

Press release, 5 July 2018

Matterhorn **Stories**

Gornergrat Shelter
11 July to 28 October 2018

An Exhibition on the Greatest Mountain of Books

From 11 July to 28 October 2018 on the Gornergrat the Swiss Alpine Museum is presenting “Matterhorn Stories: An Exhibition on the Greatest Mountain of Books”

“The Matterhorn is beautiful. The mountains are beautiful. The Matterhorn is especially beautiful. The Matterhorn is exceptionally beautiful. We see the Matterhorn. This is the best place from which to see the Matterhorn. The Matterhorn is beautiful.” Beat Sterchi did it, Urs Widmer too, and let’s not forget the many international authors. They’ve all written about the Matterhorn – passionately, reverently, critically, amusingly. Satirical cabaret artist Franz Hohler is another one. It’s thanks to him that we know the Matterhorn is named after Benedikt Matter, who brought mountains to Switzerland from Holland in exchange for tulips (“Wie die Berge in die Schweiz kamen”).

An entertaining literary pot pourri

The Matterhorn leaves nobody cold – and especially not writers. Since the mountain drama of 1865, when four of the seven men who made the first ascent perished, the “mountain of all mountains” has been world famous – and a favourite literary motif. There have been mountaineering novels, love stories, thrillers, comics, and plays about the Matterhorn, which have been translated into numerous languages, and new stories keep on appearing. Now the Swiss Alpine Museum is showing a selection of these in the Shelter on the Gornergrat. Each of the thirty books on show from the various literary genres is accompanied by a short quotation (in the original language and English). The result is an entertaining pot pourri, aimed at international tourists popping in for a short visit.

“Matterhorn Stories” is now the third pop-up exhibition staged by the Swiss Alpine Museum in cooperation with the Gornergrat Bahn and the “Kultur- und Sozialstiftung Burgergemeinde Zermatt”. After taking a geographical perspective in 2015 (“Matterhorn Family” about the world’s Matterhorns) and a business-oriented one in 2017 (“Matterhorn Mania: An Exhibition of Products”), literature is also proving to be a very rich source of Matterhorn material. The books on show come from the library of swiss mountain expert and writer Daniel Anker.

Admission to the exhibition is included in the Gornergrat Bahn ticket.

Mini-story competition

Mountain thriller, Matterhorn romance, drama at the summit: The Swiss Alpine Museum is looking for the best Matterhorn stories by Gornergrat guests. The mini stories can either be written in the exhibition on Gornergrat or submitted later by e-mail. The best story each month will win a prize, and at the end of the project there will be a main prize of an overnight stay for two people at 3100 Kulmhotel Gornergrat.

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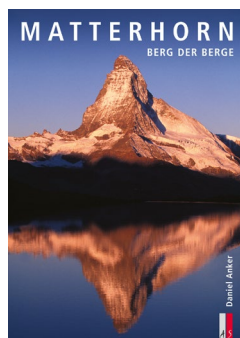
Opening times 9 am to 6 pm

Admission free

Concept and texts: Beat Hächler, Philipp Clemenz, Michael Fässler, Joana Schertenleib

Scenography and graphic design: Philipp Clemenz and Christian Stern, Atelier Philipp Clemenz

Partners: Gornergrat Bahn, Kultur- und Sozialstiftung Burgergemeinde Zermatt



Further Information

At alpinesmuseum.ch/medien you can find the essay “**Den Berg erzählen: das Matterhorn in der schönen Literatur**” by Daniel Anker (pdf in German only). The text comes from the book “Das Matterhorn – Berg der Berge”, published by AS Verlag. We would also be happy to put you in contact with the author.

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