



Press release
Berne, April 2023

The UNESCO Intangible Cultural Heritage in Switzerland **Our Heritage explained in a nutshell**

UNESCO's Intangible Cultural Heritage bears witness to the richness and diversity of our traditions. The new explanatory video from World Heritage Experience Switzerland (WHES) presents the most important information about the Holy Week Processions in Mendrisio in an understandable way. A video in drawing format, simple and engaging, provides interesting background information on our centuries-old heritage.

What are the Holy Week Processions? What are the "Trasparenti"? And who are the participants of the processions? With the easy-to-understand explanatory video, the association World Heritage Experience Switzerland (WHES), in cooperation with the tourism organisation "Mendrisiotto e Basso Ceresio Turismo" and the Foundation for the Mendrisio Historical Processions, provides answers to these and other questions about the Intangible Cultural Heritage of UNESCO. The collaboration between WHES and Mendrisio local authorities is a further step towards developing synergies on a national level in the field of intangible cultural heritage. The importance of correct cultural mediation, focused on the values of local traditions, makes it possible to ensure continuity not only for our traditions, but also for the artistic and cultural heritage of the region.

The explanatory video is designed so that it can be used in schools, museums, social channels and thus make our heritage easily accessible to children, young people and adults. In the 2 minutes and 22 seconds, the viewer learns key details about the value of this centuries-old tradition, which accompanies the cultural and religious life of Mendrisio.

The video is available in four languages (Italian, German, French and English) both with and without subtitles. The project was realised in collaboration with the company Swissanimate.ch and the short film joins the series of explanatory videos published in 2021 on natural and cultural World Heritage sites.

<p>Video Explanatory video "Holy Week Processions in Mendrisio"</p> <p>Video on the UNESCO World Heritage: Explanatory video "World Heritage" Explanatory video „Swiss Alps Jungfrau-Aletsch“ Explanatory video „Rhetian Railway Albula/Bernina“ Explanatory video „Swiss Tectonic Arena Sardona“ Explanatory video „Abbey of St. Gall“ Explanatory video „Lavaux, “</p>	<p>https://bit.ly/3z7O0DN</p> <p>https://bit.ly/3luAbZP https://bit.ly/3DvQgEK https://bit.ly/3Aw0UJY https://bit.ly/3ltYcQV https://bit.ly/3ao9Oys https://bit.ly/3Bv00P9</p>
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