



MAKE A TIMELY VISIT TO EUROPE'S PEACEFUL, TOLERANT CITY

You've heard of Mont Blanc and may be familiar with Lake Geneva, but you might be less aware of the other attractions Geneva – host city of FIDI's 2016 Conference – has to offer. Let **Fabio Macchitella**, of city-based DGM Veron Grauer, be your guide



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A CITY OF PEACE. Geneva may be better known for its watch-making, but this city also has strong associations with peace and freedom.

Geneva is known as the 'capital of peace' as it is home to the European headquarters of the United Nations and more than 200 other international organisations.

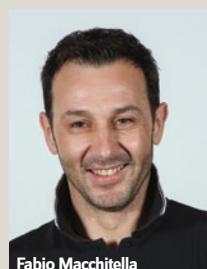
If you want to know more about Geneva's history in the humanitarian movement, there are few better places to start than at the Museum of the Red Cross and the Red Crescent devoted to the work of Henry Dunant, founder of the Red Cross and a joint Nobel Peace prize winner in 1901.

You can also visit the giant broken chair, a work of art produced from wood, which is a physical symbol of the campaign against landmines.

ON TIME. Most people have heard the expression 'as accurate as a Swiss watch.' Appropriately, in this city the art of watchmaking is ever-present.

Geneva has an amazing, much envied history of making time-pieces; the city has been a place of watchmaking expertise for more than four centuries, and continues to be a centre of excellence to this day. Over many generations, Geneva rose to fame as a result of her love of accuracy, beauty and exclusivity. Even the famous Jet d'Eau (the large fountain in Lake Geneva) has its origins in the city's watchmaking past.

Learn more at our museums, galleries, walking tours, workshops, prestigious events and, of course, the beautiful boutiques.



Fabio Macchitella

CELEBRATE RELIGIOUS TOLERANCE. Sadly, it doesn't happen everywhere but, in Geneva, religions do live in harmony. At the crossroads of the reform movement, this city has always welcomed places of worship from all religions. Its exceptional religious tolerance has made the French-speaking city into an ecumenical world centre.

The growing Reform Movement and the coming of Jean Calvin have both contributed to the fame of the city, which has become known as 'Protestant Rome'. There are more than 140 places of worship, the most imposing being St Peter's Cathedral.


RELAX AND SHOP. Imagine a city where quality of life is paramount, and where being 'calm' and 'natural' are by-words. – that's Geneva. So it's no coincidence that visitors and celebrities seeking peace and quiet find themselves staying and living here.

Geneva is ranked among the top 10 most pleasant cities in the world and the best in shopping, culture and relaxation are all at your fingertips. The quality of service provided by hotels, restaurants and wellness centres is second to none, and the magnificent parks and the bistro terraces are also perfect places to take time out.

NATURAL BEAUTY. Nestled between lake and mountains, Geneva seduces visitors with stunning views that change with the light and seasons. On the shores of western Europe's largest lake, Lake Geneva, the city's landmark, the Jet d'Eau fountain, is an eye-catcher. The city's landscapes – among them Europe's highest peak; Mont Blanc – are breathtaking. Mont Blanc (or Monte Bianco as the Italians call it) isn't in Switzerland – in Geneva you get a good view of the French side.

CULTURE – IT'S COVERED. Geneva has an overflowing calendar of exciting events. A vast choice of fine arts and sporting events include outstanding 'world highlights' such as the International Motor Show.

Throughout the year, Geneva organises more than 15 festivals and many events of international renown, such as the Geneva Festival.

The city boasts 40 museums, four of which are unique: the International Museum of the Red Cross and the Red Crescent; the Patek Philippe Museum; the International Museum of the Reformation; and the Bodmer Foundation. 

■ FIDI will host its 2016 Conference – the 65th – in Geneva from 10-13 April 2016.