



REMEMBER LUCERNE – SHAPING TOURISM

27th September 2013 - 9th March 2014

A project of Hochschule Luzern – Design & Kunst and Lucerne's Museum of History

www.rememberlucerne.ch

The best time of the year! You want your vacation to be perfect, so that you can enjoy it to the fullest and have wonderful memories of it afterwards. As tourists we are demanding and have clear ideas of what we want. This was already known to the hosts of the Belle Epoque and for that reason they built observation decks, invented sights, made mountains accessible and opened up bazaars. Today the design of tourism faces new challenges. What are the tourist needs of the future? What makes Lucerne attractive and exclusive?

The exhibition

The different parts of the exhibition take a look at the design of tourism throughout its history:

- 1800 – 1850: Designing the tourist gaze
- 1850 – 2012: Designing the tourist equipment
- 2013: Designing the tourist experience

The historic exhibits are going to be combined and contrasted with outlines of prospective designers. The present and visions of the future enter into a dialogue with the past.

The theater productions

Two theatre productions capture different aspects of tourism from past and present.

- Theatre production: Ballad of a chambermaid (with actresses of the Lucerne's Museum of History)
- Multiple-stage theatre: Paradise and back (with the 'Theater Kids')

Guided tours and further events

Guided tours and Discussions offer an opportunity to obtain various insights on tourism.

- Guided tours through the exhibition
- City tours with a glance behind the scenes of the hotels and tourism
- Lectures and Discussions

Shop

Selected products on 'Design and Tourism' can be purchased at the museum's gift shop.