

Media Release

Melide, November 6, 2020



Swissminiatur gets ready for the future with new ideas

Over the past 60 years, Melide's Swissminiatur has become a true institution. Thanks to a renovation, partly financed by a crowdfunding campaign, the legendary "Little Switzerland" is preparing for the future.

More shade, more seats, additional rest and relaxation areas, and new information screens will make a visit to the Swissminiatur in Melide even more relaxing and enjoyable from spring 2021. The tour of Switzerland on a scale of 1:25 should be possible at any time of the day and in any weather, regardless of whether it is hot or rainy. To this end, a shaded area 700 meters long will be created as part of the park renewal. A wooden construction covered with climbing plants will be installed. The visitor experience will be further improved by increasing the number of seats, creating a new green rest area, and expanding the information provided digitally on site.

The renewal of the Melide park will be achieved through the support of a crowdfunding campaign. More than 25 million visitors have been able to admire the Swissminiatur since 1959. Thanks to its involvement, the public can now participate in the development of this institution, which is run by the third generation of the founding family. Further renovations are planned to ensure the future success of this park rich in tradition.

The media kit is available here: <http://www.swissminiatur.ch/20201106-crowdfunding>

For any questions:

Management Swissminiatur SA
Benoît R. BALET
media@swissminiatur.ch
Tel. +41 78 600 26 19

About Swissminiatur

Founded in 1959, the Swissminiatur of Melide in Ticino is an open-air museum dedicated to the authentic representation of Switzerland. On an area of approximately 14,000 square meters, more than 130 detailed models of famous buildings from all over Switzerland on a scale of 1:25 show the diversity of the country: from castles and burghs to the Federal Palace, old towns and even Zurich airport. There are also landscapes, mountains, including cable cars, and lakes on which boats sail. In addition, 18 trains run on 3,560 meters of track. A grotto, which offers food and drinks, as well as a souvenir store and other gift items complete the offer of the traditional amusement park. Swissminiatur was created and developed by Pierre Vuigner and is operated by Management Swissminiatur SA. The company, which employs around 30 people, is run by the third generation of the founding family.

www.swissminiatur.ch