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Press Release

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Celebrating 60 Years of Diplomatic Relations between China and Switzerland “Albert Einstein (1879–1955)” Exhibition Opens in Guangzhou

Guangzhou, Nov 19th 2010 – “Albert Einstein (1879–1955)”, presented by the Federal Department of Foreign Affairs, Presence Switzerland and Historical Museum Bern, opened today at Guangdong Science Center (GDSC). Mr. Ulrich Hunn, Consul General of Switzerland, Mr. Jakob Messerli, Director of Historical Museum Bern, Mr. Nicolas Bideau, Director of Presence Switzerland (PRS), Mr. Li Jian, Deputy Director-General of Guangdong Foreign Affairs Office, and Mr. Wang Kewei, Director of Guangdong Science Center, attended the ceremony to inaugurate the exhibition.

The “Albert Einstein (1879–1955)” exhibition was held for the first time in Bern in 2005 by Historical Museum Bern to celebrate the 100th anniversary of the world-renowned Theory of Relativity. The exhibition attracted 350,000 visitors in Switzerland and received wide international acclaim. In addition to other high-level guests, the then Chinese Deputy Minister for Education honoured the exhibition with a visit.

The exhibition’s tour in China stands under the joint patronage of H.E. Federal Councillor Micheline Calmy-Rey, Switzerland’s Foreign Minister, and H.E. Mr. Yang Jiechi, Minister of Foreign Affairs of the People’s Republic of China, in the year 2010 when both countries celebrate 60 years of diplomatic relations. It is financed by the Federal Department of Foreign Affairs, Presence Switzerland. The exhibition is a key part of the official events celebrating the 60 years of diplomatic relations between China and Switzerland.

Over 200 objects, including more than 50 originals and 10 interactive exhibits, as well as other films and duplicates are staged to provide a vivid, intricate illustration of Einstein’s life and times. Apart from shedding light on Einstein’s biography and putting it in the context of global history, the exhibition also provides insight into his revolutionary ideas in the realm of physics. Computer

animations are used to explain complex phenomena in easy steps. The exhibition shows the immense beauty and diversity of the universe, using up-to-date technology and authentic telescopic imagery. Sustained tracking shots take the visitors back through time and space to the Big Bang.

Mr. Ulrich Hunn, Consul General of Switzerland, said during the ceremony, "Switzerland is not only a country with excellent Chocolate, watches and banks. No, we also have brains of high quality and this from ancient times to the present. So far 29 Swiss nationals have won Nobel Prizes. This makes Switzerland the per capita one of the first country's of Nobel prize winners. As a result Switzerland has become a widely recognized leader in science and research"

Introducing the exhibition, Mr. Jakob Messerli, Director of Historical Museum Bern said, "Albert Einstein came to Switzerland in 1895 and spent 18 years of his life there before becoming a Swiss citizen in 1901. In 1905, his "annus mirabilis" (*admirable year*), was his turning point, as it was in Bern where Einstein developed his famous formula, $E=mc^2$, thus turning our previous concept of space and time on its head. We are delighted that the Einstein exhibition opens today at the GDSC. I am sure that Albert Einstein will arouse as much interest in the Guangzhou area as in Switzerland."

Mr. Wang Kewei, Director of Guangdong Science Center, thought highly of the exhibition and said: "I was shocked by the brilliant exhibition. Not only the vivid picture and text, multimedia and interactive exhibits, but also many precious historical relics in the exhibition come to Guangzhou today, by which we can know more about Einstein's life during that special time and his great scientific discoveries. I believe, on the platform of Guangdong Science Center, the Einstein Exhibition will reach a new climax and opening up a different chapter for communication and cooperation in science, culture and education between Switzerland and China."

"Albert Einstein (1879–1955)" was first inaugurated at the China Science and Technology Museum (CSTM) in Beijing. Guangdong Science Center (GDSC) is the second stop in China, the exhibition will last from Nov 2010 to Feb 2011. The following stop would be Museum of Science in Hong Kong from April to August 2011.

In order to increase understanding of the importance of science and technology in everyday life, a complementary program has been organized by swissnex China in addition to the Einstein Exhibition. During the exhibition's stay in Guangzhou and Hong Kong, several high-level events will take place in the respective cities, so as to bring together the high potentials of China and Switzerland, present Switzerland as a top location for science, technology and innovation, and to foster interest in studying in and cooperating with Switzerland.

From November 2010 to January 2011, renowned Swiss and Chinese scientists, including 2002

Swiss Nobel Prize winner in Chemistry, Prof. Kurt Wüthrich, are invited to give a series of “Einstein Lectures” for the academic and general public. In this lecture series, we learn and discuss what Einstein may mean for us today, how we can follow his lead, how we can foster creative thinking, how to become the Einstein of today. The invited scientists from China and Switzerland will try to find answers to these questions and give us insights into their research approach and the major challenges of science today.

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About Guangdong Science Center

Guangdong Science Center is built by support from Guangdong Government. It is built for holding big scientific activities. Now it becomes the largest base for science education in Asia, promoting the latest science and technology.

The first phase building is for science education and exhibition, and was opened to public on Sep 26, 2008. There are 9 districts with themes, 4 scientific cinemas and some temporary districts and open laboratories. The exhibition brings science knowledge as well as fun to visitors. For more information, please visit <http://gdsc.southcn.com/>.

About the Federal Department of Foreign Affairs, Presence Switzerland

As part of the Federal Department of Foreign Affairs responsible for Switzerland's image abroad, Presence Switzerland implements the Confederation's strategy on Switzerland's communication abroad. It increases knowledge about Switzerland and its international visibility, presents Switzerland's concerns and positions to the foreign public, and enhances and fosters Switzerland's network of contacts with current and future decision-makers and opinion-leaders. For more information, please visit www.eda.admin.ch, www.image-switzerland.ch.

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