

PROGRAMME OF FESTIVITIES

FRI 23 – SUN 25 JUNE 2017



Talks

The talks will all be held in atmospheric surroundings in Brig, Glis and Naters. The talks will take place at different times. The number of blocks and time slots depends on the number of effective registrations. The talks will take place on **Friday 23 June 2017** from around **1 p.m. to 10 p.m.** and on **Saturday 24 June 2017** from around **9 a.m. to 10 p.m.**

Festivities

We are pleased already to offer you today an initial overview of the programme of festivities. The festivities will be held in the centre of the charming little town of Brig-Glis in the heart of the Valais Alps.

The opening of the festivities at 1.30 p.m. on Friday 23 June 2017 and the official ceremony at 9 a.m. on Sunday 25 June 2017 will take place at the historic landmark of Brig-Glis – in the garden of the magnificent Stockalper Palace.

Customs / traditions EJF 2017

Yodelling, flag throwing and playing the alphorn are just as much part of Swiss tradition as cheese and chocolate.



Parade Sunday 25 June 2017

The parade on Sunday 25 June 2017 will mark the grand culmination of the 30th Swiss Yodelling Festival in Brig-Glis.

Ancient customs and the vast diversity of Valais and Switzerland are to thrill the hearts of the spectators. Over 60 parade formations will contribute towards ensuring a colourful, imaginative and traditional parade. The parade will commence at 2 p.m. and last around two hours. The parade will start at Brig railway station and proceed along Bahnhofstrasse across Sebastiansplatz and Saltinaplatz through Gliserallee. It will end on the village square in Glis.

Back in the days when there were neither telephones nor any fast and convenient forms of transport, people in mountainous and impassable regions communicated with each other by means such as natural yodelling or the alphorn. Whether with people or animals – the alpine herdsmen and dairymen used yodelling or the sounds of the alphorn to keep each other posted with the latest news or to drive the cattle home.

The alphorn wind instrument and yodelling, also known as singing with repeated changes in pitch from the chest register to the head register without using words that mean anything, gradually disappeared from the alpine world as cheese production moved from the mountains to the valleys. However, yodelling and the alphorn experienced a renaissance with the revival of folklore and the advent of tourism. Today it is a love of nature, the homeland and above all alpine music that is keeping the alphorn and yodelling alive.

Alongside the folkloric sounds, the art of flag throwing also forms part of a folk festival. Once the privilege of city guilds, flag throwing was promoted from 1910 by the Swiss Yodelling Association. Since then, hundreds of flag-throwers in Switzerland have been throwing their silk flags artistically through the air according to 90 regulated swings.

Please do not hesitate to contact the office if you have any further questions.

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