

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1955)  
**Heft:** 2

**Artikel:** Summer pleasures  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798474>

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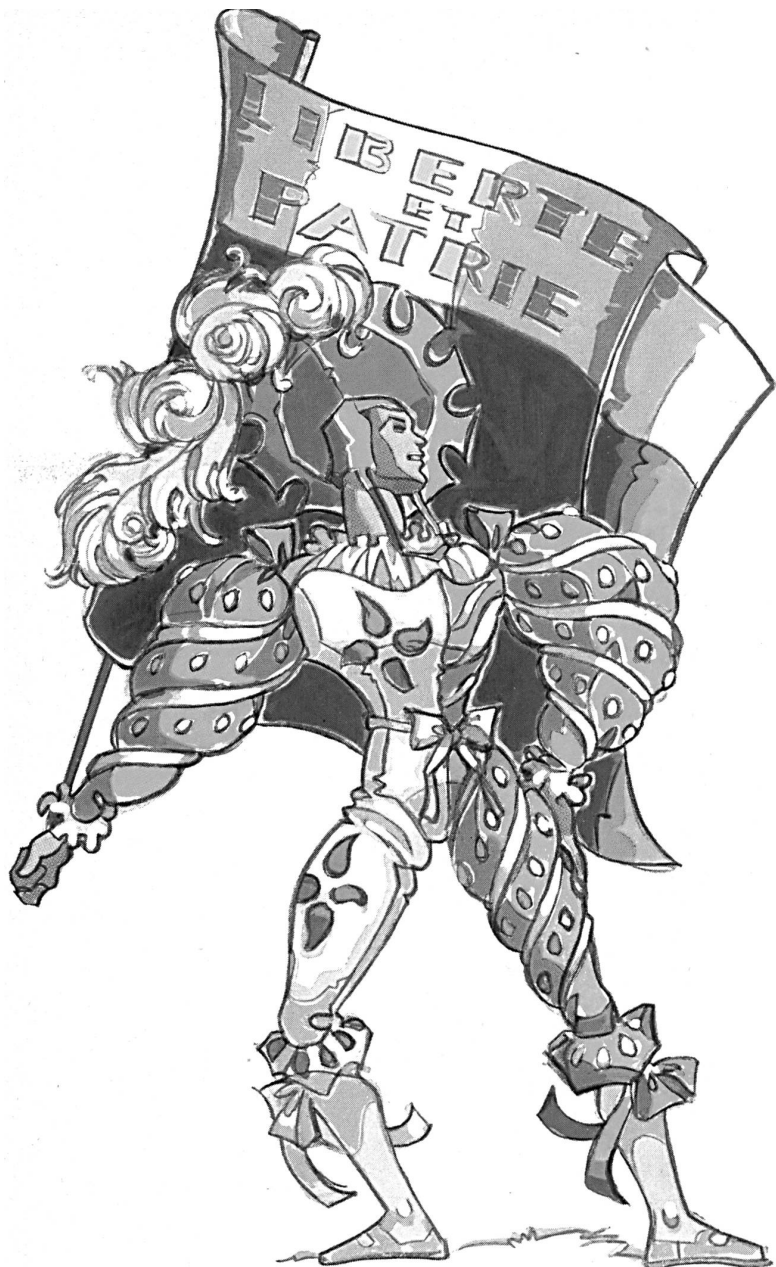
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# SUMMER PLEASURES

## THE VINEGROWERS FESTIVAL

VEVEY - AUGUST 1<sup>st</sup> TO 14<sup>th</sup>, 1955



The Banneret of Vaud,  
costume by L. Fost.

In a natural setting unmatched by any Hollywood creation, Ceres and Bacchus, Pales, Pomona and a hundred and one other Olympian gods and goddesses and household divinities of the fields and woods will soon be mingling with the dancing and singing throngs of their faithful servants, the peasants, vinegrowers, tillers of the soil and reapers... under the admiring eyes of thousands of spectators who have come from the four corners of the earth to see and applaud this festival.

For centuries now, the « Honorable Brotherhood of the Vinegrowers of Vevey » has been celebrating the vine, wine, work in the fields and rustic life to the rhythm of the seasons, with mythological allegories interspersed with choruses and dances. Formerly these festivals were only local celebrations but they gradually grew in size and have become impressive popular festivities attracting big international crowds of discerning tourists.

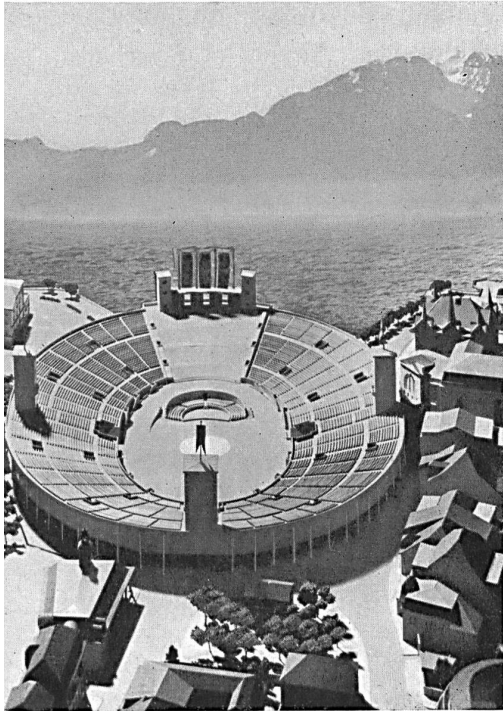
The last « Vinegrowers Festival » was held in 1927. The next is due to take place at the beginning of



Vevey, where the « Vinegrowers Festival » will be held next August.

August. For many weeks now, some three thousand performers —actors, dancers, singers and supers—including nine hundred and fifty children, have been learning their parts, practising and rehearsing. Soon they will be appearing in the big arena for the afternoon and evening performances. A procession has already paraded through the streets of the city, proclaiming the coming festival. No one should miss this unforgettable pageant which, in

The amphitheatre to be built in the Market Place at Vevey, facing the lake and the Alps; length 260 feet, width 165 feet; number of seats 15,000.



The « Proclamation » procession : the Swiss Guards.



this day of mechanical and electrical reproduction, will be a triumph of the personal element and atmosphere that no technical artifice could possibly create.

*The Vinegrowers Festival, from August 1st to 14th, 1955*

Script by G. H. Blanc ; music by Carlo Hemmerling ; setting and costumes by Louis Fost ; directed by Carl Eberlé ; choreography by Nicolas Zvereev ; general artistic production : Maurice Lehmann. Eleven shows (5 matinees and 6 evening performances). Seating for 15,000 at each performance.

The « Proclamation » procession : a couple of harvesters.



The « Proclamation » procession : the « One-legged Messenger, » as he appeared on the famous almanac of the same name (« Le Messager boiteux ») already several centuries ago.

