

# REGIONAL EDITION

UNITED KINGDOM | IRELAND

## Editorial

Dear readers, as we bid farewell to 2023, our final issue of the year features the past events from June to August. The Organisation of the Swiss Abroad convened in St. Gallen, its significance magnified by the impending federal election in October. A pivotal manifesto, accessible on Swisscommunity's website, stands as a testament to representing Swiss abroad interests. UK delegates, Loredana Guegt-Wyatt and Franz Muheim, stepped forward as candidates for cantons Ticino and Geneva, aiming to be a voice for our diaspora.

In this issue, we present and launch the FactorSwiss

project, an innovative initiative from SwissCommunity that enhances our clubs' online visibility and forges stronger connections. The Unione Ticinese London's 150<sup>th</sup> anniversary promises a year of extraordinary festivities. We commence with an exclusive interview featuring Michele Januzzi, the graphic designer behind the club's new emblem.

Lastly, we present the vibrant array of celebrations for the 1<sup>st</sup> of August nationwide, spotlighting the grand Swiss National Day festivity, held for the second year in a row in London. Thank you for your steadfast support this year!



GIOIA PALMIERI,  
«UK & IRELAND PAGES»

## Empowering Swiss abroad:

# Insights from the 2023 Congress in St. Gallen



UK OSA delegates:  
Loredana Guegt-Wyatt, Franz Muheim, Michelle Hufschmid, Lakshmi Sundaram and Andreas Feller.

The recent Swiss Abroad Congress in St. Gallen united voices for change. Alongside UK colleagues Michelle, Loredana, Franz, and Andreas, OSA representatives from worldwide locations gathered. Central discussions revolved around the upcoming 2023 elections, providing opportunities to engage with major political parties. The OSA spent a year crafting a manifesto outlining core demands, utilised by delegates in government advocacy. The manifesto is available on SwissCommunity's website.

Notably, UK members Franz Muheim and Loredana Guegt-Wyatt stand as candidates in the upcoming elections, aiming to draw Swiss authorities' attention to expatriate needs. E-voting remained a focal point, with Basel-Stadt, St. Gallen, and Thurgau successfully testing and implementing the system for the October elections, setting a promising precedent.

A significant revelation emerged: the Swiss diaspora now surpasses 800,000, a 34% surge since 2002. While only 227,000

are officially registered in their cantons, our collective influence matches the voting populations of Tessin and Valais. Strengthening our presence on electoral rolls is crucial for enhanced representation.

The congress established two new Committees: one focused on lobbying and communications, the other championed by Andreas Feller, advocating for the direct election of OSA representatives.

In 2024, the 100<sup>th</sup> OSA congress will convene in Lucerne. Leveraging a century of experience, OSA aims to enhance support for Swiss expatriates worldwide, fostering community engagement and empowerment.

LAKSHMI SUNDARAM, UK DELEGATE AT OSA

## FAREWELL AND CONGRATULATIONS

In a heartfelt announcement, Michelle Hufschmid, the Delegate in the UK for the OSA, has resigned as she relocates to Switzerland. We extend our gratitude for her invaluable contributions and congratulate her on her recent marriage on September 29<sup>th</sup>. We wish Michelle a joyous and fulfilling life ahead. Stay tuned to FOSSUK's social media for updates on the new delegate who will take on Michelle's position.

**FOSSUK AGM 2023:** Fostering community bonds and engagement

The FOSSUK AGM 2023, held on June 17<sup>th</sup> at the Swiss Embassy in London, featured distinguished guests, including Mr. Laurent Perriard, Deputy Director General at the Consular Directorate of the Swiss Federal Department of Foreign Affairs (FDFA), Mr. Thomas Wagner – Consul General at the Embassy, and Ms. Chantal Moser – Deputy Ambassador at the Embassy of Switzerland in London.

Mr. Filippo Lombardi, President of the Organisation of the Swiss Abroad (OSA), joined to support our local community and introduce OSA’s initiatives for the 5<sup>th</sup> Switzerland. Additionally, the Swiss Communication Agency Sagl unveiled their project, SwissCommunity.org’s Factor-Swiss (see Page 3).

The AGM hosted a thought-provoking panel discussion on ‘Living and Working in the UK post-pandemic and Brexit in the midst of a cost of living crisis.’ Led by Swiss students in the UK and moderated by CSA UK Delegate, Michelle Hufschmid, the session included special guest Dr.iur. Nicole Töpperwien, CEO of Soliswiss. The interactive Q&A encouraged collaboration and understanding.

Loredana Guegt-Wyatt, President of the New Helvetic Society, curated a cultural program, spotlighting Swiss

painter Carine Hayoz and sculptor Maritta Winter. Their art, showcased at the Embassy, offered insight into Swiss artistic expression, sparking conversations and connections. Swiss singer Marie Roze’s performance left a lasting impression on attendees. The evening continued with a gracious Apéro courtesy of the Swiss Embassy.

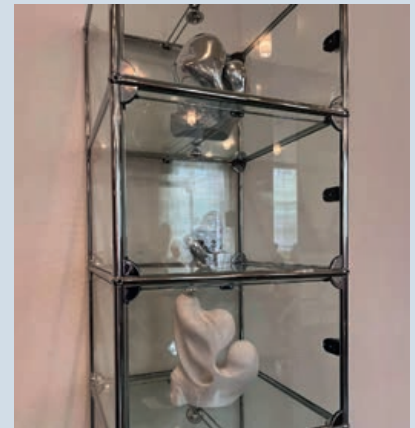
For those present, an informal dinner at Soho’s renowned St. Moritz restaurant concluded a day filled with reflection, engagement, and celebration.

Some concerns arose about the AGM proceedings, with members dissatisfied with the process and how decisions were taken. Subsequently, corporate members of FOSSUK called an Extraordinary General Meeting (EGM), which took place on October 7<sup>th</sup>. Updates about the EGM will be available on FOSSUK’s social media channels and in the next issue of the review.

FOSSUK’s committee, Embassy reps, OSA president and artists after the AGM.



Swiss artists in deep conversation.



Maritta Winter’s sculptures.



Singer Marie Roze during her performance.

**Round Table:** Members and OSA’s president to brainstorm new ideas

The Federation of Swiss Societies in the UK (FOSSUK) was delighted to welcome Filippo Lombardi, the president of OSA on the 21<sup>st</sup> of July, to London where he chaired a round table to discuss and brainstorm new ideas to lead the organisation into the future. We were grateful to be able to hold this round table at the Swiss Embassy and to be joined by the Consul General, Thomas Wagner.

It was also a pleasure to welcome Maria Luisa Bernini from SwissCommunity.org. Presidents and members of Swiss Clubs, representatives from relevant social media groups, as well as other interested guests had to chance to contribute in-person and online. The discussion was lively, and we came up with a number of ideas to make FOSSUK more relevant for both Swiss clubs in the UK and to the Swiss living in the UK who are not members of clubs. We would like to thank all the participants for a fruitful discussion and are excited about the changes lying ahead. Keep an eye out for news in the next edition.

FOSSUK COMMITTEE MEMBERS

## FactorSwiss Project: Revolutionising Swiss clubs' visibility with innovative online tools

The Swiss expat community in the UK, united by shared interests, professional ties, and cultural bonds, faces a challenge in establishing robust connections, especially online. Recognising this, Swiss Community and the Swiss Communication Agency have launched Factor Swiss. *Maria Luisa Bernini*, the agency's head, discussed this innovative project crafted for clubs and associations in a recent meeting.

### Enhancing online presence

*"Factor Swiss is a user-friendly platform, free-of-use for Swiss clubs and associations in the UK. It empowers them to effortlessly create compelling digital content, regardless of technical expertise".* Mrs. Bernini emphasises its transformative potential, enabling clubs to develop striking websites and engaging social media content, thereby enhancing their online presence.

### Official endorsement

*"SwissCommunity, the driving force, offers its official logo for clubs to use alongside their personal logos. This emphasises the credibility and relevance of their content,"* Mrs. Luisa elaborates. Clubs can further personalise the SwissCommunity logo with their city or region, crafting a distinct representation of their identity. *"Employing both the SwissCommunity and club logos is crucial for associations and Swiss entities to connect with the broader global Swiss community while preserving their local identity."*

### Seamless networking opportunities

Factor Swiss seamlessly merges with SwissCommunity's social media platform, broadening clubs' reach and engaging a wider audience. *"Their content gains exposure on SwissCommunity's channels, offering unparalleled visibility. It's crucial for clubs to utilise @swisscommunity tag tools and # symbols to connect effectively with SwissCommunity's media"* explains Mrs Bernini.

### Personalised support and training

Recognising varying levels of technical proficiency, Swiss Community is dedicated to offering comprehensive training and ongoing support for content managers. *"This personalised approach ensures that every club can maximise Factor Swiss, tailoring it to their specific needs and preferences".*

*"SwissCommunity strives to stay connected with local Swiss realities, understanding their needs, and facilitating the exchange of best practices among clubs and Swiss citizens worldwide. Maintaining strong local relationships and proximity to people on the ground is crucial, forming a network that spans across all Swiss communities",* concludes Mrs. Bernini.

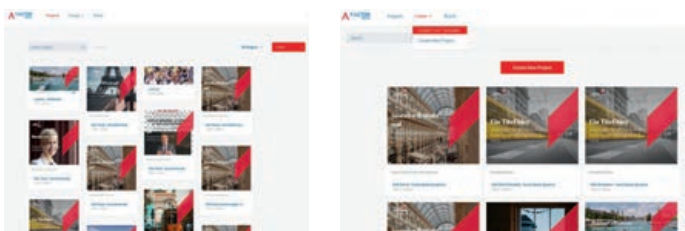
GIOIA PALMIERI

### Explore FactorSwiss project online

Discover FactorSwiss at [www.factorswiss.com/eng](http://www.factorswiss.com/eng)

For tools and insights tailored to your club, contact [bernini@bluewin.ch](mailto:bernini@bluewin.ch) or [info@factorswiss.com](mailto:info@factorswiss.com)

## Simple and easy to use



## Network implementation with the SwissCommunity



## Basics for socials and printing



## Reviving history: Unione Ticinese's logo redesign chronicles 150 years of legacy

Unione Ticinese, a UK club steeped in 150 years of history (#UT150), has profoundly influenced London's cultural landscape. In honour of its sesquicentennial, a graphic design agency was entrusted with reimagining the association's logo. We ask the Swiss designer, Michele Jannuzzi, Director of Jannuzzi-Smith Studio in London, to uncover the creative process.

*Swiss Review: What's the process behind the logo redesign?*

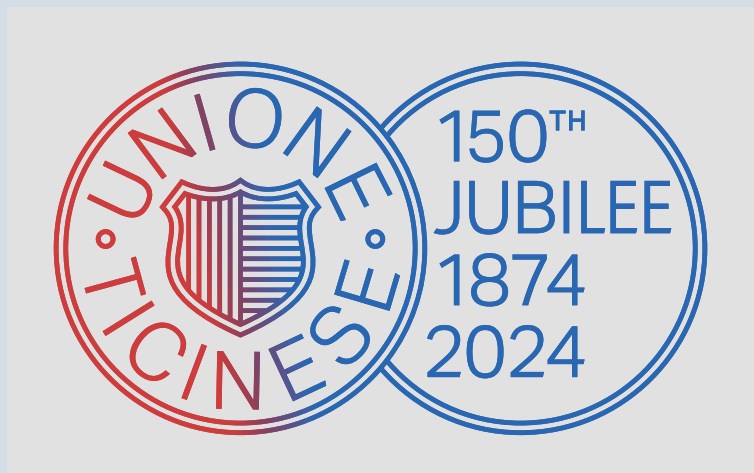
**Michele Jannuzzi:** We embarked on extensive research, delving into Unione Ticinese London's historical documents and online resources. A recurrent symbol stood out: two shields bearing Ticinese and Swiss flags. This unique shield shape, used since the club's early days, suggested an original physical source of inspiration, probably a plate or an image in possession of the club, inspiring that peculiar shield's shape. Our goal was to forge a historical link, creating a contemporary logo rooted in the club's heritage.

*SR: How did you explore the visual heritage of the UT?*

**MJ:** The St. Bride Foundation and our studio's graphic library were invaluable. They provided insight into fonts and designs prevalent in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. We identified a font frequently used by Unione Ticinese, offering it as one of three logo options. The aim was not replication but drawing inspiration from the past to craft a modern emblem.

*SR: What's the concept behind the colour choice?*

**MJ:** Red and blue hues in the logo adhere to heraldic norms, employing vertical and horizontal lines, respectively. To evoke the Ticinese flag, we took inspiration from an old typographic technique called "iris." This involved blending two colours on a printing roller, creating a gradient effect reminiscent of late 1800s printing.



The Unione Ticinese's new logo, designed by Jannuzzi-Smith studio.

*SR: How did you choose the font and why?*

**MJ:** While aesthetics played a role, we also honoured Swiss typographic tradition. Initially considering Adrian Frutiger's Univers, we ultimately chose Bruno Maag's Active Grotesk. Maag is Swiss and his font perfectly merged contemporary graphic and aesthetic needs, offering a strong, legible typeface in line with the logo's intended spirit.

*SR: Why did you design a double-sided coin symbol?*

**MJ:** The double-sided coin medal was a client requirement, symbolizing both the celebration of the 150<sup>th</sup> anniversary and a long-lasting logo. This commemorative medal bears the Unione Ticinese logo on one side, a permanent fixture, and a dedicated anniversary face on the other, designed for later removal. In rebranding Unione Ticinese's logo, our aim was to fuse historical resonance with contemporary relevance, ensuring that the emblem would stand as a testament to the club's enduring legacy.

GIOIA PALMIERI

## London: Carlo Gatti's evening at the Canal Museum for the launch of #UT150

Thanks to enthusiastic presence of many attendees, the "Carlo Gatti's Evening" held at the London Canal Museum was a resounding success. Graced by the esteemed company of the Swiss Ambassador in the UK, Markus Leitner, the event celebrated the launch of #UT150. Attendees engaged in an enriching lecture by the historian Peter Barber, shedding light on Gatti's legacy and the broader emi-

gration context from Ticino. Guests indulged in Ticinese delicacies, including Matasci-Vini wines and traditional gazzosa from Valle di Blenio, Gatti's hometown. The evening was adorned with delectable panettone from Con-fiserie Al Porto, complemented by Ticinese cheese and salami. Heartfelt thanks extend to our dedicated helpers and volunteers who contributed to the event's success. UTL



**2024 Jubilee**  
150<sup>th</sup> Anniversary of Unione Ticinese event program full available on the club's website.  
Please visit:  
[utlondon.org](http://utlondon.org)

## Swiss National Day: A community celebration in London

Swiss National Day took place for the second time at the German School in Richmond, London, on July 23<sup>rd</sup>. It was a fantastic event with 500 attendees who enjoyed a variety of Swiss entertainment, including the flag-throwing duo, Isaline & Urs, from Switzerland, live Guggenmusik, an acoustic performance by Leti, and a special performance by artist and singer, May Roze.

Guests could explore Swiss stands, featuring chic designs by Sandra Liscio, insights into the world of filmmaking by Valentina d'Annunzio, a cow-stacking game at the Switzerland Tourism stand, a model train exhibition, a 3D puzzle, as well as a communal table with a Jass corner. Traditional Swiss food was on offer, including Raclette, Swiss sausages, and delicious items from the Swiss Bakery.

Children had fun making lanterns and getting lovely face paints in their very own Kids Club. Ambassador Markus Leitner welcomed guests with a speech followed by the National Anthem. Last but not least, a £12,000 raffle draw added to the excitement of the day with generous prizes, including a trip to Switzerland sponsored by SWISS, Switzerland Tourism, and Grand Resorts Bad Ragaz.



An incredible event with 500 attendees and spectacular Swiss entertainment!

Many memories were made in the Swiss National Day Photo Booth. A big thank you to the New Helvetic Society and Unione Ticinese Londra. The event was a great success thanks to volunteers, sponsors, and the Swiss community, celebrating Swiss unity and culture.

*Info: [snd-london.com](http://snd-london.com)*

## 1: Double Delight – Celebrating Swiss National Day in style!

Worlds End Swiss Club pulled off a memorable Swiss National Day celebration on August 12<sup>th</sup>. With only a day's notice, I hosted 11 guests at my house. To accommodate our younger members, we decided to throw an early bash on August 1<sup>st</sup>. The Pedroletti family joined us, adding to the festivity. Both parties were a resounding success, marking a delightful dual celebration of Swiss heritage.

ERIKA STRIDE



## 2: Decade-Long garden party tradition in Pembrokeshire

For a decade, Swiss National Day at Fronhaul unites Swiss and UK friends in our garden, fostering old and new bonds in a vital yet overlooked aspect of global unity. Amidst the fun, auctions feature unique items like Appenzeller Bier, Sissacher Burgermeisterli, and Denis Curry's art. Live music and lively dancing abound. Norman pours bubbly, Ian expertly mans the BBQ. £920 raised for St. Peter's church and Little Newcastle hall. Join us in 2024 – contact us!

BEAT & ELISABETH



## 3: Swiss National Day – A joyous reunion in North Wales

In a belated celebration of Swiss National Day, a lively gathering took place on September 8<sup>th</sup> in North Wales. Hosted graciously by Trudy and Patrick Edwards in Colwyn Bay, Swiss expatriates relished a delightful Swiss-style barbecue, rekindling friendships after summer hiatus. The event offered a heart-warming blend of togetherness and festivity, bringing families and friends together in a memorable reunion.

BEATRICE SCHLEGEL



**Club Report:** Southern Swiss Area

On July 29<sup>th</sup>, the Southern Swiss Area Swiss Club celebrated Swiss National Day in high spirits. Twenty-four members shared delectable dishes and cherished the camaraderie. The highlight was the renowned raffle. Mark your calendars for the upcoming events:

*Saturday, October 7<sup>th</sup>, 1pm* – Gschwellti und Chaes  
Basingstoke Canal Centre GU16 6DD (new venue)

*December 2<sup>nd</sup>, 1pm* – Christmas Party, Saturday  
Darby Green Centre GU17 0DT

*January 28<sup>th</sup>, 2024, 1pm* – Sunday Lunch, Sunday  
Cote Farnham GU9 7LL



24 members relished delightful dishes, fostering an enjoyable atmosphere.



NEW PATIENTS WELCOME

**holford partners**  
+ curaden dental clinic

73 New Bond Street, London W1S 1RS

☎ 020 7499 9806 ✉ smile@HolfordCuraden.com  
🌐 www.HolfordCuraden.com

**Society Update:** Exploring the marvels of Swiss train travel

The Swiss Railways Society held its 2023 Annual General Meeting at the Aston Court Hotel in Derby on April 29, 2023. In addition to formal proceedings, attendees enjoyed Swiss Railway videos and a themed model railway exhibition, featuring six layouts and various traders selling equipment and books.

Notably, one layout accurately depicted the piazza in front of the Basilica of the Madonna di Tirano on the Rätische Bahn's Bernina line, while another imagined a line to Churwalden village.

Many members have captured Switzerland's beauty in summer photos, and we look forward to sharing these experiences at upcoming Local Branch meetings. Our active branches are located in Bristol, Bath, East Midlands, London, Manchester, West Midlands, West of England, and Yorkshire. Visitors are welcome with prior arrangement.

Find us prominently at the Warley National Model Railway Exhibition at the NEC Birmingham on November 25–26, 2023.

HYWEL REES – COMPANY SECRETARY, SWISS RAILWAYS SOCIETY



A themed model railway exhibition.

+ WEDDING?  
+ PARTY?  
+ TALK?

+44 (0)118 926 8598  
AmazingAlphorn.com

To get informed about the latest from the Swiss clubs and community living in the UK and to get in touch with the UK OSA delegates, please visit the website [swiss-societies.co.uk/](http://swiss-societies.co.uk/) and FOSSUK's social media:

Facebook: @ukswiss  
Twitter: @FOSSUK

## 1: Inaugural Soirée Suisse – unveiling Swiss culture

The first-ever Soirée Suisse, organised by the Swiss embassy and opened by Ambassador Markus Leitner, unfolded at the Royal Academy of Arts.

Showcasing innovative cultural treasures, the event highlighted the ‘Herzog & de Meuron’ exhibition, offering a unique perspective on Swiss architectural excellence. Guests enjoyed Swiss gastronomy, immersing themselves in an evening of cultural exchange, networking, and celebration.

## 2: Swiss performances at Edinburgh’s Festival

“Tell a Story!” At the popular Edinburgh Military Tattoo 2023, the Swiss Armed Forces Central Band performed in their striking red and white uniforms for three weeks at the historic Edinburgh Castle.

This year’s theme was all about stories, and, of course, “William Tell’s story” had to be told. Under the leadership of Lt. Col. Aldo Werlen, the Band performed at the highest standard – matched only by the enthusiastic applause of an international audience in their thousands.

Another Swiss highlight of this year’s Edinburgh International Festival was the concert given by CAMERATA BERN, who absolutely amazed the audience with Haydn’s Seven Last Words.

PETER MÜLLER-MCDOUGALL –  
HONORARY CONSUL GENERAL

## 3: Swiss Church London – “Join Our Cause!”

Every Tuesday at 7.30am, the Swiss Church in Covent Garden opens its doors for ‘Breakfast on the Steps’, a heart-warming initiative led by Andreas Feller. Volunteers provide a warm breakfast and a welcoming space

for those impacted by poverty and homelessness. Given the rising challenges in London, your help is crucial.

Join the 2023 Christmas Challenge from November 28 to December 5. Your donations will directly fund groceries and toiletries for those in need. Save the date for the Swiss Family Christmas on December 3, 2023. Register at [info@swisschurchlondon.org.uk](mailto:info@swisschurchlondon.org.uk) and volunteer to support these meaningful events.

## 4: Samichlaus in the Woods 2023 in South Wales

Experience the enchanting ‘Samichlaus in the Woods 2023’ event in South Wales. Perfect for families and furry friends, this Swiss celebration takes place on Sunday, December 3, 2023, at the New Woodland Cafe in Penllergare Valley Woods. Enjoy a magical woodland walk, interactive exhibitions, and a special visit from Samichlaus for the little ones.

Don’t miss out on this unforgettable day. For registration details closer to the date, visit [kwissinwales.org](http://kwissinwales.org).

## 5: Nathaniel Cartier – aspiring Roger Federer of Swiss music

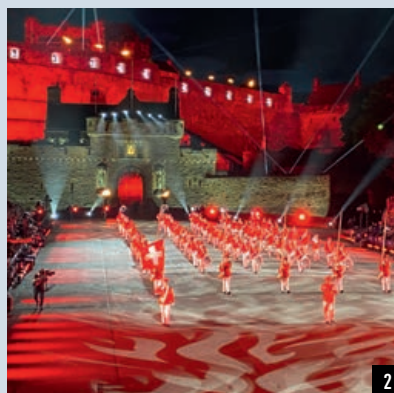
Nathaniel Cartier, Swiss musician based in Edinburgh, aims to mirror Roger Federer’s global stature in music.

His active 2023 includes a two-week Scottish tour, a debut at Sofar Sounds Chicago, and the upcoming release of “Love Odyssey.” A dance EP, set for November 3<sup>rd</sup>, comes with two awaited music videos shot in Edinburgh in partnership with the Edinburgh Collective.

This project underlines his dedication to collaboration in the city’s creative scene.



Ambassador Leitner. Photo credits FDFA.



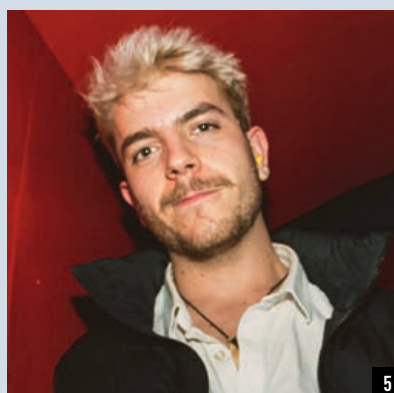
Swiss Armed Forces Central Band.



Breakfast for the homeless community.



Perfect for families and furry friends.



Follow him on Instagram @n.cartier.

## Remembering Dr Malcolm Pender: Renowned scholar of German-Swiss literature

Professor Malcolm Pender, a distinguished figure in German-Swiss literature, passed away at 87. Glasgow-born, he excelled in French and German at the University of Cambridge.

He pursued his doctorate on Frisch and joined the inaugural University of Strathclyde, where he devoted his entire career. An eminent scholar in German-speaking Swiss literature, he authored numerous articles and books, co-founding the Centre for Swiss Cultural Studies.

His presence at Solothurner Literaturtage forged valuable connections with scholars and writers who became cherished friends. Malcolm was known for his principled stance on topics like Brexit and the British class system, engaging in spirited debates with humility. He showed genuine interest in students and younger peers, generously sharing his knowledge and vast network. Balancing work and life adeptly, he cherished opera, fine dining, vibrant hues, trips to Switzerland, and cherished moments with loved ones.

He took delight in revisiting Maigret novels and regaling in humorous tales, finding profound happiness in his partnership with his late wife Ute and their two daughters.

Malcolm remained active in teaching and research until only a few years prior. The world of German-Swiss literature and the world in general have lost an excellent scholar and a fine man, who leaves behind him a wonderful personal and professional legacy.

DR JOY CHARNLEY



He founded the Centre for Swiss Cultural Studies at the Strathclyde Uni.

### Selected bibliography

Max Frisch: his Work and its Swiss Background (Stuttgart: 1979).

The Creative Imagination and Society: aspects of the German-Swiss Kunstlerroman; in the Twentieth Century (Glasgow: 1985).

Max Frisch, Biedermann und die Brandstifter (Glasgow: 1988).

With Michael Butler, Rejection and Emancipation: Writing in German-speaking Switzerland, 1945–1991 (Oxford: 1991).

Contemporary Images of Death and Sickness: A Theme in German-Swiss Literature (Sheffield: 1998).

With Joy Charnley, Exercises in Translation: Swiss-British Cultural Interchange (Bern: 2006).

## Obituary: Peter Baillie

Peter Baillie, a devoted member of Unione Ticinese, passed away on August 26, aged 72, following a brief illness. Married to former committee member, Vittoria née Bertram, their shared love for football forged a lifelong bond when they met at a Charlton Athletic match.

They wed five years later, welcoming daughters Ellie and Lydia, and later rejoicing in the company of three grandchildren: Jesse (7), Stephie (5), and Bella (7). Beyond football, Peter's

heart beat for music, and he embraced Vittoria's family interests. He took the reins of his father-in-law's knife-grinding business until its closure, immersing himself in a shared affection for Ticino with Vittoria. Their annual retreat to Dangio, Valle di Blenio, became a cherished tradition. Peter's unwavering support for Vittoria's work at the UT and steadfast presence at UT gatherings endeared him to all. Peter's funeral was held on September 25.

## Obituary: Tricia Blum

Tricia cherished Manchester Swiss Club member, and wife of late Secretary, Franz Blum.

She passed on September 8<sup>th</sup>, 2023, at St. Anne's Hospice, Heald Green, after a valiant battle with illness.

A heartfelt service was held on September 18<sup>th</sup>, 2023. She will be deeply missed.

### IMPRESSUM

HOW TO CONTACT THE EDITOR: Reports of Swiss society activities, news, coming events, correspondence, articles and advertising for the 'Switzerland in the UK & Ireland' section of the Swiss Review, should go to the editor:

GIORGIA PALMIERI  
108 Anfield Road Tel: 077 10837735  
L4 0TE, Liverpool mail: editor@swissreview.co.uk

### DESIGN

Implemented by Marc Peter – on-IDLE Ltd  
www.on-idle.com

The deadline for the next UK issue is: **3<sup>rd</sup> December 2023**  
Date of publication: **19<sup>th</sup> January 2024**

### Next Issues

The Swiss Review is published six times a year. Its 'Switzerland in the UK & Ireland' supplement is out four times a year: January, March, May and October