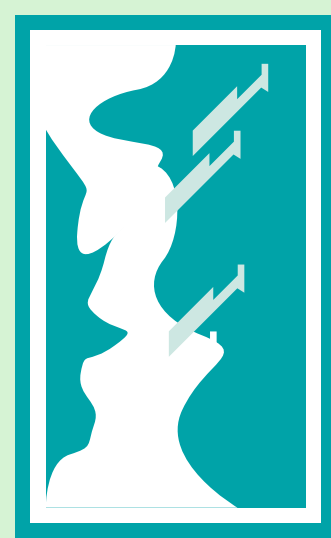
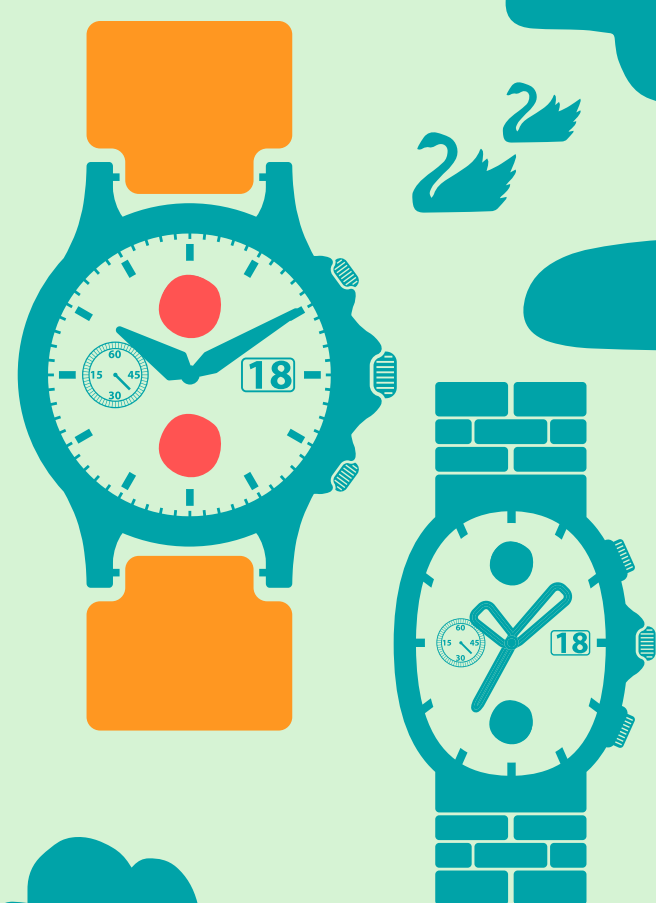


SAWASDEE



{CITY GUIDE}

THIS IS ZURICH

SWITZERLAND



1

**Adventures around
Lake Zurich**

Nature

2

**Haute cuisine and
cult followings**

Dining

3

**World's largest
techno party**

Culture

CURATOR'S NOTE

They do things differently in Zurich. This is evident when walking Bahnhofstrasse, the city's self-styled millionaire mile, or when browsing the restaurants and bars of the Niederdorf, Lindenhof or Zurich West, Switzerland's trendiest neighborhood.

Situated between Uetliberg mountain and Lake Zurich, and divided by the Limmat and Sihl Rivers, the city's location is key to its appeal. Here, hiking, biking and cold-water plunges are as common as shopping in watch salons and chocolate emporiums.

Zurich also enjoys creative freedom like nowhere else in the Alps: it's home to more than 50 museums, 100 art galleries and a wedding-cake opera house. Flashy displays of wealth are as everyday as you'd expect from a global investment banking capital, but then, as they say in Zurich, more really can be more. – *Mike MacEacheran*

Swiss summers are made for swimming. Although bath houses may be gendered during the day, come night time, they turn into trendy bars that welcome everyone.





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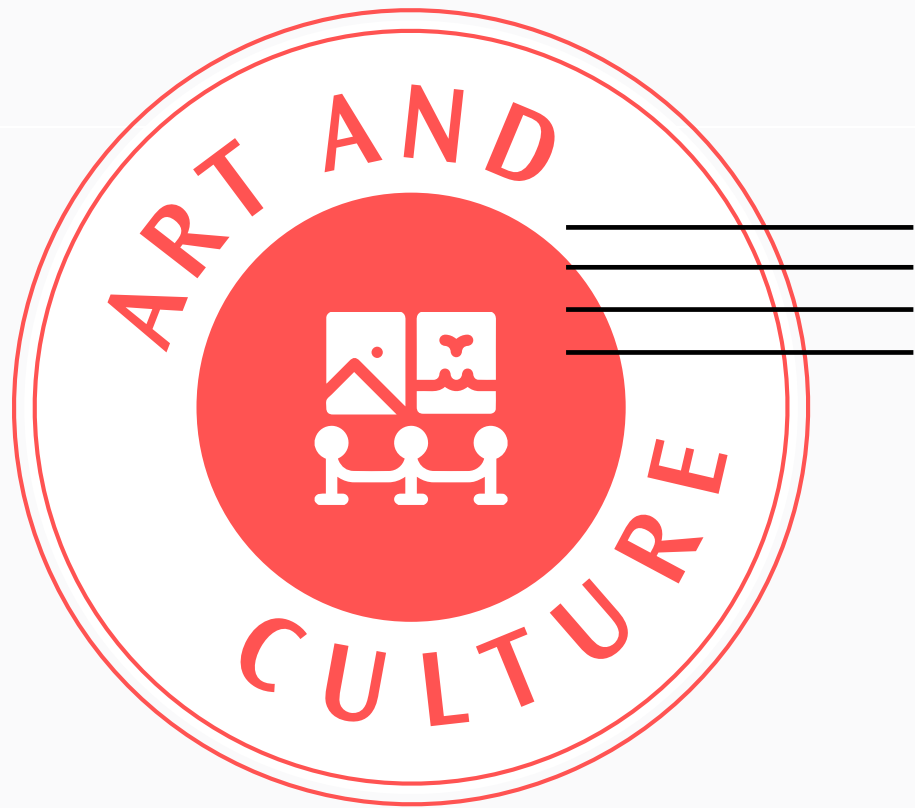
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The world's investment banking capital is also rich with galleries, upscale restaurants and natural wonders – here's what to check out during your visit



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Artistic freedom still flourishes in the city that gave birth to the Dada movement



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If These Walls Could Talk

History and food at Zunfthaus guild houses



CELESTIAL CUISINE

Where to chase Michelin stars and other novel dining experiences



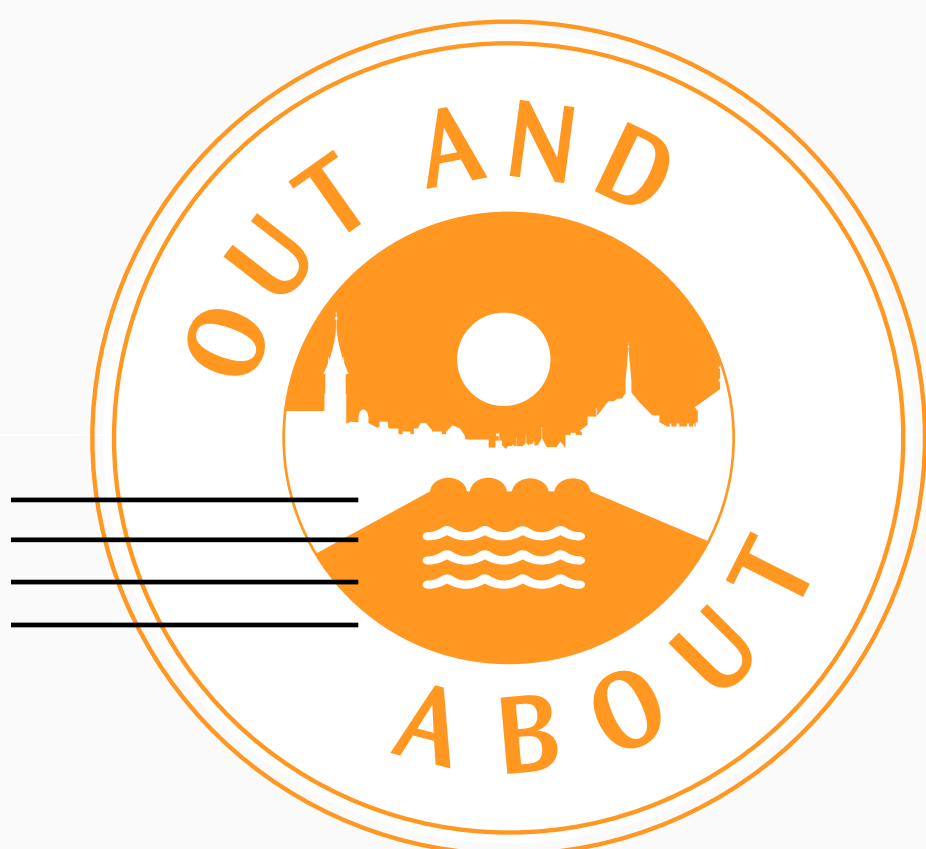
Chocolate City

Artisan chocolatiers around town reinventing Switzerland's iconic export



From Zurich, With Love

World's best sommelier Marc Almert curates a delectable selection to shop for in Zurich



ADVENTURES AROUND LAKE ZURICH

Forested hills, lakes and rivers make this city a perfect getaway for nature-lovers



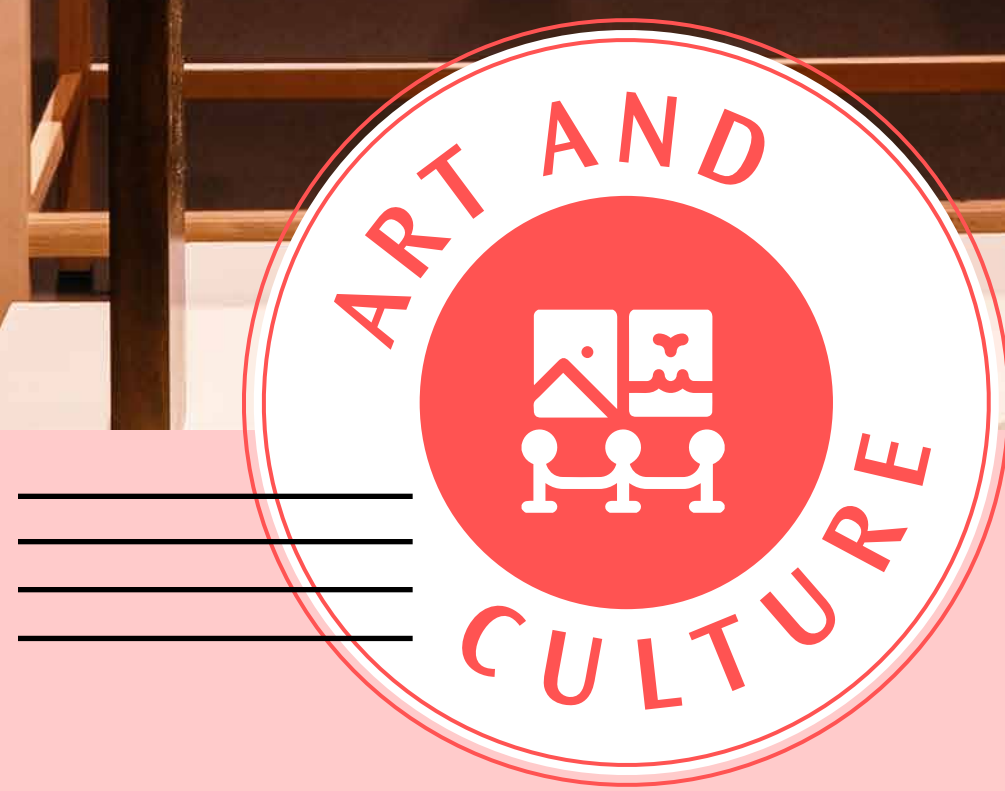
Where to Stay

Bed down with a touch of Neo-Baroque glamor or some grand-dame prestige



A photograph of an art gallery with orange walls. In the center, a portrait of a man in a white and blue outfit is displayed in a wooden frame. The frame is set within a larger wooden structure. The gallery has several other framed artworks on the walls and glass display cases in the background. Track lighting is visible on the ceiling.

A gallery inside
Kunsthaus



CREATIVE CAPITAL

Often regarded as one of the world's most fashion-forward cities by style bibles *Monocle* and *Wallpaper*, Zurich is nothing if not a crucible of art, design and cultural trends. Here are places not to be missed during your visit





KUNSTHAUS

Art-lover or not, no visit to Zurich is complete without a visit to this contemporary culture magnet. Highlights include the David Chipperfield-designed extension, which has made it the largest art museum in Switzerland and the world's largest collection of avant-garde Dada pieces.



 **Spotted**

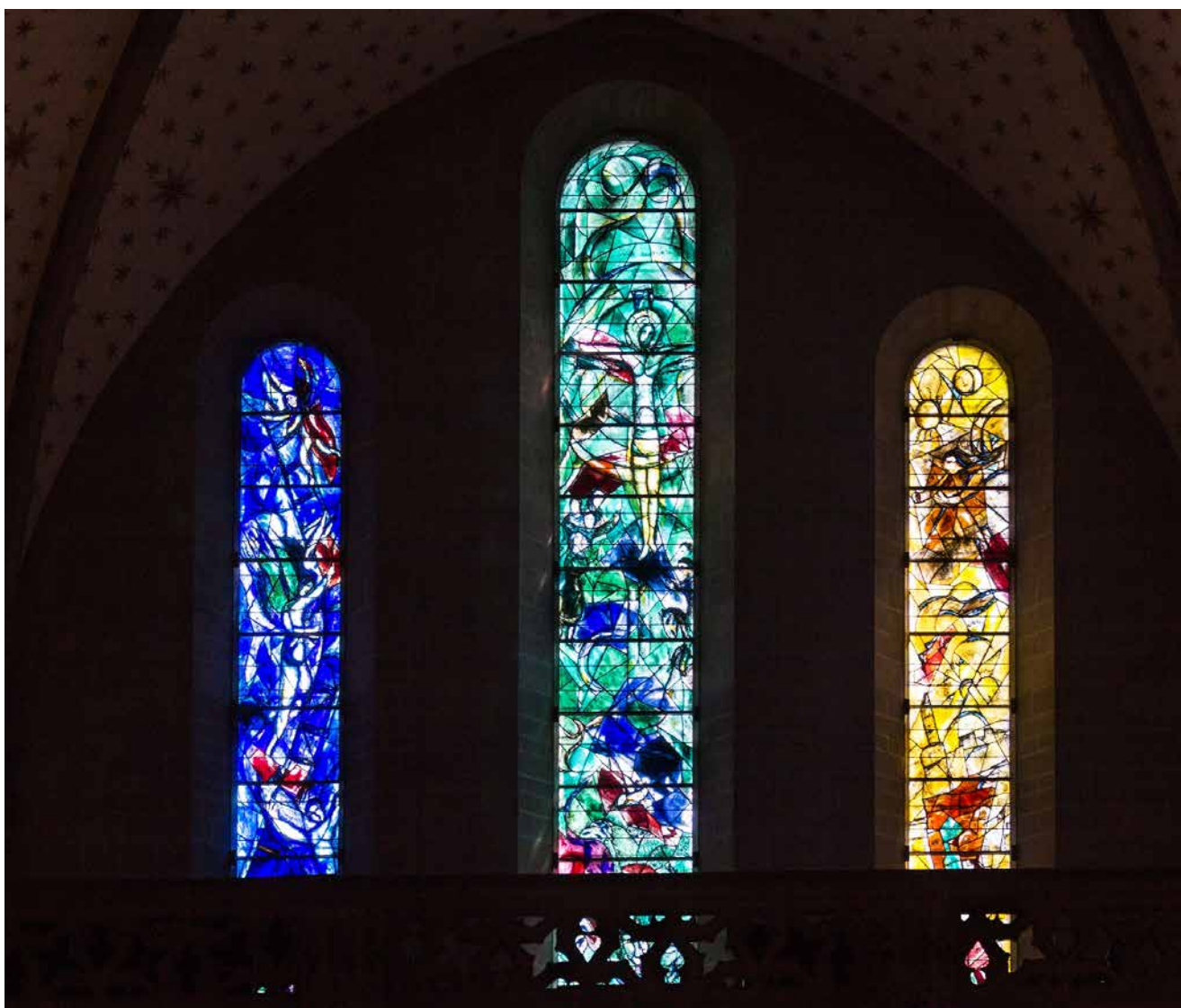
A collection with many masterpieces created during the early 1900s also features *Intérieur à Collioure (La Sieste)*, 1905 by Henri Matisse





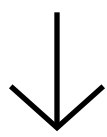
GROSSMÜNSTER & FRAUMÜNSTER CHURCHES

Of Zurich’s holy trinity of postcard-perfect churches – the other being St Peterskirche, with Europe’s largest clock face – these two monumental religious houses flank opposite banks of the Limmat River. Fraumünster’s magnificent stained glass windows created by artist Marc Chagall deserve more than a few minutes of your time.



 **Spotted**

The stained glass windows at Fraumünster Church were created by the artist when he was 80. The art community was astonished that he took on such a large project at that age.





SWISS NATIONAL MUSEUM

Also known as the Schweizerisches Nationalmuseum, this colossal heavyweight chronicles everything you'd want to know about Switzerland's cultural history, starting from the country's founding to present day. Housed in a fairytale-like castle right next to Zurich Main Station, "Simply Zurich" is a free exhibition that playfully showcases the city's rich past through 60 objects.



Spotted

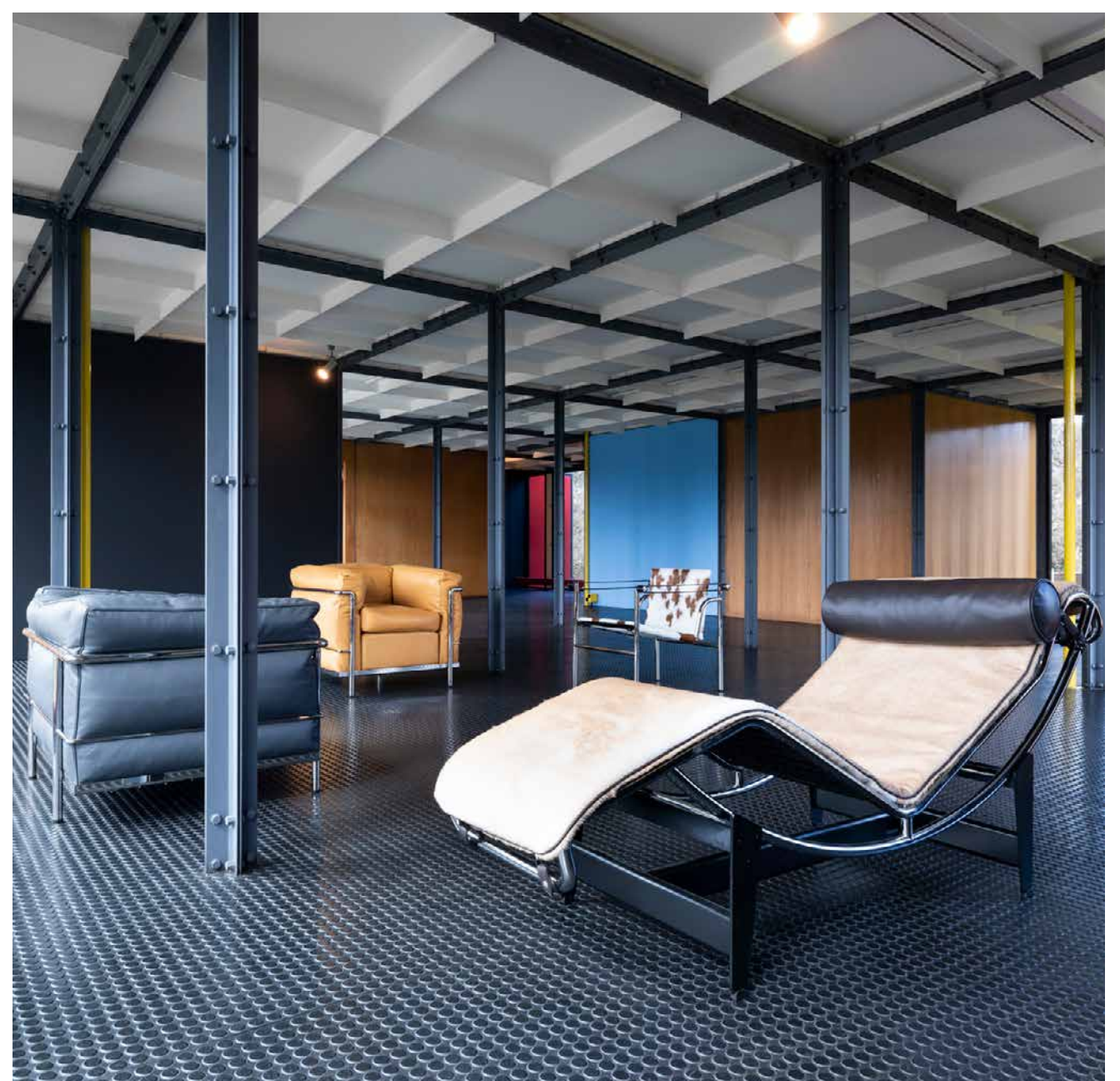
The ongoing exhibition here showcases how Switzerland has had a democratic constitution since the mid-19th century. The Federal Constitution of 1848 is said to serve as a model for all democracies around the world.





LE CORBUSIER HOUSE

Design enthusiasts will marvel at this last ever building from the late, great Swiss architect Le Corbusier. Its magnificent steel-on-glass design and leisurely location overlooking Lake Zurich make this museum a must-snap even for the most hard-to-please Instagrammers.



Names to know

Renowned furniture pieces by Swiss furniture legends Le Corbusier, Pierre Jeanneret and Charlotte Perriand





NIEDERDORF & LINDENHOF

Despite its medieval streets and squares, these two neighborhoods north of Lake Zurich are home to stylish art establishments. A stroll through the nucleus of Zurich's art-filled Old Town leads from zigzagging lanes to the spirit-clear Limmat. This is where you will find loads of avant-garde galleries (including Cabaret Voltaire) and little art stores, as well as candy-box clock towers and urban beach clubs.

SPOTLIGHT ON: CABARET VOLTAIRE

Zurich gave the world Dada, the bold counterculture art movement born in 1916. This art space-cum-café on Spiegelgasse is where writer Hugo Ball founded the artistic revolution, and even today, it hosts avant-garde art exhibits and live jazz, plus defiant humor, debates and temporary exhibitions in the cellar.

More art inspiration at
[Sawasdee.thaiairways.com](https://sawasdee.thaiairways.com)



The Biggest Party in Town

The only time in the year the city
goes completely wild



Street Parade is held every August and is acknowledged to be the world's largest dance parade. This no-holds-barred techno and electro gathering draws the city's most up-for-it crowd and explodes with color, glitter, disco balls and pure hedonism. Imagine hundreds of international artists, mobile DJ booths and seven stages anchored around the lake shore and you're still only halfway there.

“It’s the best at nighttime, because the stages all have crazy light set-ups so you feel like you’re in a club even though you’re outdoors. It’s a good time to bust out the neon, rave, glow-in-the-dark outfits.”

– Mandy, 33,
Thai scientist based
in Zurich





If These Walls Could Talk

Zurich-based Thai researcher Fikri Pitsuwan shares his fascination with guild houses. These establishments have been around since the Middle Ages and were instrumental in governing Zurich.

“If you’re into heritage and history, check out the medieval guild houses that have now become restaurants serving traditional Zurich food. Known as Zunfthaus, these were meeting places for professional associations of skilled tradesmen, organized to protect their interests and ensure high standards. They are a testament to the guilds’ influence in shaping Zurich’s economic and social development. Even now the atmosphere is just full of history. Beside the classic dishes, I really like the ornate decorations with wooden panels, carpeted floor and, of course, the guild emblem.”

PHOTO BY SHUTTERSTOCK.COM (GUILD HOUSES)



Restaurant
Pavillon



CELESTIAL CUISINE

These top tables with Michelin stars and cult followings offer exceptional dining experiences – some medieval townhouses in the heart of town, others with a spectacular backdrop of Lake Zurich





HAUS HILTL

Don't be fooled by the Swiss' love of veal and cheese in all its forms. This cult black book address is the world's oldest vegetarian and vegan restaurant, opening in 1898 – and it's also now home to the country's first vegetarian butcher.



RESTAURANT PAVILLON

Baur au Lac needs no introduction as one of Zurich's most distinguished hotels and its signature restaurant is the perfect metaphor for the clientele it feeds — it's a two-Michelin-star showstopper, offering haute cuisine classics and seven-course tasting menus.





MAISON MANESSE

Another Michelin-star wonder, this time in an unassuming location west of the main city. This culinary maison marries fine dining with rustic décor — vegetarian and plant-based tasting menus underline the chef's creative bent.



WIDDER RESTAURANT

The essential ingredient at this see-and-be-seen brasserie inside the five-star Widder Hotel is chef Stefan Heilemann's menu informed by local produce and years of globe-trotting. This is the table to book for a taste of exquisitely seasoned pigeon and Norway lobster, right in the heart of Zurich's Old Town.





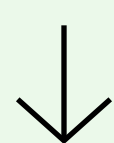
BLINDE KUH

You certainly don't eat with your eyes here. This cult restaurant operates completely in the dark, with the restaurant's charitable foundation employing blind and partially-sighted locals to feed and serve you European fare such as braised beef cheeks and king oyster risotto. You can literally "remain in the dark" with their surprise menu – the mystery is revealed at the end.

More flavors of Zurich at
[Sawasdee.thaiairways.com](https://www.sawasdee.thaiairways.com)

Chocolate City

Zurich is home to mighty chocolate brands, including the world-famous Lindt. But plenty more undiscovered flavors await, thanks to the city's up-and-coming artisan chocolate makers



Kay Keusen

Founder of Taucherli



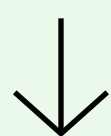
Keusen is the brains behind this bean-to-bar start-up that first sparked to life in a rundown garage in District 5. Now, he runs a fully-fledged, Wonka-style chocolate factory and has multiple awards on his shelves for the brand's Cameroon 70%, Nicaragua 72% and Colombia 77% bars.

Laura Schälchli

Co-founder of laflor



Selling her first chocolate five years ago, Schälchli now runs an innovative single-origin chocolate manufactory, working with fair trade suppliers in Ecuador and Venezuela and importing its Colombian cocoa by zero-emissions sailing ship, Tres Hombres. Look out for the Goat's Milk Chocolate with Caramel Crunch or Dark Salt Chocolate 69% Rio Sinu.



Fränzi Akert

Founder of Garçoa



A trained cheesemaker and agricultural scientist, Akert now obsesses over cocoa beans and bean-to-bar manufacture. Her pitch is an organic, fair and transparent chocolate company, and the cocoa “terroir” is at the heart of her chocolate’s flavor profile.

One day in Zurich by David Hartwig

The head chef of the one Michelin-starred
IGNIV Bangkok shares his hometown’s
greatest charms

**6:30
am**

Morning class at Balboa Bar & Gym,
the best gym to have a fun workout
with like-minded, cool, fit people.
Drop-in class CHF32

**9:00
am**

Coffee and sandwich at John Baker
Bahnhofstrasse, the best bread in
town.



10:30
am

Hop on Alex Lake Boat, headed for lunch at Restaurant Alex. Priceless views and scenery on the way there will make you fall in love with Zurich. *Pre-booking and purchase of ticket boat ride CHF30 per person.*

.....

6:00
pm

Pre-dinner drinks at IGNIV Bar, then dinner at IGNIV Zurich, the two Michelin-starred restaurant right in the city center.

.....

10:00
pm

After-dinner drinks with friends at Bar am Wasser, fantastic location and vibes promised.

Head chef
David Hartwig





From Zurich, With Love

Marc Almert, the world's best sommelier – and chef-sommelier at Baur au Lac – gives his recommendations on his favorite only-in-Zurich purchases

.....



“You cannot visit Zurich without tasting the delicious housemade Luxemburgerli macarons from long-established Confiserie Sprüngli. Its café on Paradeplatz is the iconic place to start a shopping tour, sugared-up and raring to go.”

.....

“Opposite Sprüngli, Grieder is one of the more intimate fashion warehouses in the city. Here the service is impeccable.”





“Besides cheese and chocolate, of course, Switzerland is world famous for its watches and luxury marques. A great shop to browse so many of these extraordinary creations is Bucherer on Bahnhofstrasse.”

.....

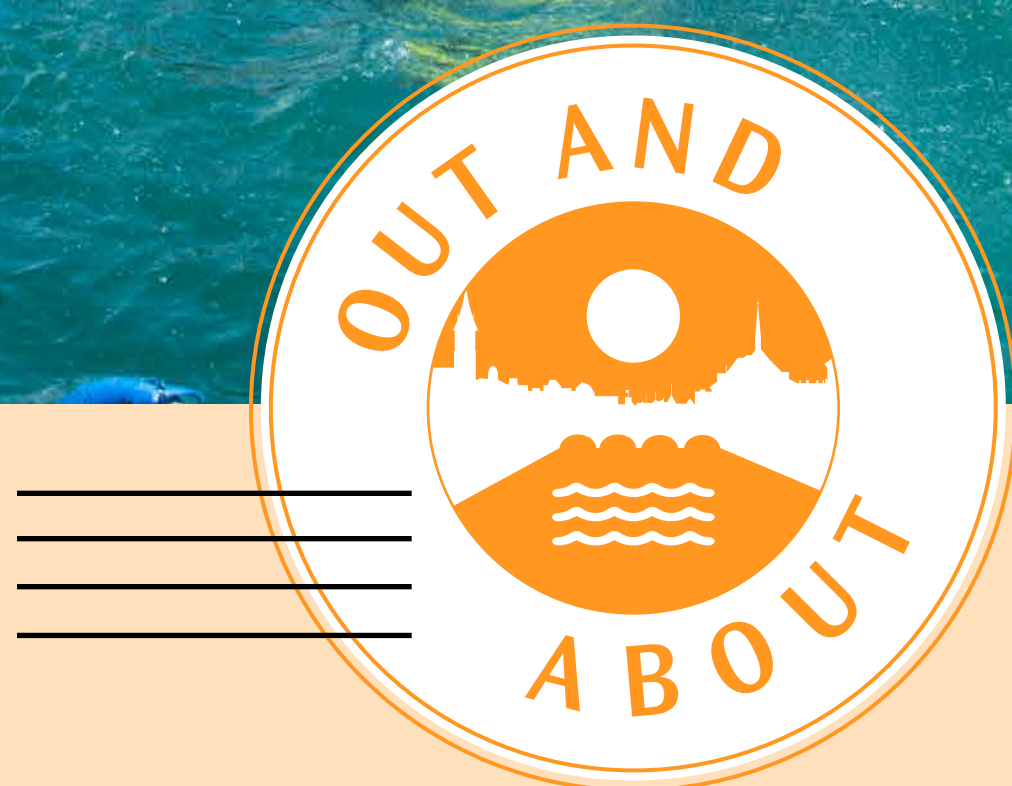
“Another classic is H. Schwarzenbach. It’s a historical coffee roaster near the Grossmünster selling a variety of coffees, chocolates and other delicacies in a stunning interior.”

.....



“Baur au Lac might be a hotel, but our own wine shop here is the oldest in Zurich and its extensive collection of wines is unsurpassed. Many Swiss wines that we sell are made especially for us.”

More shopping pointers at Sawasdee.thaiairways.com



ADVENTURES AROUND LAKE ZURICH

A love of the outdoors is in the DNA of those who call Zurich home – and with a matrix of forested hills, two rivers and a lake all within easy reach of the center, it's little wonder why. Discover the city's natural attractions through a local's eyes





HIKE THE UETLIBERG

A 30-minute ride from Zurich Main Station will take you to this hiking haven situated on the west of Lake Zurich. Rising to only 870m, Zurich's panoramic mountain is a baby in Alpine terms, but what it lacks in height it makes for in undiluted spectacle: from the top, there are forested trails to follow, a lookout tower to climb and a toboggan run to whoosh down in winter.



Curator's Note

Tackle the tower on the mountain too and you'll be 900m above sea level – and rewarded with magnificent views of the city and lake.



WALK BAHNHOFSTRASSE

A riot of consumerism by design, Zurich’s showpiece boulevard is a glitzy kilometer-long stretch of prestigious luxury brands that rivals anything you’d find in New York, Paris or Tokyo. Here the sport is window shopping, or what the Swiss call *lädele*.



? Did you know?

During winter, this street is the place to enjoy a cup of hot chocolate or mulled wine.



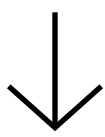
i Curator’s Note

Those who don’t SUP can still get their peace and quiet at this promenade, as a path along the canal is lined with willowy trees.

SUP THE SCHANZENGRABEN

Part of the city’s medieval moat system, the Schanzengraben is a highlight of a SUP tour of the city’s waterways and quaysides. Paddling beside vibrant blue swimming spots and beneath a slew of bridges, you could, for the briefest moment, feel like you’re in Venice.

PHOTO BY GOWITHSTOCK/SHUTTERSTOCK.COM (BAHNHOFSTRASSE)



BOAT RIDE TO UFENAU

This idyllic nature reserve and small island on Lake Zurich is bypassed by most visitors, but hides grapevines and time-stopped churches: to land here is to almost travel back in time.



? Did you know?

The first Christian church was built on this island as early as the 7th century.

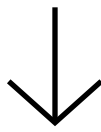


i Curator's Note

June to August is Zurich's peak tourist season, where the pleasant temperature is at an average of 21 C. Enjoy the outdoors and take in the cool breezy evenings with a night stroll.

CYCLE THE LIMMAT RIVER PATH

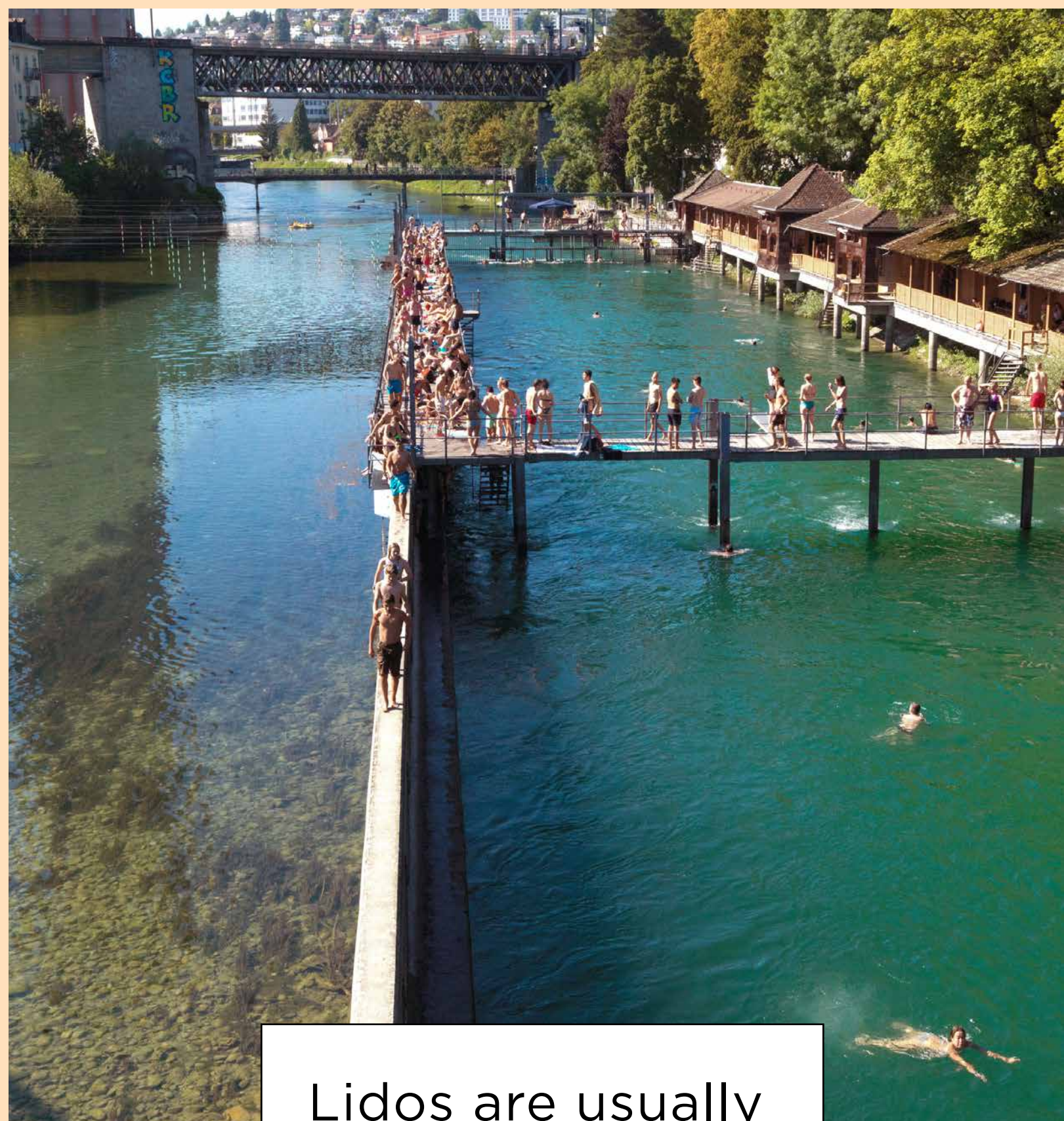
Start your ride from the north of the city at Zurich Hauptbahnhof, the largest railway station in Switzerland. Follow the pedestrian-only pathway and you'll encounter street art murals, a food market and bucolic park. Crucially, you'll also see a part of the city few others do, as fewer tourists venture here.



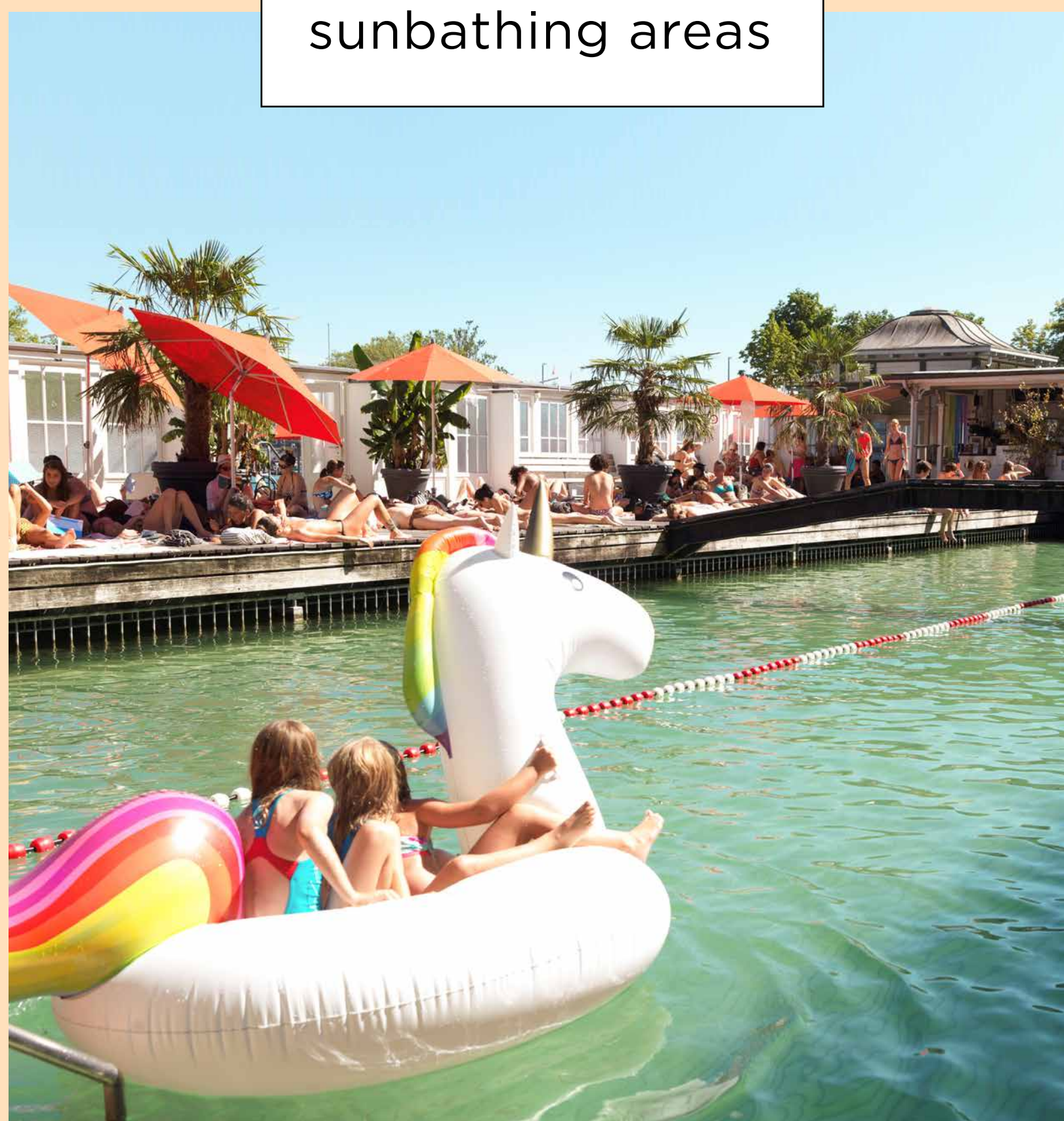
Here for a swim

In a city famous for urban dips, Zurich has no shortages of lidos and historic bath houses. Unlike mere outdoor swimming pools, lidos are usually situated near another body of water, such as the beach or river. If jumping into a public body of water right in the heart of town is on your list, Limmatt's riverside lidos have cult followings – some even turn into bars come nighttime. The vibe is often pre- or post-work fluster and bluster, but many are quiet bubbles of contemplation and there are at least a dozen to choose from. One stand out is Frauenbad at Stadthausquai, an Art Nouveau cabana exclusively for women.

PHOTOS BY © ZÜRICH TOURISM



Lidos are usually equipped with sunbathing areas



Where to Stay

Indulge in a glamorous Neo-Baroque setting or historical landmark with these picks



La Réserve Eden au Lac Zurich

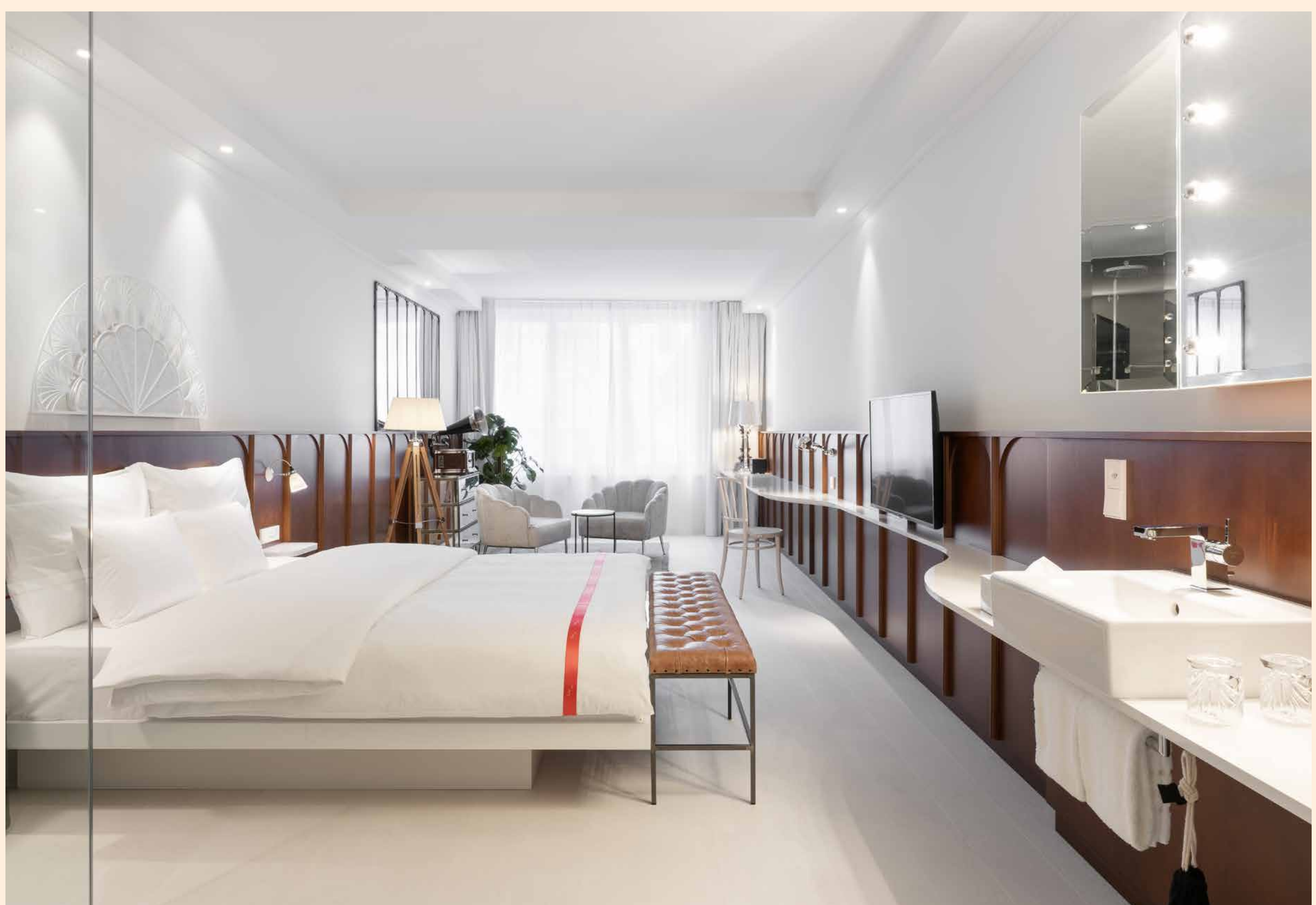
Shuttered for a two-year overhaul, this iconic Zurich address has been partly reimaged by French industrial designer Philippe Starck. There are a multitude of reasons to check-in, but the main draws are the prime lakeview suites and Japanese-Peruvian cuisine at La Muña restaurant.

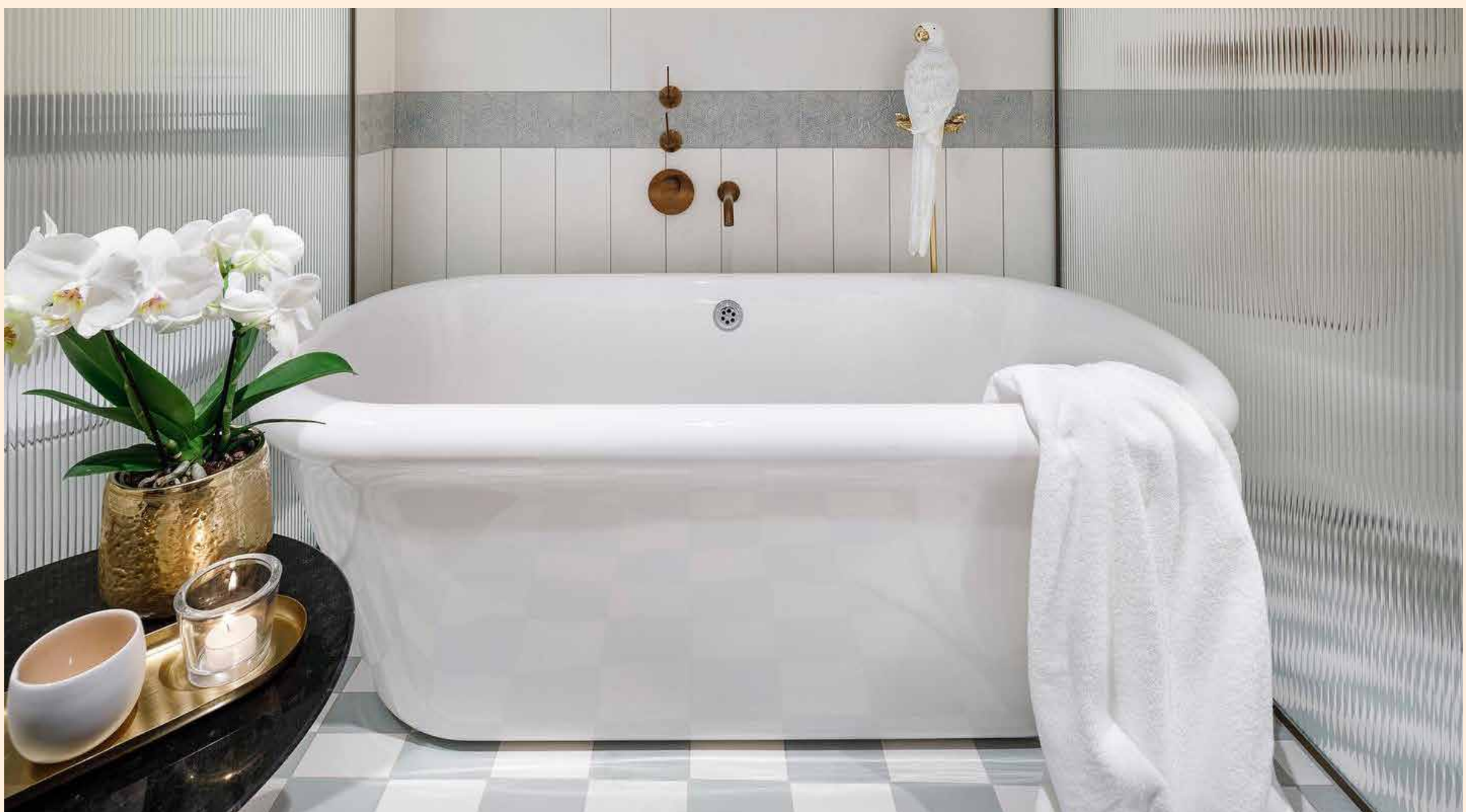




Ruby Mimi

Opened in 2021, this design hotel now inhabits one of Zurich's first cinemas – setting the scene for a mix of movie set glamor, Art Nouveau décor, and vintage camera, lighting and costume props.





Ambassador Hotel

Zurich's newest hotel – opened this spring – is amped-up for the jet-set crowd: the design is Neo-Baroque, the lobby doubles as a Champagne bar and the rooftop overlooks the swish Opera House.

Find more stylish hotels around the world at [Sawasdee.thaiairways.com](https://www.sawasdee.thaiairways.com)

 
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