



Early November 2024

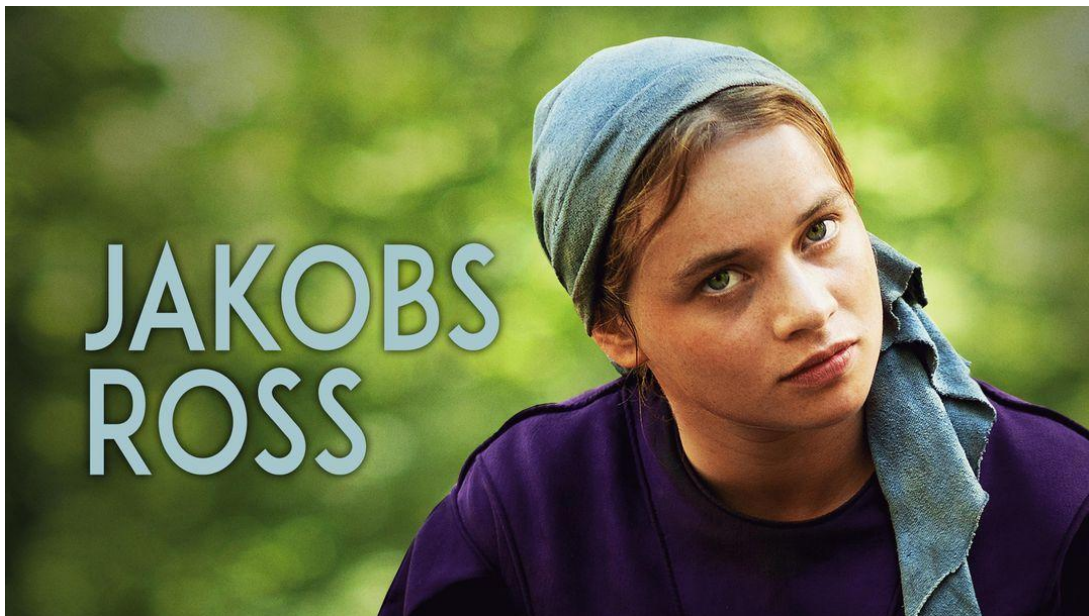
Dear Friends of Switzerland,

As November begins we are embracing this inspiring and colorful season with a range of cultural and creative activities! Join us at this year's Film|Neu film festival for a selection of German-language productions, including the Swiss contribution *Songs Within*. You also have an opportunity to get creative and show us how would you depict the Swiss icon Heidi using AI. Read more below to find out about the exciting contest organized by our colleagues in San Francisco. And if you're in the mood for a staycation with views of the mountains, you can follow along with Zendaya as she explores the Swiss Alps!

Please continue to check our website, social media channels, and events calendar, where we are providing regular updates, for more cultural content. Have you found something we're missing? What would you like to see more of? Let us know – [we would love to hear from you](#).

We hope you continue to enjoy, and take care!

Film



Source: myfilm.ch

Film|Neu 2024

November 12–15, 2024

Swiss Film: *Songs Within*

November 13, 2024, 6:30 PM
Embassy of Switzerland
2900 Cathedral Ave NW
Washington, DC 20008

Film|Neu—Washington, DC's annual celebration of new German-language films from Germany, Austria, and Switzerland—is back! This year's festival will include screenings at the Goethe-Institut, the Austrian Cultural Forum, and the Embassy of Switzerland in Washington, DC. The films will be shown with English subtitles.

This year's Swiss production is *Songs Within*, in which Swiss director Katalin Gödrös brings Silvia Tschui's novel—a tale of relationships and emancipation set against the backdrop of 19th century Alpine Switzerland—to life. The story follows the musically-gifted maid, Elsie, who is forced into marriage with Jakob, a young farmhand. While Elsie yearns for a career as a musician, Jakob dreams of owning his own horse. Together, they must realize that their only escape from a future without prospects lies in joining forces. Register for the film [here](#).

If you're interested in the other Film|Neu offerings for this year, check them out here:

German Production: [*When Will it Be Again Like it Never Was Before*](#)

Austrian Production: [*A Whole Life*](#)

Artificial Intelligence



Source: [Swiss Impact](#)

Call for Submissions: *Heidi Goes AI*

Deadline: December 16, 2024

The Consulate General of Switzerland in San Francisco and the Heidiseum (home of the UNESCO Heidi Archive) invite artists, professionals, and aficionados from all backgrounds from the United States and Switzerland to showcase their unique interpretations of the Swiss icon Heidi. The beloved character from Johanna Spyri's classic novel has enchanted audiences worldwide since 1880, but in the age of AI and generative technologies, how would you reimagine Heidi? Experiment with various AI techniques, prompts, and software to bring new life to this piece of cultural heritage.

After review by an international jury, winning artworks will receive a cash prize and be featured in an iconic exhibition in San Francisco alongside panel discussions exploring AI, art, and copyright. Submit your artwork and learn more about Heidi and this project [here!](#)

Meanwhile in Switzerland...



Source: [On](#)

Zendaya in the Swiss Alps

Heidi isn't the only one exploring the Swiss Alps! The American actress Zendaya teamed up with Swiss brand On for a series of short films directed by Camille Summers-Valli. These films celebrate the brand's origins and promote the importance of movement, spending time outside, and being open to trying new things. Together, Zendaya and On aim to create meaningful conversations around well-being. Founded in the Swiss Alps in 2010, On has long been a personal favorite of Zendaya's, and this summer, she announced her partnership with the brand. Check out the videos [here](#). Maybe you'll be inspired for your next Alpine adventure!



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