial enterprises.

The railways brought fresh economic and demographic impetus to the community. The Chiasso–Lugano line was opened in 1874, closely followed by the Como line in 1876. This led to the building of an international railway station, together with a bonded (duty-free) warehouse in 1925. Since the community was circumscribed by its borders, the population spread out into neighbouring conurbations, and new land for development was gained by canalizing the Breggia and Faloppia rivers. From 1950, the expansion of the 3rd sector transformed Chiasso into a significant financial centre and led to further population increase. However, since the 1980s a process of decentralization has meant that workplaces and residential areas have been transferred to neighbouring communities, thus improving their local economies whilst offering residents an enhanced quality of life.

Monte Generoso

Monte Generoso rises above the eastern banks of Lake Lugano between Lugano and Chiasso, and the western bank of Lake Como. It is a popular mountain lookout point from where, on a fine day, it is possible to see the entire alpine chain from the Maritime Alps to Bernina. Since 1890, the cog-wheeled train Ferrovia Monte Generoso has been going from Capolago almost up to the peak of the mountain; it still runs from April through to October. The upper station, Generoso-Vetta, is situated directly on the border at 1,605 metres above sea level. The train is the only «typisch schweizerische» (typical Swiss) cog wheel train south of the alps. Strapped for cash, in 1940 train operations were threatened with closure. Fortunately, the founder of the Migros supermarket chain, Gottlieb Duttweiler, came out in support of the Monte Generoso train which was eventually taken over by Migros.



Gastronomy

Of course to get a complete picture of the region, on no account may the typical local cuisine – especially in the «Grottos» – be overlooked. In the Ticino, «Grotto» refers to the famous pubs which are to be found in wine-producing areas. Originally, a grotto was a wine cellar where sausages and other foodstuffs were stored. Grottos consist of one or more very simply furnished rooms, but the heart of the grotto is the great fireplace where genuine polenta is prepared. It is here that discussions are held, political skirmishes waged and arguments lost and won. Sadly many of the grottos have disappeared, but in the few remain-



ing original grottos an appreciation for ancient traditions lives on, which explains why the cuisine has kept its natural tasty simplicity. Polenta, for example, is the usual side-dish accompanying hare, poultry and venison. Pork sausages, Mortadelle (mortadella) and Zampone (stuffed pig's trotter) are mostly served with beans and lentils. A variety of vegetables make up the ingredients of wonderful soups such as minestrone and pumpkin soup. The Busecca, too, a hearty vegetable soup enriched with finely chopped tripe, is a typical regional speciality especially valued in the winter months.



Chiasso Danza

The International Dance and Ballet Festival takes place from the 2nd to the 11th of May 2007. Chiasso Danza is a particularly important event in the cultural life of this border town. Over the years famous artists from around world have been invited to Chiasso. All have played their part in establishing the fame of the festival far beyond the canton's borders.