

Consulate General of Switzerland in Hong Kong

For Immediate Release

Swiss Arts Day at The Peak on 15 March 2025 A Celebration of Swiss Culture




(Hong Kong, 5 March 2025) The Consulate General of Switzerland, in collaboration with Peak Tramways Company, Limited and The Peak Tower Limited, is thrilled to present Swiss Arts Day at The Peak on **15 March 2025 (Saturday)**. This unique cultural event will showcase the rich artistic and culinary traditions of Switzerland through parade, music, workshops, live performances, and an immersive Swiss experience.


Mr. Daniel Freihofer, Consul General, Consulate General of Switzerland in Hong Kong, said, - “We are delighted to bring a piece of Switzerland to the heart of Hong Kong with the first-ever Swiss Arts Day at The Peak. This event promises a vibrant celebration of Swiss creativity, traditions, and innovation, offering an immersive experience for all visitors. From captivating performances to hands-on workshops and authentic culinary delights, we invite everyone to discover the richness of Swiss culture in one of Hong Kong’s most iconic locations.”


Mr. David Chow, General Manager of The Peak Complex, said, - “The Peak has always been an iconic landmark for shaping tourism with cultural activities and promoting culture through tourism. Our collaboration with The Consulate General of Switzerland highlights our commitment


to provide an unforgettable cultural experience to both local and international visitors at one of Hong Kong's most iconic landmarks, The Peak."


Event Highlights:


 **Traditional Swiss Music:** Experience the enchanting sounds of Switzerland with an Alphorn performance, a DJ, and a duo concert featuring Swiss artist Sophie de Quay.

 **Art Workshops:** Engage in hands-on creativity with three art workshops led by talented Swiss artists, designed for young participants inside Madame Tussauds Hong Kong.

 **Live Graffiti Performance:** Witness a live graffiti art show at The Peak, blending Swiss artistic expression with Hong Kong's urban landscape.

 **Swiss Culinary Booths:** Indulge in authentic Swiss delicacies, including Raclette, chocolates, biscuits, coffee and more at the P2 Atrium, The Peak Tower.

 **Mini Basler Fasnacht (Basel Festival):** Experience a miniature version of the famous Basel Festival with a colourful parade around The Peak, celebrating Swiss carnival traditions.

 **Immersive Experience by Switzerland Tourism:** Upon arrival at the Peak Tram Central Terminus, visitors will be greeted by captivating videos showcasing the beauty of Switzerland, setting the stage for an authentic experience. Traditional Swiss folk songs will also accompany guests on the tram, immersing them in the sounds of Switzerland even before they reach the event.

Whether you're an art enthusiast, a music lover, or a foodie, Swiss Arts Day promises a one-of-a-kind cultural experience. Join us in celebrating the vibrant heritage of Switzerland in one of Hong Kong's most iconic locations!

For more details, please contact: Hongkong.socialmedia@eda.admin.ch

#SwissArtsDay #SwitzerlandInHongKong #CulturalCelebration #BaselFestival #SwissFood
#BaslerFasnacht #graffiti #Alphorn #ThePeakHongKong #ThePeak #ThePeakMoments
#ThePeakTram #ThePeakTower

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