

HISTORISCHES MUSEUM LUZERN

Information in English

Exhibition «Queen Victoria in Switzerland» 29th March to the 9th September 2018

From the 29th March to the 9th September 2018 the History Museum of Lucerne will hold an exhibition dedicated to Queen Victoria of Great Britain, on the occasion of the 150th anniversary of the Queen's visit to the region, travelling as the Countess of Kent, with three of her children. They stayed at the pension Wallis on the Gütsch.

This visit was during her period of seclusion when she was in deep mourning for Prince Albert. She made the journey to Switzerland partly in remembrance of her husband who had visited in 1837 and had been enthusiastic about the country. During her stay of five weeks, among other excursions in Central Switzerland she crossed the Furka Pass to see the Rhone glacier.

The journey had considerable repercussions not only for Lucerne and Switzerland as a whole but also for the United Kingdom. While the English press commented in detail on the long absence of the Queen from the political scene, her stay in Lucerne and her excursions had even more positive spin-off effect for the whole region. "Victoria" became a brand name and a mark of quality. Hotels, a steamer and innumerable streets, squares and buildings were named after her.

It is extremely unusual for the Alpine Republic to identify to this extent with a monarch. Looking back one can see the Queen's visit was an enormous boost to tourism in Switzerland. Whereas before 1868 it was only the well-endowed upper class who could afford to come, her visit ushered in the slow advance of mass tourism. For the British Switzerland continues to be a significant tourist destination.

The exhibition will be accompanied by a major promotion in the whole of Central Switzerland, including the appearance professional actors and actresses in certain historical settings. Further, an expanded version of the book written by Peter Arengo-Jones on the Queen's visit will be published in German.

Further information: https://historischesmuseum.lu.ch/ausstellungen/Ausstellung_Queen_Victoria



Poster (Graphic: HI-Grafik, Claudio Barandun und Megi Zumstein, Illustration: Lina Müller)