

# Focus on stamps

The Collector's Magazine

2/2007

Win a scouting  
weekend!

Win after win!  
Now Roger Federer stars  
on a special stamp

Scout Movement  
jubilee in Europa stamp  
spotlight

Special stamps "100th Anniversary of the Museum  
of Communication"

## Pass it on and listen

**SWISS POST** 



First-day cover motif

**Special stamps with surcharge Pro Patria – Cultural Routes in Switzerland**

**Sales**

From 27.4.2007  
Post offices:  
31.8.2007  
Philatelic salespoints:  
Until 31.12.2007

**Validity**

Unlimited  
from 10.5.2007

Unstamped covers will be available for CHF 0.90 each at all philatelic salespoints and the Stamps & Philately Customer Service from 20.4.2007.

**Printing**

Offset, 4-colour;  
Bagel-Security-Print  
Düsseldorf, Germany

**Sizes**

Stamps: 33x28 mm  
Sheet: 194x145 mm  
(4 rows of 5 stamps)

**Paper**

White stamp paper,  
with optical brightener,  
mat gummed, 110 gm<sup>2</sup>

**Perforation**

13½/12¼

**Designer**

Vito Noto, Cadro-Lugano

**First-day cancellation**



# Historical routes through landscapes of unique cultural interest

Over the next few years, the Swiss Pro Patria Foundation will be promoting the preservation and maintenance of selected cultural monuments that are closely linked to Switzerland's most important transport routes. Proceeds are raised for the appropriate fund through the sale of Swiss National Day badges and the premium levied on the new Pro Patria special stamps.

The 2007 Pro Patria special stamps are an ideal mirror of the fund's objective, drawing the general public's attention to four important travel and trade routes through Switzerland: ViaJacobi, ViaJura, ViaGottardo and ViaCook. Swiss Post has already decided to dedicate the 2008 and 2009 Pro Patria special stamps to other cultural routes in Switzerland. So fans of attractive, limited-edition stamps with unrestricted validity can look forward to a whole set, issued in three parts. However, Swiss Post is not revealing the motifs for the 2008 and 2009 special stamps just yet...

By a stroke of good luck, all twelve stamp subjects feature routes spotlighted by "ViaStoria". "ViaStoria – Center of Transport History" is a specialized organization based at Berne University which drew up the Inventory of Historical Traffic

Routes (IVS) in Switzerland between 1984 and 2003, on behalf of the Swiss Confederation. Today, "ViaStoria" plays an active part, both in basic research into the history of transport in Switzerland and in making the "Cultural Routes in Switzerland" project a tourism magnet.

**Cultural monuments on transportation routes**

Now, ViaStoria, Swiss Post and the Swiss Pro Patria Foundation have joined forces to familiarize people of all ages with these routes steeped in history which traverse the various cantons. This theme is of national importance and poses a challenge on a national scale. Information about the main travel and trade routes through Switzerland can only be brought to a broad public and the project's long-term success ensured by

a joint effort. Because over the centuries, valuable cultural monuments have come to line historical transport routes like a veritable string of pearls, bearing witness to many facets of our past. Whole cultural landscapes have developed, recounting history and telling tales. For Swiss people, these monuments are part of their identity, and for visitors to our country, they represent a key to Switzerland. It is particularly gratifying that green tourism is being promoted against the cultural backdrop of these routes.

**In keeping with Pro Patria's aims**

The keynote theme of "Cultural Routes in Switzerland" fits in well with Pro Patria's guiding principles and with its list of priority activities, which includes promoting historical transport and cultural routes, natural landscapes, natural monuments, religious and lay architectural monuments, railway stations and traffic and tourism structures of the past. While many national themes have been introduced in connection with preserving cultural assets, and are now firmly rooted in the national consciousness, the Pro Patria stamps constitute a valuable launch pad for the unfolding "Cultural Routes in Switzerland" project.

ViaJacobi: the Ste-Apolline bridge near Matran (FR) with its chapel is one of the most attractive bridges on the ViaJacobi.



CHF 0.85+0.40:  
"Torenöli", Schwarzenburg (Canton Berne)  
Saint Apollonia Chapel, Matran (Canton Fribourg)



**ViaJacobi: Journeys marked by worship and adventure**

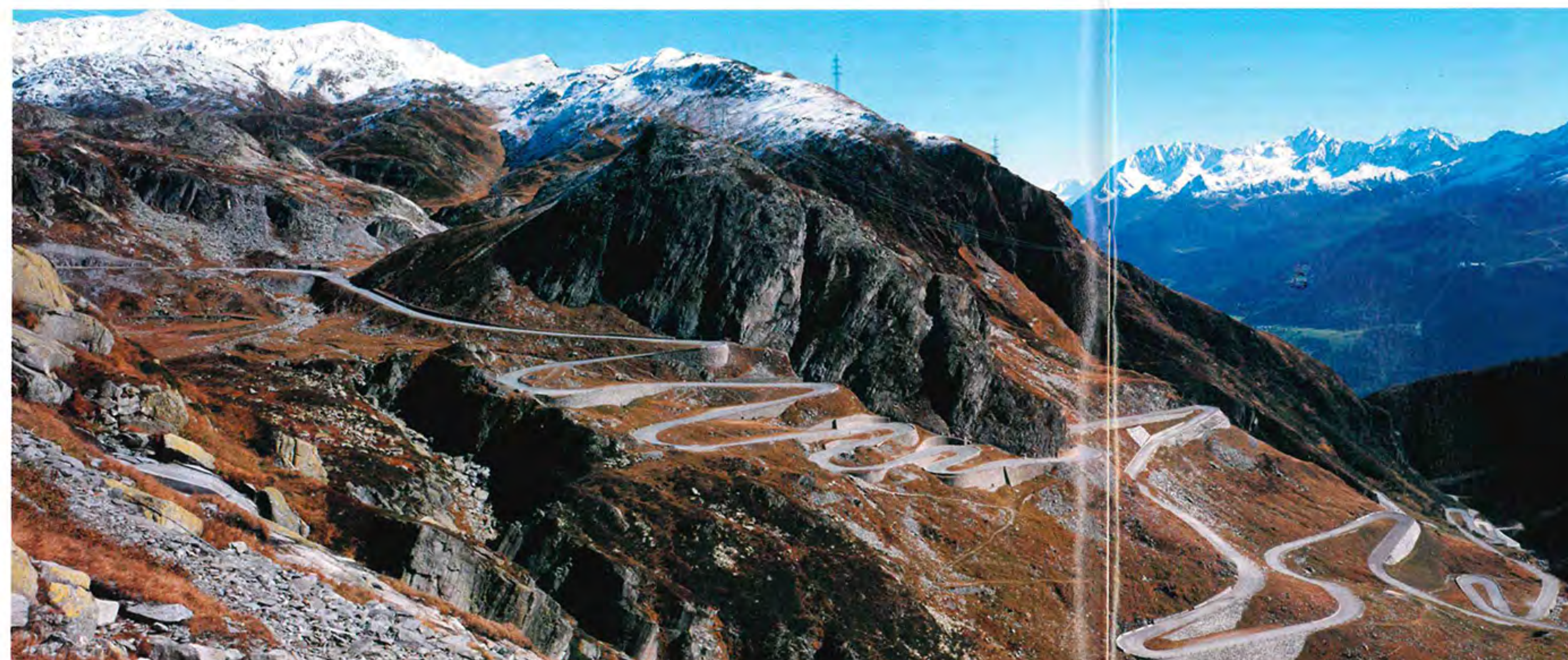
On their journey, pilgrims to the shrine of St. James in Santiago de Compostela used normal roads through Switzerland, since there were no proper pilgrimage routes as such. However, a series of chapels and hostels which have been preserved nevertheless allow us to trace their main route through Switzerland, which led from Constance and Rorschach via Einsiedeln along the edge of the Alps to Geneva, providing the basis for the ViaJacobi. Worship and adventure often went hand-in-hand on the journeys of pilgrims to Compostela in the late Middle Ages, and to this day, the ViaJacobi retains fascinating secular and religious relics of the past. The "Torenöli", the path down from the old road linking Berne and Fribourg to the River Sense in the commune of Schwarzenburg (Canton Berne) is an example of the first category. A carefully cobbled narrow path is cut into the sandstone, and additional steps beside it allowed walkers to overtake or pass any carts that might be blocking their way. The Chapel of St. Apollonia in Ste-Apolline, Matran (Canton Fribourg) testifies to religious life along the ViaJacobi. It stands right next to the ancient Ste-Apolline bridge over the Glâne, and together they form an atmospheric ensemble. The chapel was mentioned in chronicles as early as the 12th century, and the present building dates from 1566. Saint Apollonia was very popular as the patroness of those with toothache. And when the bridge and chapel were last restored 15 years ago, archaeologists found many decayed teeth near the chapel.

**"Cultural Routes in Switzerland"**

The "Cultural Routes in Switzerland" project stands for a completely new take on Switzerland's cultural landscape, involving carefree walks, good food and drink, stylish overnight accommodation and a chance to relish the beauty of Switzerland through all five senses. A network of twelve national cultural routes ("Via Routes") and numerous supplementary regional routes ("ViaRegio Routes") all over Switzerland follow historical roads and paths, offering a new perspective on the attractions of our cultural and natural landscape. "Cultural Routes in Switzerland" already networks existing initiatives with new projects, thus encouraging the maintenance and conservation of historical paths and the development of sustainable tourism in the regions along these routes. The first Cultural Routes in Switzerland discovery packages will be open for bookings from May 2007.

**For information, contact:**

www.kulturwege-schweiz.ch  
ViaStoria – Center of Transport History  
Berne University  
Finkenhubelweg 11, 3012 Berne/Switzerland



ViaJura (left): the road from Crémines on Mont Raimeux is a traditional 19th-century transport route.

ViaGottardo (centre): a tunnel built in 1934 bypasses the road through the Piottino Ravine, making it an attractive path for ramblers.

ViaCook (right): an early 19th-century coach road with 37 hairpin bends links Vernayez in the Rhone Valley and Finhaut in the Trient Valley (Canton Valais).



CHF 0.85+0.40:  
Pierre-Pertuis, Tavannes (Canton Berne)  
Château de Vorbourg, Delémont (Canton Jura)

**ViaJura: 2000 years of history on the road from Basel to Biel-Bienne**

The ViaJura from Basel through the valleys of the Rivers Birs and Suze to Biel-Bienne is one of the few routes whose history can be followed down through the ages, from Roman times right up until the present. The importance of this road through the Jura is confirmed not only in documents but also by the findings of archaeological excavations, as well as by inscriptions and many drawings, engravings and watercolours. The trip through the wild ravines of the Jura was particularly popular in the early 19th century among Romantics from all over Europe.

Right up until the 20th century, the Pierre-Pertuis passage through the rock served as the transit link between the valleys of the Birs and the Suze. As early as Roman times, road builders widened the natural opening to make it a passable tunnel, and an inscription above the arch dates this work to around 200 AD. The Roman road linked the settlement of Augusta Raurica (Augst) on the Rhine with Petinesca (Studen) in Switzerland's lakes region. The Château de Vorbourg dominates the valley north of Delémont and thus at the same time controls the road between Basel and Biel. There are references to this castle dating from the 10th century and it comprises two parts. The upper part was probably destroyed as early as the Basel earthquake of 1356 and was never rebuilt. However, its then owner, the Prince-Bishop of Basel, rebuilt the lower part which was not abandoned until the 16th century. Vorbourg Chapel is still a popular place of pilgrimage in the Jura region to this day.

**Texts:** Roman G. Schönauer, General Secretary of the Swiss Pro Patria Foundation (main text) and Andres Betschart, ViaStoria – Center of Transport History, Berne University (stamp motif commentaries)

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**Further information can be obtained from:**

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www.propatria.ch



CHF 1.00+0.50:  
Piottino Ravine, Faido (Canton Ticino)  
Alte Sust, Horgen (Canton Zurich)

**ViaGottardo: Not just the Devil's Bridge**

Today, the Gotthard route constitutes the backbone of freight and passenger traffic through the Swiss Alps. This development began locally when the Devil was outwitted by the crafty people of Uri and the power of God in his fiendish attempt to destroy the newly built bridge over the Schöllenen Gorge – at least according to one of the many legends spun around the Gotthard Pass. The ViaGottardo follows the legendary trade route right across Switzerland from Basel and Schaffhausen as far as Chiasso. Monte Piottino overlooks the town of Faido in the Middle Leventina Valley. The remains of routes dating from several different centuries testify to road builders' efforts to overcome the rocky barrier into which the River Ticino had cut deep gouges. In 1560, the people of Uri managed to build the first direct route through the Piottino Ravine, and in 1817, the cantonal highway followed the same line. A tunnel replaced this magnificent old road in 1934, and it in turn was saved from collapse by a recent renovation.

The Alte Sust in Horgen takes us back to the days before highways and railways. This impressive 17th century building which stands right on the shores of Lake Zurich was an important transshipment and customs point for goods transported by boat from Zurich and then by mule over the Hirzel Pass to Zug. In 1864, after the construction of the road from Zurich to Zug, use of the Sust for its original purpose was discontinued and it now houses Horgen's local museum.



CHF 1.00+0.50:  
Gemmi mule track, Leukerbad (Canton Valais)  
Grandhôtel Giessbach, Brienz (Canton Berne)

**ViaCook: Pioneering travel through Switzerland**

In 1863, Thomas Cook, the British travel agency, brought its first group of tourists to Switzerland, thus opening up to a broader public the "Grand Tour" of the Western Alps beloved of English gentlemen. The trip which lasted just under two weeks covered Canton Valais, the Bernese Oberland and Central Switzerland and visited all the tourist attractions of the day. Its programme included the Mer de Glace in Chamonix (France) as well as the Lower Grindelwald Glacier and the Rigi mountain. The ViaCook follows in Thomas Cook's footsteps, using the means of transport of the day wherever possible – rail, boat and (for quite a bit of the way) Shanks's pony. One of the highlights of the ViaCook is the climb up the Gemmi Pass through the Daubenwand high above Leukerbad. Around 1740, miners from the Tirol blasted and hacked a two-metre-wide path into the rock in order to make the traditional connecting route between Berne and Canton Valais more

accessible. This achievement and the line followed through the vertical rock face remain impressive to this day. The Grandhôtel Giessbach high above Lake Brienz was home to a completely different world. The hotel in its present form was opened in 1883 and has retained its Belle Epoque atmosphere, conjuring up the mood of the Golden Age of tourism in the Bernese Oberland. However, the Thomas Cook group did not live in quite such luxurious surroundings. The older, much smaller hotel was full when they arrived, so they had to make do with the simpler annexe.

**Stamp booklet**

A stamp booklet issued at the Swiss Pro Patria Foundation's request contains a selection of ten stamps: six CHF 0.85+CHF 0.40 stamps (Via Jacobi) and four CHF 1.00+CHF 0.50 stamps (Via Cook), plus CHF 1.00 for the creation of the booklet = selling price of CHF 14.50. The booklet is available from the Swiss Pro Patria Foundation, Clausiusstrasse 45, 8023 Zurich, from Swiss Post philatelic salespoints and from reputable stamp dealers.

