

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Swiss Cultural Events in October

We are pleased to present you the following Swiss Cultural Events during the month of October.

### Young Swiss Design Kaleidoscope Exhibition

**When:** From October 19th to November 3rd

**Where:** Gallery at K11 Art Foundation  
Unit 403, 4/F, 300 Huaihai Zhong Lu, Huangpi Nan Lu



For the first time ever the Young Swiss Design Kaleidoscope presents in Shanghai a selection of contemporary takes of Swiss design. The 27 positions presented tell their own story of history, references, know-how and excellence. Diploma works are as well included.

The disciplines are Communication Design – graphic, typography and digital, Furniture Design, Industrial Design and Product Design. The levels of maturity range from pre-commercial development to successfully launched products. Materials, daily common product as well as high-end luxury products present a broad scope of current positions and know-how excellence in Swiss design.

You will find world novelties like a new biological basic-material, intelligent toys –dignified by the MoMA -, a Wallpaper Award winner. This exhibition will reflect some of the best of Swiss contemporary designers approaches and solutions reflecting on Swiss tradition.

Read more on: <http://www.prohelvetia.cn/2013.3088.0.html?&L=4>

Supported by: Pro Helvetia | Curators: Pierre Keller, Michel Hueter  
Designers: ACE | Adrien Rovero | Alex Hochstrasser | Aurèle Sack | Bernhard Burkhard | BIG GAME | CLAUDIABASEL | ECAL | Emmanuel Rey | Florian Hauswirth | HEAD | INCH | Jörg Boner | Ludovic Balland | Marc Binder, Lars Imhof | Michel Charlot | Nicolas le Moigne | NORM | POSTFOSSIL | Monika Fink, Sandra Kaufmann | Beat Karrer | Sibylle Stoeckli | Thilo Brunner | Thomàs Kral | Tu Van Giang | ZHDK

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Bconnected World Jazz Band China Tour 2013

- 31th October - JZ Club Shanghai  
FuXing West Road 46  
Reservation: 021-64310269
- 10th November - West Lake Jazz Weekend  
Hangzhou



Founded in 1994 by the guitarist Eugene Montenero, "bconnected" knew since its creation how to preserve a strong identity.

With already 18 years of experience, the band is in its full maturity, each one being able to feel in the direction which it wishes and with the intention to bring to the collective new connections. Because of this opening mind towards the world, bconnected is in perpetual evolution but keeping its roots in the tradition of jazz.

Their individual background is impressive and the musical assessment group is tight. The 7 albums mark a beautiful regularity. One can still add tours in Asia (China, Thailand, South Korea), concerts in various areas of the world, from Lausanne to Shanghai, some prestigious festivals such as Montreux Jazz Festival, Tabarka Jazz Festival, Willisau Jazz Festival, Dimajazz de Constantine, Pattaya Music Festival, Shanghai Jazz Festival...

These many musical voyages supported the opening, the creativity and musical freedom. These accomplished musicians had the occasion to still refine their artistic qualities. With energy and talent, bconnected transforms its meetings with the public into outstanding experiments where the connection is unforgettable.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Swiss Dancing Presence at 2013 Shanghai International Arts Festival

### Ballet Giselle by the Geneva Grand Theatre Ballet

When: Friday, November 1<sup>st</sup>, 2013, 19:30  
Saturday, November 2<sup>nd</sup>, 2013, 19:30  
Where: Shanghai City Theatre, No.4889, Dushi Road, Minhang District

Ticket price: RMB 680, 580, 380, 280

*Members of the Swiss colony can get a 10% discount by buying tickets directly at the Shanghai City Theatre's ticket office and presenting this e-newsletter. This discount is limited to 2 tickets per person.*

Geneva Grand Theatre, with its location in the center of the New Square in Geneva, Switzerland, boasts of its long history and [owns] the country's biggest stage. As a performance agency, its output ranks number one in French-speaking region of this country.

This time, Chinese audience will be fortunate to be able to appreciate Giselle, a magnum opus of the romantic ballet enjoying the high reputation of "The Best Ballet". Giselle seems to be one of the most overwhelming roles on the stage, which requires superb skill of dancing and performance.



The ballet narrates a tragic love story between Giselle, a fine-looking and good-hearted girl, and Count Albrecht Durer disguising as a peasant to avoid a forced engagement by his parents.

Pontus Reedberg is the choreographer of the ballet, who has been trained in The Royal Swedish Ballet, one of the four tops, and cooperated with a great many famous international troupes.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Ballet Mahler Evening by Bejart Ballet

When: November 14, 15 and 16, 2013, 19:30

Where: Shanghai Culture Square, No.225, Shanxi South Road

Ticket price: RMB 1280, 880, 680, 480, 280

Members of the Swiss colony can get a 10% discount by buying tickets directly through Shanghai International Cultural Exchange Company, Mrs. Sha, MP: 13801663582 or Email: [shamin@sceachina.com](mailto:shamin@sceachina.com)

Switzerland Lausanne Bejart Ballet is a first-rate modern ballet across the world. Its artistic director Morris Bejart, one of the world's greatest ballet choreographers, became renowned for his special style of choreography in Europe as early as 40 years ago.



The main actors are all the best modern ballet dancers from the world. They might be small in number, but their own strong artistic appeal and Bejart's charming choreography both make their performance known to the world with their profound artistic conception. Up to now, Bejart Ballet has finished many tours around the world and almost become the spokesman of modern ballet. People will feel more impressive than shocked for Bejart's genius and the dancers' outstanding performance after watching their dance.

Special performance of the composer Gustav Mahler's music pieces from *Ce que l'amour me dit*, *Ce que la mort me dit*, and *Le chant du compagnon errant* will be shown in this festival.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## XIII Settimana della lingua italiana a Shanghai - eventi svizzeri 13th Week of the Italian language in Shanghai – Swiss events



La Settimana della lingua italiana nel mondo è un tradizionale appuntamento del mese d'ottobre, cui la Svizzera partecipa in qualità di Paese italofono. Il nostro Consolato ha quest'anno il piacere di arricchire il programma generale (che è possibile visionare all'indirizzo [http://www.iicshanghai.esteri.it/IIC\\_Shanghai](http://www.iicshanghai.esteri.it/IIC_Shanghai)) con eventi in diversi ambiti che permetteranno di parlare della Svizzera italiana, della sua cultura, dei suoi artisti, valorizzando nel contempo la nostra terza lingua nazionale.

The Week of the Italian language in the world is a traditional event in October. Switzerland participates in it as an Italian-speaking country. This year our Consulate is proud to contribute to the general program (see [http://www.iicshanghai.esteri.it/IIC\\_Shanghai](http://www.iicshanghai.esteri.it/IIC_Shanghai)) with events in different thematic areas, allowing us to talk about the Italian speaking part of Switzerland, its cultural expression, its artists, while putting our third national language in the spotlight.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# Event Announcement

of the Consulate General of Switzerland in Shanghai

**A colazione con la scienza – Incontro con Claudio Boer sul tema “A passeggio nelle “scarpe” dell’innovazione sostenibile”**

**Data:** Lunedì 21 ottobre ore 8.00  
**Luogo:** swissnex China (22F, Building A, Far East International Plaza, 319 Xianxia Road)  
**Sito** [www.swissnexchina.org/with-us/events](http://www.swissnexchina.org/with-us/events)  
**Iscrizioni:** <http://www.formstack.com/forms/?1587290-RIX8iZ3hHp>



Il Dr. Claudio Boer, ingegnere e professore universitario, attualmente Senior Consultant per Swissnex China, ci aiuterà a meglio comprendere l'affascinante mondo dell'innovazione sostenibile

“Innovazione” è un termine ormai quasi abusato per giustificare cambiamenti di prodotto o di processo che di innovante hanno in effetti ben poco.

L'innovazione sostenibile è invece un concetto in cui si pensa all'innovazione come metodo continuo di cambiamento per portare un'idea sul mercato.

Oggi si studia anche come l'innovazione sia il processo senza il quale non si riuscirà a creare una civiltà sostenibile.

Le scarpe, il modo come sono prodotte e vendute, saranno prese come esempio per illustrare praticamente l'abbinamento dei concetti di innovazione e di sostenibilità.

La conferenza sarà in lingua italiana.

**Scientific breakfast – talk of Dr. Claudio Boer on the topic “Walking on the “shoes” of sustainable innovation”**

Dr. Claudio Boer, engineer and university professor, currently Senior Consultant for Swissnex China, will help us to better understand the fascinating world of sustainable innovation

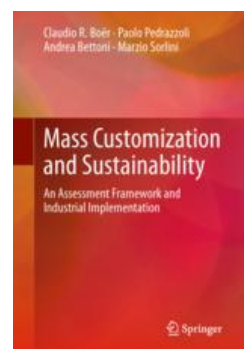
"Innovation" is a term that is sometimes misused to describe product or process changes, which have in fact a very limited innovative character.

Sustainable innovation, instead, is a concept where you think innovation as a continuous method of change in order to bring an idea on the market.

Today there are also researches on how innovation is a necessary process for the creation of a sustainable world.

The shoes, the way they are produced and sold, will be taken as an example to illustrate practically the combination of innovation and sustainability.

The conference will be in Italian.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Cult TV, un documentario sulla cultura svizzera italiana

**Data:** Martedì 22 ottobre ore 18.30  
**Luogo:** 1984 Bookstore (11 Hunan road)  
**Sito:** <http://la1.rsi.ch/home/networks/la1/cultura/Cult-TV-II.html>  
**Iscrizioni:** <http://www.formstack.com/forms/?1587293-RIX8iZ3hHp>



Diana Segantini, capo del dipartimento culturale della Radiotelevisione della Svizzera italiana (RSI), presenterà una speciale selezione di documentari della serie televisiva “CultTV”, programma della RSI che presenta eventi culturali e artistici, novità e personaggi che fanno o hanno fatto l’attualità. Questa edizione speciale si concentrerà sugli artisti svizzeri di lingua italiana, il loro lavoro e la questione sempre attuale dell’identità culturale.

Diana Segantini presenterà il documentario e illustrerà il soggetto dell’identità degli artisti svizzeri di lingua italiana, come la vivono le nuove generazioni, nonché l’impatto e la promozione della cultura svizzera di lingua italiana in Svizzera e all’estero. Il dibattito pubblico su questi problemi specifici e sul ruolo dei media nel promuovere una cultura di minoranza dovrebbe permettere di meglio comprendere le realtà svizzera e cinese, e di scoprire i punti in comune fra i due paesi.

Il documentario è in lingua italiana con sottotitoli in cinese.

### Cult TV, A Documentary on Swiss Italian Culture

The Head of the Culture office of the Swiss Italian TV, Mrs Diana Segantini, will present a special edition of the TV-series “CultTV”, a Swiss-Italian documentary covering cultural and artistic events, trends and personalities. The special edition focuses on Swiss Italian artists and their work, as well as the much debated question of cultural identity.

Mrs Segantini will present the documentary and discuss it in the light of such topics as the Swiss Italian identity and its significance for the young generation as well as the influence and promotion of the Swiss Italian culture in Switzerland and abroad. An open dialogue with the audience on these issues, as well as on the role of the media, for the survival and spreading of a minority culture, should shed a light at the realities of Switzerland and China and find their parallels.

The documentary is in Italian with Chinese subtitles.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.

# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Tutti Giù

**Data:** Mercoledì 23 ottobre ore 18.30  
**Luogo:** 1984 Bookstore (11 Hunan road)  
**Sito:** [www.tuttigiù-film.ch](http://www.tuttigiù-film.ch) ; [www.niccolocastelli.ch](http://www.niccolocastelli.ch)  
**Iscrizioni:** <http://www.formstack.com/forms/?1587295-RIX8iZ3hHp>

“Tutti Giù”, il primo film del giovane regista svizzero italiano Niccolò Castelli, è stato presentato per la prima volta al Festival del Film di Locarno il 7 agosto 2012. Il film racconta la vita di tre adolescenti: Jullo lo skater, Chiara la campionessa di sci, ed Edo lo “sprayer”. Tutti e tre fanno fatica a confrontarsi con il mondo degli adulti, ma non rinunciano e cercano un modo per vivere le loro passioni. Questo film è un viaggio dall’adolescenza all’età adulta, un film sulla presa di coscienza di se stessi, una solitaria scelta di percorso fra sogni e paure, successi e sconfitte. Il regista Niccolò Castelli sarà presente e risponderà alle vostre domande dopo la proiezione.

Il film è in lingua italiana con sottotitoli in cinese e inglese.

## Tutti Giù

“Tutti Giù” is the first feature film of the young Swiss-Italian director Niccolò Castelli and saw its premiere at the International Film Festival Locarno on August 7, 2012. The film captures the story of three adolescents: Jullo, a skater, Chiara, a young ski champion and Edo, a sprayer. As the three young people struggle to measure up to an “adult” world, they do not give up in trying finding a way of living their passions. It is a film about the journey from adolescence to adulthood, about growing self-awareness, about the lonely choices of dreams and fears, successes and failures.

The director Niccolò Castelli will be present at the screenings and be open for public discussions afterwards.

The movie is in Italian with Chinese and English subtitles.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.



# Event Announcement

of the Consulate General of Switzerland in Shanghai

## Incontro fra Fabio Pusterla e Francesco Baccini: la poesia dei poeti e la poesia dei cantanti

**Data:** Mercoledì 23 ottobre ore 18.30  
**Luogo:** Garden Books (325 Changle road)  
**Iscrizioni:** <http://www.formstack.com/forms/?1587298-RIX8iZ3hHp>



**Fabio Pusterla**

Il prof. Fabio Pusterla è un poeta, traduttore e scrittore svizzero di lingua italiana le cui opere sono state insignite di vari premi, tra cui il Premio Gottfried Keller nel 2007 e il Premio di Letteratura Svizzera nel 2013.

La sua presenza a Shanghai in contemporanea al famoso cantautore italiano Francesco Baccini ci dà l'occasione di proporre un incontro tra i due artisti che presenteranno i rispettivi modi di "fare poesia".

La conferenza sarà in lingua italiana con traduzione in cinese.

### **Joint conference of Fabio Pusterla and Francesco Baccini: Poetry of poets and poetry of singers**

Prof. Fabio Pusterla is an Italian-speaking Swiss poet, translator and writer whose works have won various awards, including the Gottfried Keller Prize in 2007 and the Prize of Literature Switzerland in 2013.

His presence in Shanghai in conjunction with the famous Italian singer Francesco Baccini gives us the opportunity to propose a joint conference of the two artists who will present their respective ways of "doing poetry."

The conference will be in Italian with Chinese translation.



**Francesco Baccini**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Shanghai

[www.eda.admin.ch/shanghai](http://www.eda.admin.ch/shanghai)



Switzerland.