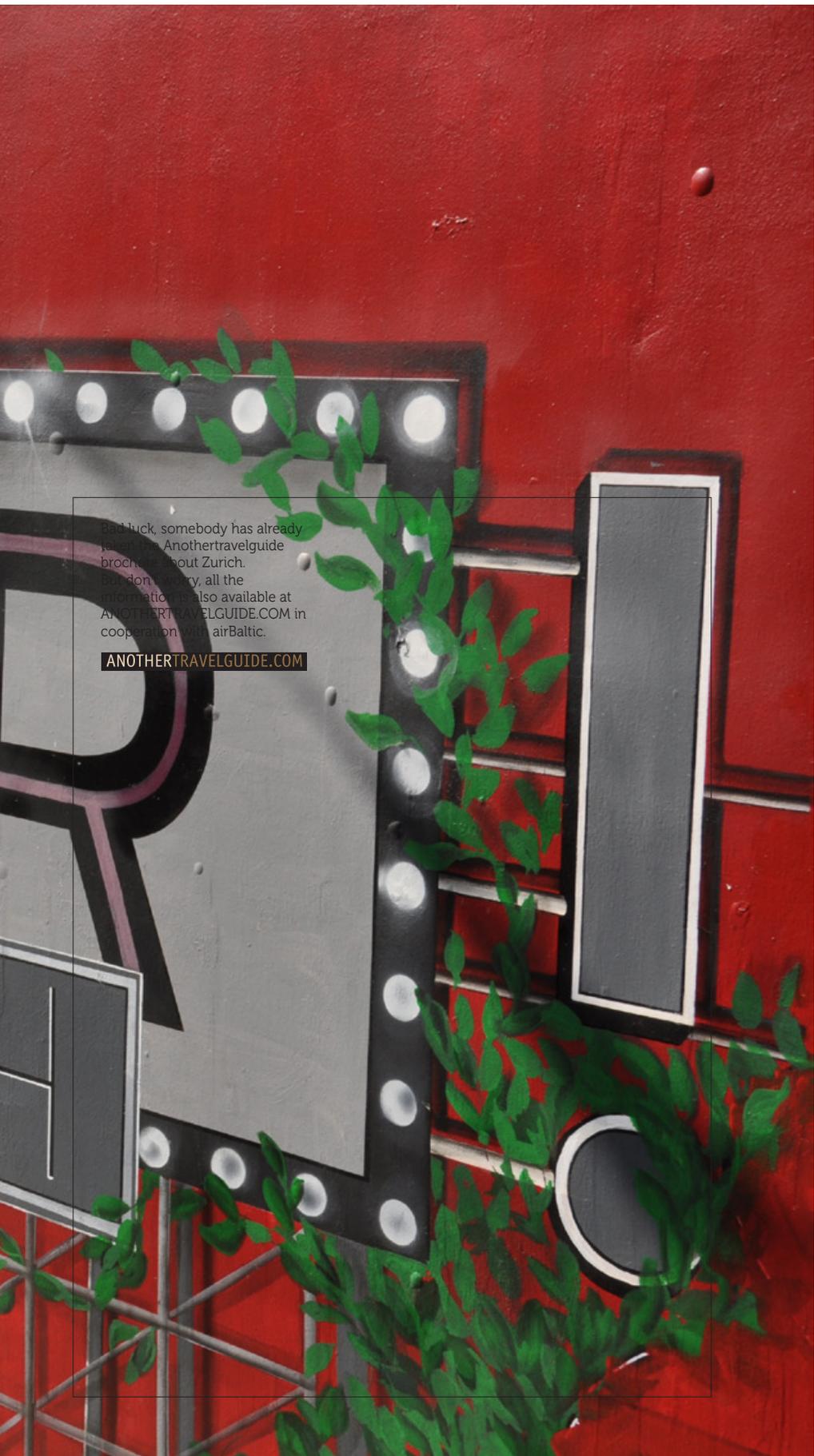


Text by **UNA MEISTERE**,  
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THE WILD-WILD WEST, OR ANOTHER  
**SIDE OF ZÜRICH**

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Bad luck, somebody has already taken the Anothertravelguide brochure about Zurich. In London anyway, all the information is also available at [ANOTHERTRAVELGUIDE.COM](http://ANOTHERTRAVELGUIDE.COM) in cooperation with airBaltic.

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Before heading to Zurich, I read an article in *CNN* about new discoveries regarding the holes in the famous Emmental Swiss cheese. Apparently, the holes have become noticeably smaller in recent years because cheese-making facilities have become increasingly sterile and eliminate the possibility of tiny pieces of hay entering the milk, which are responsible for the hole-producing carbon dioxide in the cheeses. To me, this seemed a fairly precise depiction of Switzerland as an epicentre of prosperity. For years, the country's largest city, Zurich, has been at the top of all the global quality-of-life indices, and the city's postcard-like panorama (with the mountains on one side and a lake on the other) seems so perfect that surely not a single blade of grass is crooked or out of place.

But stereotypes are made to be broken, and that's one of the beauties of travelling, as I recall every time I step off a train; this time not in Zurich's centre, but in its so-called Wild West. On one side of the road is Zurich's tallest skyscraper, the 125-metre glass Prime Tower, while on the other side are graffiti-covered hulks of old factories. In other words, there's no glamour to be found here. I have arrived at Kreis 5 (one of Zurich's 12 districts), which everyone is calling the city's new hotbed of creative life; some even compare it to London's Shoreditch.

In any case, one cannot call this former industrial area between the Limmat River and the railway very picturesque. It was established in the early 19<sup>th</sup> century along with the construction of a railway line, a water turbine, motor plants and even shipyards. However, with the construction of a highway in the second half of the 20<sup>th</sup> century and the decline of manufacturing in the late 1980s, Kreis 5 became Zurich's "uncomfortable" district where, among other things, illegal drugs replaced the former industries.

This is also the location of the infamous Needle Park, where drug addicts shot up

## Your NEXT DESTINATION



New Galerie Bruno Bischofberger building



Im Viadukt, located in a former 19<sup>th</sup>-century railway viaduct, is Zurich's trendiest shopping spot



Walter Vintage Möbel & Accessoires



Guardian angel by French-Swiss artist Niki de St. Phalle in Zurich's main station

and which police managed to get under control only in the early 1990s. The district's renaissance began soon afterwards, as abandoned factories were turned into artists' studios, cafés, bars, shops and apartments. At first the area had a distinct alternative aura, but following the opening of a movie theatre in 1993, it slowly began to attract a broader and more mainstream audience as well.

Switzerland's first hotel in the *25hours Hotels* chain of boutique hotels opened in Kreis 5 in 2012. With a ping-pong table in the entry hall, a style that cleverly reflects the district's industrial past and design details displaying a humorous irony regarding stereotypes of Switzerland (rooms are classified in three categories: silver, gold and platinum), *25hours Hotel Zurich West* is the ideal place to begin a tour of the city's Wild West. The interior of the hotel was designed by local architect Alfredo Häberli, who has also designed for *Volvo*, *Camper* and *Vitra*.

"Almost home" is embroidered in red on white pillows, a sign in the light-blue elevator indicates that there are "no surveillance cameras", the small gym has wooden fitness equipment, each Platinum room has its own terrace resembling a miniature meadow in the middle of the industrial jungle, and – best of all – *25hours Hotel Zurich West* also

The most comfortable means of transportation in Zurich is a bicycle. Follow the marked bicycle routes that cross most of the city and, if you wish to precisely plan your route from A to Z, use the special bicycle route planner found at [stadt-zuerich.ch/routenplaner](http://stadt-zuerich.ch/routenplaner). However, be careful when crossing tram tracks. As one tour guide jokingly remarked, "If your wheels get caught, then you have only two options: drop sideways and experience pain, or ride to the final station." Bicycles can be rented – year-round and for free – across from the Swiss National Museum or by the Postbrücke bridge. The only thing necessary for this service is to show an ID and leave a CHF 20 deposit, which is returned after bringing the bicycle back to any rental site. Keeping a bicycle overnight costs CHF 10.

Zurich is located at the northwestern edge of

has its own bicycle depot. Hotel guests may use the bicycles for free, but they cannot be reserved ahead of time and are available only on a first-come-first-served basis.

If you'd like to take a longer tour of the area, then the hotel even offers its guests a few hours' use of two *Mini Coopers*, completely free of charge (in Switzerland, no less!). Hop into a *Cooper* and drive 55 kilometres to Lucerne to visit the Swiss Museum of Transport, one of the most impressive museums of its kind in the world. You won't even have to pay for gas, which is included in the free car rental service.

In any case, the most appropriate form of transportation to get to know Zurich's Wild West is a bicycle. Begin by cycling to the Im Viadukt, one of Europe's most unique shopping streets. Stretching for several hundred metres, at least 30 stylish shops have been installed under the concrete arches of the former 19<sup>th</sup>-century railway viaduct, thereby offering a trendy alternative to glamorous Bahnhofstrasse in the Old Town. Zurich's first covered market hall is located at one end of the Im Viadukt; its *Markthalle* restaurant is popular among tourists and locals alike. The restaurant's prices are reasonable, the servings are large, and almost everything on the menu is made of seasonal, organic produce.

Five minutes away is the 26-metre tall “tower” built by famous Swiss recycled brand *Freitag*. The tower houses a bag and accessory store in a construction made of 19 rusty freight containers. *Freitag* was established by two brothers who realised that waste from the automobile industry contains much usable material, starting with tyre inner tubes and ending with the tarps used to cover trucks. Today, *Freitag* stores have spread all over the world, and special samples of the brand’s design can even be found in the collections of New York’s Museum of Modern Art and Zurich’s Museum of Design.

Another interesting address lies just around the corner – *Frau Gerolds Garten*, cleverly described as “an urban Garden of Eden”. The place feels like a cross between a beer garden and a beach bar, except that instead of a beach, railway tracks are nearby. It’s the absolute quintessence of surrealism, especially if you choose to sit at one of the tables on the upper terrace. With the sun beating overhead, chill out to the unceasing rhythm of train wheels chugging by. After a while, it all starts to sound like industrial waves crashing onto a concrete beach. Along with wooden plant boxes and various industrial trappings, you’ll also come across a number of concept stores and stylish shops.

If you’re looking for a place to have a truly sumptuous dinner, then head to *Josef*, a small restaurant on Josefstrasse that is known for two things: innovative cuisine and very affordable prices. The menu changes every day and, depending on your level of hunger, you can choose between two and five dishes, which correspondingly cost from CHF 38 to CHF 75. The restaurant’s interior does not lack humour; its dark, wood-panelled walls are covered with black-and-white photographs of iconic faces in the



Kronenhalle restaurant



Kameha Grand Zurich hotel

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Windows by Sigmar Polke at Grossmünster Zürich



Frau Gerolds Garten

fashion and rock-music worlds, including a modern stylisation of Yves Saint Laurent.

Kreis 5 is also the home of several significant cultural institutions. For example, the former shipyard now known as *Schiffbau* has become a theatre, restaurant and jazz club. And the defunct *Löwenbräu Areal* brewery, built in 1897, now contains almost all of Zurich's most prestigious art galleries and a number of other cultural institutions under one roof, including *Hauser & Wirth*, the LUMA Foundation, *Galerie Bob van Orsouw*, *Galerie Eva Presenhuber*, the Migros Museum and the *Kunsthalle Zürich*. Exhibitions at the many galleries change frequently, so *Löwenbräu Areal* is a great place to get a concise idea of what's current in the art scene.

### Cradle of Dadaism

Switzerland has long been a significant hub of European culture. Composer Richard Wagner spent nine years there and wrote most of the libretto for *Der Ring des Nibelungen* in Zurich. Writer James Joyce also sought refuge in Zurich, and many of his admirers head to the city on pilgrimages to his gravesite in the Fluntern Cemetery. In addition, Zurich prides itself as a prime destination in the European art market. The city has at least 50 museums and more than 100 art galleries, and Basel, the site of *Art Basel*, the world's most prestigious art show, is only an hour's drive away.

Zurich is also the cradle of Dadaism. One of the first true international art movements, Dadaism began in the small *Cabaret Voltaire* café/bar located in the Old Town. The café was founded in 1916 by Hugo Ball, a German poet and playwright living in

42-kilometre-long Lake Zurich. Boats are an essential form of transportation as well as a way to see the city from a different angle. All you need to do is choose how much time you want to spend on your cruise: one-and-a-half, three, four or seven hours. (zsg.ch)

The Heidi Weber Museum (Hoeschgasse 8) is the last building designed by Swiss architect Le Corbusier. It was built in 1967, two years after the Modernist architect's death, and is located in an unbelievably beautiful place – Zürichhorn Park on the banks of Lake Zurich. The building is like a poem or a three-dimensional Mondrian painting, with multi-coloured enamel panels and a free-floating roof that protects the edifice from the sun and rain. Interior designer Heidi Weber commissioned the project, and her ambition was to exhibit Le Corbusier's works in an environment designed by the architect himself. In this sense, the building, which regularly hosts exhibitions linked with Le Corbusier's work, can be considered his *Gesamtkunstwerk* – the entirety of his work, or his *pièce de résistance*.

exile in Switzerland, together with a group of like-minded artists and writers. Later, artists and other exiles from across Europe gathered at the café, and *Cabaret Voltaire* served as the centre of a new art movement that arose as a protest against the First World War, proclaiming a renouncement of all previous ideas about art. At the *Cabaret Voltaire's* height, it hosted nightly poetry readings, dances, plays and the like. The upper floor still features a Dada-style bar where guests can enjoy a glass of absinthe if they wish. A small exhibition hall is on the lower floor.

Art can be found in the most extraordinary places in Zurich. In the central train station, which is always full of people rushing here and there (it's one of the busiest train stations in the world), a guardian angel – Swiss-French artist Niki de Saint Phalle's gigantic and colourful *Nanas* – looks down from the ceiling upon the crowds of people. De Saint Phalle gave the sculpture to the station on its 150<sup>th</sup> anniversary. The huge doll holds a blinking red wand in her hands as if warning passengers of approaching trains.

However, the most unusual site for art in Zurich is the police headquarters. The monumental building (Bahnhofquai 3) on the banks of the Limmat River was built as an orphanage, but in the early 20<sup>th</sup> century, city architect Gustav Gull allocated it to the police. The basement – now used as the police station's waiting room – was fairly dark, so in 1923 Swiss painter Augusto Giacometti (the nephew of legendary sculptor Alberto Giacometti) was commissioned to paint its walls and vaulted ceiling. Now named Giacometti Hall, it is a point of national pride and a destination for



25Hours Hotel Zürich West



Cabaret Voltaire

cultural tourists, making this the most unusual police headquarters in the world.

Moreover, the hall has retained the aura of being a “secret address” precisely because it is in a police headquarters and most people would rather stay further away from such an institution. It is also open to the public daily, but only from 9:00 to 11:00 and again from 14:00 to 16:00. All visitors are required to show an ID. They are only allowed to spend ten minutes in the hall, and photography is strictly forbidden. In other words, you must follow the police’s rigid rules. The massive and seemingly anonymous wooden outer door gives no hint of what lies beyond, namely, stern uniformed policemen and Giacometti’s fiery red-yellow-orange explosion of colour. The fact that visitors are not allowed to immortalise the experience (which may be a blessing in this age of the selfie) actually lets them soak up the energy of the colours without other distractions.

Located about a ten-minute walk from the police headquarters is another Giacometti masterpiece, the stained-glass choir windows in the

If you wish to bring home a meaningful souvenir from Zurich, we suggest visiting *Manu Propria* (Josefstrasse 50). The small eyewear store in the fashionable Kreis 5 district was opened by two opticians. All of the store’s optical eyeglass frames and sunglasses have been designed by the two owners, and all you need to do is choose your favourite material – from traditional bone to modern Perspex. The store also has a small eyeglass frame museum, where you can see unique eyewear from a variety of eras.

For a most unforgettable view of Zurich, head to the *Jules Verne Panoramabar* (Uraniastrasse 9; [jules-verne.ch](http://jules-verne.ch)) located in the Urania observatory.

Grossmünster. Translated as “the great cathedral”, the Grossmünster was built in the 13<sup>th</sup> and early 14<sup>th</sup> centuries and is one of Zurich’s grandest Romanesque-style churches. Its three towers can be seen from everywhere in the Old Town, and the northern tower provides a magnificent view of the city (200 steps to the top).

Since 2009, the cathedral has also served as a unique home to a contemporary art project, with twelve stained-glass windows made by German artist Sigmar Polke. Seven windows on the west side of the church contain mosaics made of thin slices of agate; the sunlight shining through the semi-precious stones gives bright colour to the otherwise ascetic interior of the sanctuary. According to the Bible, semi-precious stones were created in the very first days of the world. They were used as decoration in churches as far back as Late Antiquity and the Early Medieval period.

On the east side of the Grossmünster are five images from the Old Testament – the Scapegoat, Isaac, the Son of Man, Elijah and David – which can be interpreted as precursors of Christ and thereby

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correlate to Giacometti's stained-glass windows, which depict the Three Magi bearing gifts for the Virgin and Child.

## Dinner with Chagall

On the opposite side of the river, another genius of his era – Russian-born Jewish artist Marc Chagall – created five stained-glass windows for the Fraumünster church (Church of Our Lady). The church allegedly searched for over seven years before it found an appropriate artist to make the windows. Chagall was chosen because of a fateful coincidence – an ambitious retrospective of the artist's work took place in Zurich in 1967. He was already over 80 years old at the time, and before he accepted the invitation to make the windows, he is said to have sat in the church in silence for a long time, studying and admiring its architecture.

Fraumünster, however, was not the artist's first experience with stained glass. In 1964, he created the legendary *Peace Window* at the United Nations building in New York City. Later, he worked on the sketches of the Fraumünster's windows for a whole year and then spent another three years making and installing the windows in the church. Chagall's windows can be found in the so-called wooden wing of the church. They are ten metres high and each features a different palette of colour.

The blue and green windows symbolise the earth, while the red and yellow symbolise heaven. The central window is titled *Christ* and depicts His family tree, with the Virgin and Child at the top. A meditative stillness reigns inside the church, interrupted only by the footsteps of visitors, who often sit down on the benches opposite Chagall's masterpieces. The best time to visit the church is in the morning, when the sun shines directly through the windows and floods the interior with a mirage of Chagall's otherworldly colours.

Legend has it that Chagall made the *Kronenhalle* restaurant next door his second home while working on the windows. Now it's another of Zurich's legendary institutions. There are few other places in the world where one can enjoy a meal while sitting next to, or even under, original pieces of artwork by Chagall, Joan Miró, Georges Braque, Paul Klee, Pablo Picasso, Wassily Kandinsky, Robert

Rauschenberg and Pierre Bonnard, all valued in the millions. There are so many paintings at the *Kronenhalle* that one could easily mistake it for a museum that has been transformed into a temporary restaurant. No wonder some of the guests, having finished their first glass of wine, cannot refrain from pushing the lamp on the table a bit closer to the wall in order to better inspect a genius' signature.

The site of the *Kronenhalle* was originally a beer hall. In the early 1920s, a married couple named Gottlieb and Hulda Zumsteg bought the hall and turned it into a restaurant, which quickly became a favourite meeting place for writers, philosophers and artists. As so often happens with such places, a number of legends relating to the restaurant evolved over the years. One may doubt its accuracy, but according to one of those legends, Hulda (who had risen from being a simple shoemaker's daughter to the grande dame of Zurich's restaurant scene) often helped financially strapped artists by feeding them for free but then never refusing "gifts of thanks" from them in the form of artwork. The *Kronenhalle's* heyday was in the mid-1930s, on the eve of the Second World War. Sigmund Freud, Coco Chanel and Albert Einstein all dropped in, and James Joyce is said to have written a fair chunk of his *Ulysses* there, at table No. 17 in the corner of the large hall, above which his portrait now hangs. Thanks to Switzerland's neutrality, many an international spy narrative was also played out during the war at the restaurant's tables, under the watchful eyes of the artworks.

Although the *Kronenhalle's* art collection was quite eclectic at first, it gained a completely new scope after Hulda and Gottlieb's son, Gustav, took over management of the restaurant. Gustav Zumsteg, who was also the director of the Swiss textile legend *Abraham Silk*, was known as the "silk magnate" in the social circles of the day. Christian Dior, Hubert de Givenchy, Yves Saint Laurent and others from the highest rungs of the fashion world were among *Abraham's* clients in the 1950s and 1960s, and thus Zumsteg turned the traditional silk business into a cult fashion brand.

Art was his passion and also his instrument; it served as his inspiration,

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which he later transformed into fabulous printed silks. Zumsteg built his art collection with passion and found a home for many of his pieces at his family's restaurant. He also lived on the third floor of the same building until his death in 2005 at the age of 85. Zumsteg had no children, so most of his private collection was sold at *Christie's* auction a year after his death for approximately ten million dollars. Quite some time before his death, though, he established a foundation to safeguard the restaurant's artwork from unpredictable fates; today the foundation manages both the restaurant and its art collection.

Today, the *Kronenhalle* has lost none of its status and remains a popular address on Zurich's social scene, both among locals and visitors to the city. Don't be surprised if you see *Monocle* editor Tyler Brûlé (who has often named the *Kronenhalle* among his personal favourites) or opera star Plácido Domingo at the restaurant. People still dress up to go to the *Kronenhalle*, and guests are sized up as they enter, just like the artwork on the walls. Age-old rituals are maintained. Even the Jack Russell terrier sitting on a separate chair next to his owner at the neighbouring table watches my plate with a cool, aristocratic air, as if he's been a regular here since birth.

The *Kronenhalle* serves classic German-Swiss cuisine. Don't expect innovative tastes, but everything is wonderfully prepared, substantial and authentic. The restaurant does know its worth, and a meal here is not cheap. But the menu has plenty of variety and, if you don't order wine (glasses begin at CHF 17), you can stay within a reasonable budget. The only thing the *Kronenhalle* categorically prohibits is taking photographs. It thereby avoids throngs of tourists just wishing to tick the I-was-here box and maintains a timeless, discrete and trustworthy reputation.

## Life is grand

The *Kronenhalle* also serves as the informational epicentre of Zurich's cultural life, with posters in its entryway advertising the newest exhibitions. On one of these I notice the gallery of Swiss art dealer and collector Bruno Bischofberger, which just opened in early June. In terms of scope, the impressive gallery can almost be deemed

a museum. The road to the gallery in the eastern part of the city leads along the lakeshore and lets visitors fully enjoy Zurich's famous landscape. The gallery is in a former automobile factory on a hill, and its wavy concrete façade resembles futuristic lace.

Bischofberger is a legend in the art world. In the 1960s, he was the first to introduce Europe to American pop art. He was not only a close friend of Andy Warhol, but also his dealer. He was also one of the founders of *Interview* magazine. The new gallery has separate spaces devoted to Warhol and Jean-Michel Basquiat, as well as spaces for Bischofberger's own private collection. The manner in which art (including Francesco Clemente, Julian Schnabel and others) is exhibited here reminds one not so much of a gallery or museum as a sanctuary.

Another vivid reminder that today's Zurich is no grande dame encapsulated in conservative comfort can be seen at the *Kameha Grand Zürich* hotel, which recently opened in the westernmost part of the city, now the home to many prestigious companies. Dutch design showman Marcel Wanders created the hotel's interior. This is Wanders' second hotel project, following the *Andaz Amsterdam Prinsengracht Hotel* that opened in 2013. There, he let loose his hooligan nature to create an interior that could just as well be a 21<sup>st</sup>-century reincarnation of Surrealism's granddaddy Salvador Dalí or *Alice in Wonderland*.

Wanders continued his virtuoso juggling act at *Kameha Grand*, humorously playing around with all of Switzerland's iconic symbols, including money, milk and watches. The inscription above the bar reads "If you drink to forget, then please pay in advance"; a gigantic upside-down dinner plate hangs from the ceiling of the Italian restaurant on the first floor; the daily menu is printed on milk-bottle-shaped columns; and the dark wood pepper mill is the size of a ten-year-old child.

I cannot resist temptation and discover that the pepper mill also weighs as much as child. By using the pepper mill on a daily basis (combined with morning runs around Lake Zurich), the waiters and waitresses surely need not waste time going to a gym. "Life is grand" is *Kameha's* motto, and it seems hard to find a better-suited slogan for what Zurich currently has to offer.

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Marie Remandet (*soprano*)  
Program: Bach, Scarlatti, Monteverdi

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Dzintari Concert Hall  
Barbara Hendricks & her Blues Band  
"Blues Everywhere I Go"

**Tuesday, 2015 August 4th, 6 PM**  
Dzintari Chamber Music Hall  
The Pearls of Russian Songs. Tchaikovsky - 175  
Irina Dolzhenko (*mezzo soprano*),  
Rihard Machanovskis (*baritone*),  
Inna Davidova (*piano*)  
Program: Tchaikovsky romances

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Insider's view



## Sweet Zurich

While most of the world's inhabitants consider chocolate to be a sinful treat, for the Swiss it's almost like bread and water. In other words, chocolate is an integral part of their daily diet. No wonder that Switzerland has long topped the list of countries in chocolate consumption, with the average citizen enjoying nine kilograms or 209 bars of chocolate per year. Zurich is a genuine chocolate-lover's paradise; it is also the city that captured the heart of food and travel writer Kerrin Rousset. Originally from New York, Rousset has lived in Zurich for the past seven years, where she founded *Sweet Zurich* (mykugelhopf.ch). The enterprise offers chocolate tours of the city and lets visitors see Zurich from a completely different vantage point. Rousset's two-and-a-half-hour tours stop at all of the city's sweetest destinations. Along the way, visitors roam through labyrinths of small streets that a tourist might otherwise not discover.

### What is the sweetest place in Zurich?

The sweetest place for me is *Honold* in the Old Town. A family-run candy store since 1905, it's the place I go to for *Zopf* (Sunday bread) on the weekend, a cream-filled pastry for my husband and high-quality handmade artisanal chocolates for me (including my very favourite, *Lotti's Best*).

### What do you love most about living in Zurich?

When you live in Zurich, you truly experience what is so often said about the city - that the quality of life is so high. Downtown you have the charming Old Town, the lake, the river, the mountains

in the distance; it's safe and clean and everything just works. So many of the city's stereotypes, from the impeccably timed public transportation to bankers swimming or skiing on their lunch breaks, ring true.

### What should one definitely do to feel the vibe of Zurich in all its diversity?

Take a stroll through the cobblestone streets of the Old Town, walk up and down the luxury Bahnhofstrasse and also through Zürich West, a more artsy and trendy neighbourhood. All three are very different vibes, all three very Zurich. And during the summertime, hang out by the lake, where everyone is realxing.

### What is your favourite Zurich neighbourhood and why?

I just love Lindenhof, the oldest part of Zurich. It feels like a village set in the big city. So much history, architectural gems and fantastic little shops sprinkled throughout.

### Could you name your five favourite restaurants/café's in Zurich?

- Hiltl** - unparalleled vegetarian buffet (it's the oldest vegetarian restaurant in Europe).
- Piazzetta** - fantastic salads, pastas and the best bread.
- Juice Market** - great salads and freshly squeezed juices.
- Markthalle** at the Viadukt - for the market ambience and the mussels.
- Schwarzenbach Tee café** - natural syrups and hot chocolate.

### Which are your favourite shops in Zurich and why?

- Schwarzenbach** - a heaven for lovers of dried fruit and nuts.
- Sibler** - culinary objects galore.
- Pastorini Spielzeug** - an all-wooden toy store. My favourite place to buy presents for friends' children (and my little girl, too!).

### What have never done in Zurich but would still like to do?

I've always wanted to spend time on the Observation Deck at the Zurich Airport, but haven't yet got the chance. **BO**