



Sönd willkomm
z'Herisau



WELCOME TO HERISAU, THE GATEWAY TO THE APPENZELLERLAND!

Herisau is at one and the same time a village and a town. Its rows of houses and alleyways present a picturesque scene against the impressive panorama of the Alpstein mountain range. In everyday life, however, it is urban life that pulsates in Appenzell Ausserrhoden's political and economic centre. This is not only due to its just under 16,000 inhabitants, but also to more than 8,000 employees. With its railway station and its proximity to the motorway, Herisau is also a transport hub – truly the gateway to the Appenzellerland.

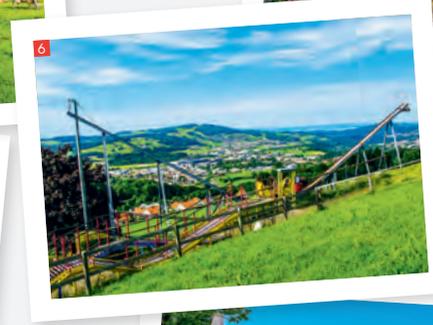
Herisau is a place with a long history. Written evidence of Schwänberg as the first Appenzeller hamlet is 1,200 years old. In the early 18th century, Herisau was among the places where industrialisation started in Switzerland. Our customs are very much alive and provide us with an opportunity to reflect on our roots. They interlink people, create identity and make us aware of where we come from – thus enabling us to draw up a plan of where we want to go.

The history of Herisau and its inhabitants continues day after day, with ideas that led companies to world market leadership, cultural exports and sporting feats. And of course, it also goes on when committed locals pool forces to advance the development of our municipality, in a wide variety of associations, in churches, political parties and neighbourhoods.

You can get an impression of Herisau and much more in this brochure and at www.herisau.ch. A warm welcome – nice to have you with us!

Max Eugster
Mayor, Herisau





CAPTIONS

- 1 Rosengarten
- 2 Restaurant Harmonie
- 3 Lutzenland
- 4 Wetterhaus
- 5 Bachstrasse
- 6 Sedel
- 7 Panoramic view from Rütli
- 8 The ruin of Ramsenburg



Our most beautiful spots



Our
customs



SILVESTERCHLAUSEN – SYLVESTER MUMMERS

On 31 December, the Sylvester mummers are a sight to behold: some in beautiful costumes and ornate headgear, others ugly and frightening, the groups of mummers shake their bells and form a circle to perform the local yodel – *zäuerle* – in order to wish people a Happy New Year. The background to the custom is the subject of an exhibition in the *Altes Zeughaus*.

GIDIO HOSESTOSS

Gidio Hosestoss is an unlucky fellow: every year on Ash Wednesday, he chokes to death again on a *Leckerli*, a piece of gingerbread. Herisau's schoolchildren then cart him to his grave in a carnival procession, and on the following Sunday he is burnt on a huge bonfire.



BLOCH – A LOG PROCESSION

On the Monday after Ash Wednesday, a strange procession advances through Herisau and surroundings. 45 men pull a big log through the streets, accompanied by riders, heralds, musicians, boys rattling collection boxes, a hunter and a "bear". In the evening, the log is auctioned off.



CATTLE SHOW

In September, about 12 Herisau farming families drive more than 300 heads of cattle to the Ebnet in a festive procession. Thanks to the petting zoo, this event is also ideal for non-farming visitors who would like to catch a breath of country air. Thus the cattle show provides a link between town and country.



Our
festivities



CHILDREN'S FESTIVAL

So much fun and joie de vivre all in one day: every two years in June, the Children's Festival unites the entire village from toddlers to great-grandmothers. Class by class the schoolchildren, who are dressed up in fancy costumes, proceed to the Ebnet, where everybody then sits together and celebrates.

ANNUAL FAIR

On the first weekend in October, market stands and a funfair attract more than 120 stallholders and thousands of visitors from the region. The Annual Fair has an ancient tradition: it was first mentioned in 1518.



USEGSTUEHLET - OUT WITH THE CHAIRS

This event was first staged in 2015 and soon secured a fixed position in the popularity stakes. Always at the end of August, private individuals open their doors and offer hospitality and refreshments to whoever comes their way.

WEEKLY MARKET

Herisau has been a market town for centuries. This also includes a weekly market. Every Saturday from April to November, local suppliers offer their wares in the Obstmarkt square in the centre of Herisau.



CHRISTMAS MARKET

Initially, in 1993, 20 women offered their hobby products in the Windegg square. Today, the Christmas market is a fixed feature of Herisau's Advent programme.



Where
it's all at



CULTURE

Herisau is a village for culture, with the Casino as its lighthouse. Room for smaller events is provided by the *Altes Zeughaus* next door. The *Alte Stuhlfabrik* (Old Chair Factory) headed by the well-known actor Philipp Langenegger soon established itself as a cultural powerhouse. The *Cinetreff* cinema, in turn, has achieved success with films about local customs by Thomas Rickenmann. The Puppet Theatre Museum with its own stage transports visitors into the world of the puppet theatre. However, the locals are also active themselves, in a great number of choirs, Appenzeller music groups, theatre groups, etc.
www.casinoherisau.ch, www.stuhlfabrik-herisau.ch, www.cinetreff.ch, www.figuretheatremuseum.ch

LEISURE

Herisau is a village for leisure. The Generations Playground between the sports centre and the retirement home is unique: an area for playing and staying awhile with "Appenzeller" play equipment. The children's paradise Sedel with its restaurant also provides special play equipment combined with a beautiful view as far as Lake Constance. The *Appenzeller Park*, Eastern Switzerland's biggest indoor playground, is weatherproof. Finally, the surrounding hills are ideal for walks, often with a splendid view of the Alpstein mountain range.
www.vereinspielinsel.ch, www.sedelkinderparadies.ch, www.appenzellerpark.ch

SOME INFO ABOUT THE LOCAL MAP

- 1 Even though the names would not suggest as much: the Casino and the *Altes Zeughaus* (Old Arsenal) are popular event venues.
- 2 The architect of the Post Office, which was built between 1899 and 1902, was Theodor Gohl, who realised numerous other post office buildings and the Federal Archive in a similar style.
- 3 The Municipal Hall, which was built between 1876 and 1878, also housed the Cantonal Government until 1902 and the Cantonal Parliament until 1914; at the same time, it was home to the Post Office and the telephone exchange until 1902.
- 4 The Local Museum is in the Old Town Hall, which used to house a prison, a flat for the local vicar and the offices of the Cantonal Bank.
- 5 The Protestant church boasts Switzerland's second heaviest bell.
- 6 From its construction in 1914 until 1984, only the eastern third of the Government Building actually accommodated government offices; the rest was used by the Cantonal Bank.
- 7 The *Cinetreff* cinema has enjoyed great success with films about Appenzell customs.
- 8 The area now occupied by the Ebnet school and sports facilities used to be a cemetery (1835–1876).
- 9 The *Chälblihalle* serves as a cattle market, a troop accommodation facility and an event hall. Its name derives from the calf market, which was held there on a weekly basis until 2014.
- 10 The hospital was built between 1968 and 1972.
- 11 Tens of thousands of Swiss soldiers did their military service in the barracks, which was built in 1865 and renovated and extended in 2013.
- 12 The *Sportzentrum* unites everything under one roof: an indoor swimming pool, an ice rink, a gymnasium and a wellness area. There are sports grounds and a big adventure playground close by.
- 13 The construction of the railway station in the years up to 1910 required gigantic earth movements.





For
sports



Herisau is a village for sports, with the *Sportzentrum* as its flagship. There, you can find everything under one roof. The Sonnenberg outdoor pool is located on the other side of the village, in an idyllic spot on a slope. Dozens of sports clubs are able to profit from the good infrastructure, which also includes outdoor sports facilities.

INDOOR SWIMMING POOL

In the *Sportzentrum*, you will find an attractive and well-maintained indoor swimming pool for all requirements. The non-swimmer pool, which is heated to 33 degrees, also serves as a warm-water pool. A highlight for the kids is the 30-metre-long slide into the paddling pool.



OUTDOOR POOL

The Sonnenberg outdoor pool is a meeting point for young and old. It provides various attractions and highlights such as two water slides, a water climbing wall, a beach volleyball court and full moon swimming.

WELLNESS

The wellness area in the *Sportzentrum* contains a Finnish sauna, an organic sauna, a steam bath and a solarium. In addition, both medical and wellness massages are available.



INDOOR ICE RINK

The indoor ice rink provides skating space for hobby athletes and families, patch ice sessions, recreational hockey and curling. As a special feature, the indoor ice rink is open all the year round.

COURSES

The *Sportzentrum* offers a wide range of courses, both in the water and on firm ground – not only for individuals, but also for children and families. In many courses, free taster lessons are possible at any time.

www.sportzentrum-herisau.ch



For our
guests



From a seminar hotel to a hostel for pilgrims, from a gourmet restaurant to a cosy pub...

HOTELS

The Herisau Hotel with its 33 rooms and five apartments is a three-star superior hotel, which among other things offers a good infrastructure for seminars and runs a tourist information office. 38 rooms are offered by the two affiliated hotels Landhaus Säntis and Säntis Garni. The Marktplatz hotel, which is also frequented by pilgrims on the Way of St James, is slightly smaller and has twelve rooms. All three are situated in the centre of Herisau. Other smaller hotels can be found at www.herisau.ch/hotels.

www.hotelherisau.ch, www.hotel-saentis-herisau.ch

GASTRONOMY

Fifty times *sönd willkomm* – a diversity that is almost impossible to beat. In and around Herisau, you can find unspoilt old pubs, bars with their own special atmosphere, exotic restaurants, traditional Appenzeller parlours and even a fine-dining restaurants.

www.herisau.ch/hotels
www.herisau.ch/gastronomie



Our
economy



Thanks to its situation and the Glatt river, Herisau had developed into an industrial centre by the 19th century. Three world-leading companies are still based in the Glatt valley today.

HUBER+SUHNER AG works in the field of electrical and optical connectivity technology. It supplies data transmission products to mobile phone companies, train manufacturers, the automotive and aerospace industries, among others. The Herisau plant employs about 690 people (www.hubersuhner.com).

Metrohm AG employs about 600 people in Herisau and is one of the world's leading producers of high-precision instruments for chemical analysis. What is unusual is the fact that the company is owned by a foundation which generally supports the economy in the Appenzellerland, but also operates in the cultural and social sectors (www.metrohm.com).

From Herisau's erstwhile flourishing textile industry, AG Cilander has successfully survived into the present – thanks to its unique range of textile finishing for highly functional and innovative fabrics. The textile finishing company has a history that harks back more than two centuries, and it currently employs about 200 people (www.cilander.ch).

In addition to this, Herisau lives off numerous smaller firms which operate in a wide range of industries. One speciality is the baking of *Appenzeller Biber*, a type of gingerbread. In order to foster solidarity among the residents, the *Hericheck* was introduced as a local means of payment. The bandwidth of trade and industry is demonstrated at the *HEMA* trade and industry show every three years (www.gewerbe-herisau.ch).



This is what the Municipality of Herisau offers for everyday life and beyond:

- a **service-oriented administration** with customer-friendly opening hours and an online desk.
- a **cultural centre with a regional presence** which provides a suitable stage both for village fetes and world-famous names.
- an **innovative school** with modern forms of education that it has developed itself.
- **professional youth work** with a many-faceted youth centre

and many other services.



www.herisau.ch
www.schuleherisau.ch
www.sportzentrum-herisau.ch
www.casinoherisau.ch
www.feuerwehr-herisau.ch



For our
residents



And
another thing



THE FIRST PLACE IN THE APPENZELLERLAND

Schwänberg on the territory of Herisau is the first place evidenced in writing in the Appenzellerland. In a document of the Abbey of St.Gallen dated 821, the hamlet is mentioned as *suweinperac*. Today, the so-called *Rathaus* serves as a branch facility of Herisau Museum and as a venue for various events.

www.schwaenberg.ch

HERISAU MUSEUM

The local museum is Appenzell Ausserrhoden's museum of cultural history. Exhibitions provide diverse insights into the canton's everyday life, politics and culture. The topics range from knights and castles to goitre prophylaxis and to painted furniture and transport. The museum is also responsible for the *Robert Walser Path* and devotes a room to this writer. It is located in the Old Town Hall, directly on the village square. www.museumherisau.ch

OLYMPIA COLLECTION

This collection is unique in the world: ever since 1993, Herisau's Markus Osterwalder has travelled to all the Olympic Games and established an archive with more than 70,000 objects. Now he only lacks the space to present all the exciting stories.

MILITARY

The Armed Forces Professional NCO School (NCOS) is the training establishment for professional NCOs of all troop categories. In addition, about 1,300 recruits complete their basic military training in the barracks.



IMPRINT

Gemeinde Herisau
Poststrasse 6
9102 Herisau
www.herisau.ch

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www.herisau.ch
www.schuleherisau.ch
www.sportzentrumherisau.ch
www.casinoherisau.ch
www.feuerwehr-herisau.ch