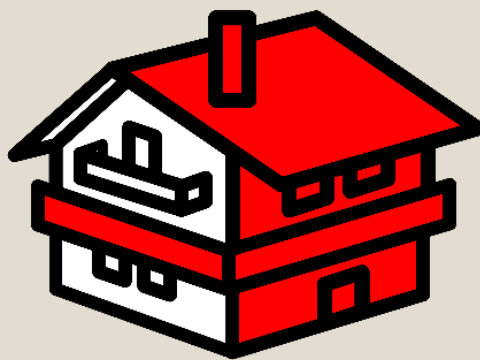


后海小木屋 别样瑞士 别样冬季 Pretty Good Swiss Chalet



Press release

Beijing, 12 December, 2024

Swiss Chalet opens at Houhai, bringing unique alpine winter to the heart of Beijing

Today, the Swiss Chalet, a pop-up bar that brings the essence of Swiss alpine winter, officially opened its door at Houhai area, the heart of Beijing. Initiated by the Embassy of Switzerland in China, in collaboration with Switzerland Tourism and with the support of Xicheng District of Beijing Municipality, the pop-up bar will serve as a gateway to Switzerland's winter culture, tourism, and innovation, kickstarting the 75th anniversary of diplomatic relations between Switzerland and China in 2025. Jürg Burri, Swiss Ambassador to China and Zhi Haijie, Deputy Secretary of Xicheng District Committee of CPC of Beijing Municipality, Acting Mayor of Xicheng District People's Government of Beijing Municipality attended the opening ceremony and delivered speeches.

Switzerland is world-renowned for its winter sports like skiing, snowboarding, and ice skating. While in Beijing, ice skating on the frozen Houhai lake dates back to Qing Dynasty and carries memories of generations of Beijing natives. This year, these two iconic winter cultures converge at the Swiss Chalet at Houhai Lake, offering an experience that blends Swiss charm with Beijing's local heritage.

The Swiss Chalet is built at the shore of Houhai Lake on the foundation of a Chinese-style octagonal pavilion. It combines Swiss architecture and design with traditional Chinese architecture, bridging the two cultures in a harmonious way. The Chalet showcases a minimalist and modern style by adopting three dominant colours – red standing for Switzerland, white for snow and brown for tree trunks in the Alps. It uses wood as the main construction material, as its texture and warmth bring a comfortable and peaceful feeling.

The Swiss Chalet offers a warm, inviting escape reminiscent of a cosy mountain retreat, showcasing Switzerland's rich cultural heritage, culinary traditions, and pioneering spirit in winter sports. It evokes the nostalgia of Swiss après-ski culture, where people gather in chalets after a day on the slopes to enjoy food, drink, and catch-up.

Ambassador Burri expressed to be happy with the opening of the Swiss Chalet, 'In Switzerland, we are full fans of Winter Sports. But winter sports is not only a physical activity, it brings along a whole culture. We love mountains, cold, snow and the cosy atmosphere of the traditional mountain life. I also see a very strong trend towards winter sports in China. So why not also showcase a way of life? With the Swiss Chalet we try to bring some Swiss culture to the heart of Beijing'.

Mayor Zhi Haijie welcomed the opening of Swiss Chalet, 'Switzerland is world-renowned for winter sports, while Xicheng District has a long tradition of snow and ice sports, and Shichahai is a famous ice skating paradise. Based on the common love for winter sports, we jointly opened this 'ice and snow journey' of cultural exchange. I hope that the Swiss Chalet will become a new starting point for exchanges between our two sides, so that the road of Sino-Swiss friendship will become wider and wider.'

Switzerland not only has unique natural conditions, but also has Swiss quality and outstanding service out of 160 years of winter tourism experience, solid international winter sports hosting experience, and innovative and advanced infrastructure and a well-connected transportation network, guaranteeing Switzerland's reputation as a top winter tourism destination, Switzerland Tourism continues to promote winter tourism in China, famous winter tourism destinations such as St. Moritz, Davos, LAAX, Mount Titlis, Jungfrau Region, Schilthorn, and Matterhorn region, have gradually gained popularity among Chinese winter sport enthusiasts and tourists.

The Swiss Chalet is part of the Swiss Embassy's public diplomacy campaign 2024-2025 under the slogan 'Pretty Good Switzerland'. It will be open from 12 December, 2024 to 19 January, 2025. Visitors can experience a range of cultural and sports activities that celebrate the rich tradition of Swiss winter sports. With its picturesque location and stunning architecture, the pop-up bar is poised to become a popular destination this winter at Houhai area.

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