

Ferienregion Engadin Scuol Zernez

**Tourismus Engadin Scuol Samnaun
Val Müstair AG (TESSVM)**
Stradun 403a, 7550 Scuol
MwSt-Nr. CHE-115.911.767

Tel. +41 81 861 88 00
Fax +41 81 861 88 01
info@engadin.com
scuol-zernez.com

Engadin Scuol Zernez - of intoxicating beauty

(Storylines | Status December 2020)

Alpine winter sports

(skiing, snowboarding, Motta Naluns)

Ambassador with passion - Snowboard Olympic Champion Nevin Galmarini

«Dream big – ride hard» is the motto of Nevin Galmarini. The 34-year-old alpine snowboarder and Olympic champion from Ardez lives it with passion - and with success: seven-time Swiss champion, Olympic silver medal 2014, overall World Cup winner and Olympic gold in Sochi 2018. Born in Appenzell, he grew up in Ardez and, like other top athletes from the region, including Dario Cologna, completed his training at the High Alpine Institute Ftan (HIF). At the age of 10, he stood on a snowboard for the first time. Today, a slope and a gondola are dedicated to him in the snow sports area Motta Naluns. Here in the sun-drenched ski area is also the Prui World Cup slope: in January 2021, the FIS Snowboard Alpine World Cup will take place for the fourth time in Ftan - not least thanks to Galmarini. As in the parallel giant slalom, the ambassador of the Engadin vacation region, Scuol Zernez, does not do things by halves in his private life either: The father of twins completed a correspondence course in business administration and, as the son of deaf parents, also speaks fluent sign language. In the summer, the passionate biker explores the numerous trails in the area, preferably with a short break at his favorite spot on the "Lai Nair" - but he will be properly rested in his next life.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

Article about Nevin Galmarini's activity as ambassador of the vacation region Engadin Scuol, Zernez: <https://scuol-zernez.engadin.com/en/nevin-galmarini>

With Nevin Galmarini on the way in the snow sports area Scuol: <https://scuol-zernez.engadin.com/en/unterengadin/nevin-galmarini/nevini-galmarini-alpine-snowboarder>

Website and blog of Nevin Galmarini: <http://nevingalmarini.ch/>

Article about Nevin Galmarini in the "Schweizer Illustrierte" (2019): <https://www.schweizer-illustrierte.ch/stars/schweiz/nevin-galmarini-zwillinge-babys>

Overview of the ski slopes in Motta Naluns: <https://scuol-zernez.engadin.com/en/highlights-motta-naluns>

4. Dezember 2020

Seite 2

Nature experience winter

(cross-country skiing, snowshoeing, winter hiking, ice skating, sledding)

Tracks in the snow - with Lukas Barth on quiet soles through nature

In winter, the Lower Engadin shows its most romantic side. Far away from the masses, city-tired people find pleasant peace and solitude in the snowy Engadin villages and forests. Even during winter and snowshoe hikes, the silence is only interrupted by the crunch of fresh snow and the explanations of biologist and zoologist Lukas Barth. The former kayak professional and owner of Outdoor Engadin GmbH prefers to spend his time in the great outdoors. The athletic mid-thirties bring the unique plant and animal variety approximately more near to guests on led routes around the Swiss national park. From wildlife observation to gentle tourism and the enjoyment of regional specialties, on snowshoe tours in the UNESCO Biosphere Reserve Engiadina Val Müstair, guests not only get to know nature better, but they also learn how to handle it with care. Even in summer the jack-of-all-trades never gets bored: Barth guides kayakers safely through the wild waters of the spectacular Inn gorges or mountain bikers along "flowing" trails. Whether summer or winter: Like the Lower Engadin itself, the excursions with Lukas Barth cover the whole range of nature experiences.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

Snowshoe tours with Lukas Barth: http://www.outdoor-engadin.ch/index.php?id=289&tx_easyevent_pi1%5Bmode%5D=detail&tx_easyevent_pi1%5Beventid%5D=62&cHash=a4aa4e6f66e834e73c5dccc4ffdf61

Mountainbike-Guide Lukas Barth: <https://scuol-zernez.engadin.com/de/node/155990>

Offer from «Outdoor Engadin»: <http://www.kanuschule-scuol.ch/index.php?id=3>

Mention of Lukas Barth in Taz article on the Lower Engadin (2018): <https://taz.de/Unterengadin/15127500/>

Nature experience summer / autumn

(hiking, mountain biking, e-bike, Swiss National Park)

Not all alone on a wide corridor - the world of the parking attendant Fadri Bott

He is master of over 170 square kilometers of protected nature, watches over wild animals, pastures, rare plants and 100 kilometers of hiking trails: Fadri Bott, Head of National Park Guard in the Swiss National Park. For almost 30 years he has been travelling with his binoculars between Ofenpass, Scuol, S-chanf, Zernez and the Val Müstair. Already in kindergarten, little Fadri knew what he wanted to become later. His varied job as a park ranger in Switzerland's only national park is both his profession and his vocation. In addition to game observation, stocktaking and supervision, the trained forest warden likes it best when he is allowed to do things himself: whether it is to build a bridge or to maintain a park ranger's hut. More worried than the development of the game, Fadri observes the consequences of climate change, which are also visible in the national park. When the National Park closes its doors for the winter break in November, Fadri Bott also enjoys the peace and quiet: just as the park rangers retreat into the shade in winter to leave the sunny slopes to the game, he himself does not like being in the limelight.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

Interview with park ranger Fadri Bott in the television program "Aeschbacher" (2014):

<https://www.srf.ch/play/tv/aeschbacher/video/fadri-bott?id=80a45e84-2c5d-4dd0-96c7-52ad2844a234>

Article about Fadri Bott in "Suedostschweiz" (2012): <https://www.suedostschweiz.ch/zeitung/ich-wollte-schon-immer-nationalparkwaechter-werden>

4. Dezember 2020

Seite 3

A love story of almost 20 years - Czênets and the National Park Bike-Marathon

They called him a nutcase when he explored the mountains of the region on a mountain bike 30 years ago: David Tschenett is a biker of the first hour. The 55-year-old runs a plumbing, heating, and plumbing business in Müstair, but his true passion takes him out of the valley and high up on the saddle. His annual season goal: The National Park Bike Marathon. This leads around the only national park in Switzerland and is one of the biggest and probably most beautiful bike events in the country. Tschenett has competed every year since the first bike marathon in 2001, but unfortunately, he did not make it to the finish in 2019 due to a crash. But when someone like David Tschenett falls off his bike, he rises again immediately: **At the 20th National Park Bike Marathon, which takes place on August 28, 2021**, Tschenett will also be back in the saddle. Whether uphill or downhill, the passionate biker can keep up with the boys without any problems - and he will prove this "calf power" again at the 20th anniversary of the National Park Bike-Marathon 2021.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

Information about the 19th National Park Bike-Marathon 2020: <https://www.bike-marathon.com/de>
 Five questions to David Tschenett: https://issuu.com/tessvm/docs/p19_1097_allegria_nr_9

Heritage obliges - Enjoying nature, yes, but sustainably

In times of climate change, the careful treatment of nature is becoming more and more of an issue worldwide - in the Lower Engadin, this has always been firmly anchored in the consciousness of the population. After all, the untouched natural oasis with the Swiss National Park and the UNESCO Biosphere Reserve Engiadina Val Müstair wants to be protected. The Lower Engadin therefore served as one of three Swiss pilot regions for the climate protection initiative "Cause We Care" by myclimate in 2018. In the meantime, the pilot project has entered the implementation phase: As local partners for a climate-neutral stay, the mineral spa Bogn Engiadina Scuol, the mountain railroads Scuol and the Belvédère Hotels Scuol, as well as the Swiss Youth Hostels and the Swiss travel fund Reka are participating. But it is not only vacation guests and partners who are contributing to a sustainable future by investing in climate-neutral products. The local population is also getting involved: For the third time, "Trash Hero Switzerland", the Scuol mountain railroads and numerous volunteers collected waste in the Motta Naluns ski resort in 2020 - with less waste than in 2018, but with more volunteers. Further projects are planned - but these are not limited to ecological aspects. Finally, like the Lower Engadin, sustainability has different facets.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

More information about the "Cause we Care" initiative of the myclimate foundation: <https://www.engadin.com/en/cause-we-care>
 Information and video about the slope-Cleanup Scuol:
<https://www.engadin.com/en/news-tips/2018/06/support-trash-hero-piste-cleanup-scuol>
<https://youtu.be/2cqyam8KkTk>

4. Dezember 2020

Seite 4

Health and Wellness

(See also separate storylines about mineral water)

Freedom without barriers - into the mountains with a wheelchair

Borders are there to overcome them. This could also be the motto of Stephan Gmür. Whether taekwondo, snowboarding or downhill biking, diving or speedflying, the now 35-year-old always went to the limit - until a paragliding accident in the summer of 2014 abruptly brought him back down to earth. Today the German-Swiss dual citizen is in a wheelchair with a complete L1 paraplegia. But the passionate sportsman does not let this put the brakes on. On the contrary: As "Barrier-free" product manager, Gmür advises the Engadin Scuol Samnaun Val Müstair AG vacation region and its service partners and works to ensure that guests in wheelchairs can also avoid stumbling blocks in the rather wheelchair-untypical environment of a mountain region. The "Rolli book" written by Gmür also contains all important tips for barrier-free vacations in the Lower Engadine. And that is not all: in 2015/16 Gmür learned monoskiing and in 2020/21 he already made it into the A squad of the Swiss Paralympic Ski Team. His next goal: the Paralympics 2022 in China. Whoever knows Stephan Gmür knows: The sky is the limit!

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

Background information on Stephan Gmür, monoskier Swiss Paralympic Ski Team and Product Manager "Barrier-free":

<https://scuol-zernez.engadin.com/de/unterwegs/stephan-gmuer>; <http://www.stephangmuer.ch/>

Overview and information on barrier-free travel in the Lower Engadin: <https://scuol-zernez.engadin.com/en/activities-experiences/accessible-travel>; <https://scuol-zernez.engadin.com/en/wanderwege-barrierefrei-reisen>

PDF edition of Stephan Gmür's "Rolli Buch" on barrier-free travel in the Lower Engadin:

https://issuu.com/tessvm/docs/rollibuch_20180313?e=5284173/68403414

Travelogue "Your barrier-free vacation in the Engadin" (September 22, 2019) by wheelchair user Kim Lumelius:

<https://wheeliwanderlust.de/barrierefreier-urlaub-im-engadin/>

4. Dezember 2020

Seite 5

Romanic culture and regional products

(Romansh language, Engadine villages, customs / lived culture, regional products, local architecture)

Between tradition and modernity - Sgraffito Art via App and QR Code

What do "sgraffiti" have to do with augmented reality? Not much at first glance. For centuries, the traditional incised drawings have contributed to the unmistakable charm of Engadin houses. Regional artists such as the painter Josin Neuhäusler from Susch offer courses to ensure that the traditional handicraft is preserved along with its rich symbolism. Nevertheless, there are growing fears that the cultural heritage sgraffito could gradually disappear. The internationally active Tschlin artist Curdin Tones and the cultural initiative SOMALGORS74, which he founded, counteract this development. In 2018 they presented the public with the project "Fatschadas Sozialas", the first traditionally executed sgraffito, which also functioned as digital portals via QR codes and smartphones. They also unveiled the first "Augmented Reality" sgraffito of the Engadin and the specially programmed app "Fatschadas". Further art projects dealing with the Engadin sgraffito tradition are planned. Thanks to Augmented Reality, the sgraffiti overcome their purely symbolic-decorative function and are extended by a communicative and interactive aspect. In this way, Tones succeeds in updating the centuries-old scratching technique and carries it in text and image away from the home style and onto the facades of houses and thus into the public space of a digital future.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

General information about sgraffito arts and crafts: <https://scuol-zernez.engadin.com/en/lower-engadin/engadin-architecture-sgraffito> Article in the "Coop" magazin about the workshops with Josin Neuhäusler (2019): http://josin-sgraffito.ch/wp/wp-content/uploads/2019/04/coopzeitung_mai2019.pdf; Website of Josin Neuhäusler: <http://josin-sgraffito.ch/wp/> Report on digital sgraffiti by the Tschlin artist Curdin Tones (2018): <https://www.graubuenden.ch/de/news-tipps/2018/11/kunstprojekt-tschlin-wenn-sgraffito-digital-wird>; Website of Curdin Tones' Kulturinitiative Somalgors74: <https://somalgors74.ch/category/somalgors74/>

From the Odol King to an artist nomad - the eccentric gentlemen of Tarasp Castle

If walls could speak, Tarasp Castle would have a lot to tell. Built in 1040, this Lower Engadine landmark and cultural monument of national importance has seen many an illustrious owner in its eventful history. Thanks to Napoleon, Tarasp was awarded to the canton of Graubünden in 1803. After decades of plundering and change of ownership, the castle fell into ruin, until in 1900 the Dresden spa guest and industrialist Karl August Lingner fell under its charm. The inventor of the Odol mouthwash restored the castle to its former glory, but the bachelor died without ever having moved into it. After another owner odyssey, the castle came into the possession of the Senter artist Not Vital in 2016. The internationally successful artist nomad not only furnished the historic rooms with contemporary art, but also married his horse here in the summer of 2019 ... Since 2018, the eccentric artist has also held his annual summer exhibition in the castle, but the castle is managed by his nephew Mario Riatsch and his wife Seraina. In addition to cleaning and repairing the castle, organizing guided tours for the approximately 15,000 visitors per year and organ concerts, Mario also designs the "Engadine Ice Path" every year. If his uncle ever bequeathed the castle to him, the Tarasp Castle would thus be enriched by another (ice) master.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)
 E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

4. Dezember 2020

Seite 6

Further information

Background information on the castle administrator and ice master Mario Riatsch, nephew of the artist Not Vital:

<https://www.graubuenden.ch/en/ontour/road-magnificent-lower-engadine>

Article about Mario Riatsch in the "Schweizer Illustrierte" (2019): https://issuu.com/tessvm/docs/si_20190125_048;

Article about Not Vital im Ad-Magazin (2019): <https://www.ad-magazin.de/article/nomade-mit-festen-wurzeln>

Article about the history of Tarasp Castle in the St. Galler Tagblatt 2011: <https://www.tagblatt.ch/ostschweiz/der-odol-koenig-id.671053> <https://taz.de/Dorfleben-im-Untereengadin/15481068/>; <https://scuol-zernez.engadin.com/en/tarasp-castle>

Story about Not Vital: <https://scuol-zernez.engadin.com/en/unterwegs/not-vital>

The two bell urslis of Guarda - the tradition lives

He is one of the most famous sons of Graubünden: The Bell-Ursli. The story of Uorsin is set in Guarda on Chalandamarz - and has made both the Lower Engadine village and the traditional Graubünden custom known beyond the cantonal borders. The Chalandamarz, which every year on March 1st lets children from all over the Grisons roam the village streets to the sound of bells and the crack of whips to put an end to winter, is still very much alive in Guarda. Guarda's Ur-Ursli Not Schlegel is also very much alive and kicking: As a 10-year-old, he played the leading role in the US-American Schellen-Ursli film in 1953 - for a fee of 200 Swiss francs. His then film sister Flurina played his wife Tilly. The 77-year-old was also in the film of 2015 as Alpöhi for everything. For Selina Chönz, the author of the well-known children's story from 1945, Not is said to have embodied the character in her book best. Not the "true Schellen-Ursli", but a true Ursli fan is René Bonorand. Together with his wife and three children, the 48-year-old carpenter from Guarda ensures that the streets of Guarda continue to be filled with life thanks to living customs such as the Chalandamarz.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)

E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

General information about the article about the Schellen-Ursli, Not Schlegel and Bonorand in the "Schweizer Illustrierte" (2016):

https://marcelhuwyler.files.wordpress.com/2016/03/si_11-guarda.pdf

Article about Not Schlegel in the «Blick» (2018): <https://www.blick.ch/people-tv/schweiz/bauernbub-not-schlegel-72-war-das-vorbild-fuer-autorin-selina-choenz-89-ich-bin-der-wahre-schellen-ursli-id4341218.html>

Small but powerful: "Bun Tschlin" displays the innovation and quality of the region

Valsot, in the Engiadina Bassa Val Müstair region, may have a population density of only 5 people per square kilometer, but in the marketing of its products the small community is very big. So selected companies from the villages of Tschlin, Martina, Ramosch, Strada and Vnà have joined to form "Bun Tschlin". The seal of approval, which means something like "Good things from Tschlin", stands for sustainability, Graubünden quality of life and gentle tourism - and it really has it all. According to the motto "the whole is more than the sum of its parts", the products and services of over 30 businesses in the Tschlin region, which are sold under a uniform design, carry the label: from the beer "Biera Engiadinaisa", which has long since arrived in the lowlands and was awarded the Grand Prix Bio Suisse in 2019 under Managing Director Reto Rauch, to the meat of the "Bacharia Zanetti" and the cheese of the "Pauraria Riatsch" in Vnà or the Tschlin "Che Chaschöl" to the "Cuafför Mierta", providers of vacation apartments, cafés and many more. The diversity of the offer reflects the liveliness of the individual villages and testifies to the sustainable, ecological and entrepreneurial commitment of the region.

Contact us: Madeleine Papst, Head of Media, Brand and Content Tourism Engadin Scuol Samnaun Val Müstair AG (TESSVM)

E-Mail: m.papst@engadin.com | phone.: +41 81 861 88 15

Further information

General information about the label "Bun Tschlin" and the participating companies: <https://buntschlin.ch/ueber-uns/unsere-idee/>

Media contacts

4. Dezember 2020

Seite 7

Martina Stadler

Director TESSVM

Tel. +41 81 861 88 02

m.stadler@engadin.com

Madeleine Papst

Head of Media, Brand & Content

Tel. +41 81 861 88 15

m.papst@engadin.com

Media office c/o Panta Rhei PR

Dr. Reto Wilhelm

Tel. +41 44 365 20 20

r.wilhelm@pantarhei.ch

About TESSVM

TESSVM is the tourist marketing organization for the Lower Engadin, Samnaun and Val Müstair. On behalf of the shareholders, TESSVM primarily promotes the demand for tourist offers and services both nationally and internationally. Together with all local stakeholders, the TESSVM is responsible for the communication of offers and guest care in five political communities with over 20 vacation resorts. The organization with its headquarters in Scuol launches and coordinates joint projects with regional partners and service providers and ensures coordination with Graubünden Ferien and Switzerland Tourism. With a budget of approximately 5.5 million Swiss francs, the company employs around 40 full- and part-time staff, including two interns and three apprentices. The Engadin Samnaun Val Müstair vacation region contributes around 1 million overnight stays and thus almost 10 percent of the total number of overnight stays in Graubünden.

Taking responsibility: CSR and three-dimensional sustainability

Corporate Social Responsibility (CSR) is the voluntary contribution of companies to sustainable development, with voluntary commitment at its core. TESSVM acts according to the principle of three-dimensional sustainability: economic, social and environmental. TESSVM is "climate-neutral" by striving to reduce its CO2 emissions and offsetting unavoidable emissions through my climate carbon offset projects. Wherever possible, purchases are made in the region and orders are placed with local partners. Within the company itself, TESSVM supports the next generation with apprenticeships and internships.