

Welcome to Zürich, Switzerland.

Media Information

Zurich – Business? Nah, Buzzing!

As a global banking and financial center Zurich enjoys the highest standards of living. Yet, it is buzzing with more than business: Switzerland's largest metropolis, set in the midst of nature, has long been a creative hub for art, design and gastronomy – and offers something for everybody and for all senses.

Art All-Over the City.

For one, Zurich is one big stage for art, indoors and outdoors. Art connoisseurs and culture enthusiasts have more than 100 galleries and over 50 museums to choose from – like the recently reopened “Gesamtkunstwerk” by Le Corbusier or the famous Kunsthaus Zurich, which is opening a new extension, designed by David Chipperfield, in spring 2021. The metropolis is also home to one of Europe's most unique art organizations: KiÖR (Kunst im öffentlichen Raum), which means “art in public spaces”. A collection of fountains, busts, contemporary works, and street art have been integrated into the cityscape. Just by wandering around the city, visitors discover more than 1,300 works of art; for example, the Stadelhofen Station, which was one of the first projects of star architect Santiago Calatrava, Augusto Giacometti's murals in the entrance of the police headquarters, or Niki de Saint Phalle's “Nana” statues, suspended above the hall of the main station.

In Zurich, visitors can technically even sleep in an “art gallery”. Since the reopening of the Dolder Grand in 2008, over 120 works of art by prestigious artists like Andy Warhol, Salvador Dali, or Fernando Botero have graced the premises of this luxury resort. At another hotel, guests can pay their room with art: the 25hours Hotel Langstrasse is also a pawn shop and accepts pretty, valuable, decorative and/or useful things deserving a bigger audience in place of payment.

By the way: In order to experience Zurich's design, people don't have to travel abroad. The next poster, logo, or sign typed in Helvetica is never far away – the New York subway signs for example. Zurich-born designer Max Miedinger created the much-used font in 1957.

Tasty Food for Every Taste.

Switzerland's largest city not only offers a cutting-edge art and design scene, it has also upped its culinary cred. Thanks to an influx of talented young chefs looking to make their mark, and the city's efforts to revitalize its former industrial districts, it is emerging as one of Europe's hottest food destinations. Its restaurant scene is as diverse as the city itself: the over 2,000 restaurants range from hip venues in factory halls and traditional guild houses with an eventful past to award-winning gourmet establishments. In the beginning of 2019, Zurich was struck by a veritable shower of stars, three new restaurants have been granted Michelin-stars, which makes a total of 21.

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An easy way to experience Zurich's culinary culture in all its facets is FOOD ZÜRICH, the Europe's third largest food festival. For 11 indulgent days every spring, the city hosts over 100 events, all focused on food and drink. The next edition takes place from May 14 to 24, 2020.

But regardless of where in the city you eat – and when, particularly worth trying are local specialties like the “Zürcher Geschnetzeltes” or the world-famous “Birchermüesli”, which Zurich doctor Max Bircher-Benner developed in 1895. For guests looking for something hipper; the Park Hyatt serves freshwater mussels, straight out of Lake Zurich. They taste particularly delicious with a bottle of Räuschling, an old German grape variety, which practically can only be found in the Zurich area nowadays. Or with a glass of tap water: a cocktail of 70% lake water, 15% ground water and 15% spring water, flowing from any of the approximately 1,200 fountains scattered all over Zurich.

Year-Round Wellness With a View.

Talking about water: No visit is complete without a dip in Lake Zurich, with the backdrop of the Alps. In summer, Zurich transforms into one gigantic urban aquatic park, with some 30 lakeside and riverside bathing facilities and almost 20 other open-air swimming baths. No other city in Europe has such a high concentration of bathing facilities per capita. Fun fact: After dusk, a number of riverside and lakeside baths turn into bars on the water's edge. In these “Badi-Bars”, as the locals call them, guests can take in concerts, readings or movie screenings with a cocktail in their hand and a gentle lake breeze in their hair.

On rainy or wintry days, the refreshing water experience shifts to Zurich's numerous indoor baths and wellness spas like the Hürlimann Thermal Bath & Spa, housed in a brick building of what used to be a brewery, offering panoramic views of the whole of the city and the mountains beyond – or the a-ja City-Resort Zürich, located in the up-and-coming quarter of Altstetten. The recently opened hotel offers a spacious wellness area with bio sauna, steam bath, ice fountain, experience showers, a cozy relaxation area, and Switzerland's first NIVEA house – in the design of star designer Matteo Thun.

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