

TEXTILLAND

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EXPERIENCES AND ACCOMMODATION

TEXTILLAND OSTSCHWEIZ

PIONEERING SPIRIT AND WORLD-CLASS TRADITION

St.Gallen – it's textile city! But it wasn't just St.Gallen that was famous around the world for its embroidery in the 19th and 20th centuries. The whole of Eastern Switzerland is a rich tapestry of textile-related history that is as relevant today and in the future as it was in the past. Textile country is always worth a visit!

Textiles from the St.Gallen region are much more than just functional fabrics. The quality, creativity and fashionable flair that goes into them is astounding. The people of St.Gallen had long been known for these qualities, which is how the world-famous St.Gallen lace came to be. Nowadays, Eastern Switzerland is a hub of textile research and development, producing high-quality, innovative and smart textiles.

Experience pioneering spirit and tradition first hand! Textilland Ostschweiz has a range of offers to make our rich textile heritage accessible to you.



HISTORY OF THE TEXTILE INDUSTRY

Eastern Switzerland is a veritable “textile country”. For a long time it was one of the world’s most important and largest export regions for embroidery products. Around 1910, more than half of the world’s production came from Eastern Switzerland, and embroidery was the largest export sector of the Swiss economy, accounting for around one fifth of the total. The First World War brought an end to the heyday of embroidery in Eastern Switzerland, and the industry began to fade in terms of importance and quantitative output. However, trade and the manufacture of textiles had a decisive influence on Eastern Switzerland – and vice versa. To this day, numerous companies in Eastern Switzerland are among the world’s leading and most innovative suppliers of textiles and products from related industries – from haute couture to medical technology and architecture. It’s all thanks to the region’s character of inventiveness and innovation, precision and reliability.

WELCOME TO TEXTILLAND OSTSCHWEIZ

Explore and revel in a unique culture, a fascinating textile past and present, a stunning landscape, and fine dining – explore Eastern Switzerland and all of its many facets.

We hope you have lots of fun.

Thomas Meyer
President of the Textilland Ostschweiz association

- 825 The St.Gallen Monastery Map provides a record of the first clothing production on site
- ▼
- 1438 First weavers' guild founded in the city of St.Gallen, international trade begins
- ▼
- 1721 Cotton is processed in Switzerland for the first time
- ▼
- 1750 Cotton becomes increasingly important
- ▼
- AROUND 1800 The first spinning machines come to Switzerland and the country becomes the most industrialised in Europe
- ▼
- 1828 Josua Heilmann invents the hand embroidery machine
- ▼
- AROUND 1850 St.Gallen's rise as a hub of embroidery begins
- ▼
- 1883 Isaac Groebli invents the Schiffli embroidery machine
- ▼
- 1886 The Industry and Trade Museum opens in St.Gallen (now the Textile Museum)
- ▼
- 1890 19,389 embroidery machines are in operation in Eastern Switzerland (compared to 6,384 in 1872)
- ▼
- 1912 St.Gallen embroidery ranks first in Swiss export statistics, accounting for 18% of total exports and also accounts for 50% of world embroidery production
- ▼
- 1920 The Great Depression hits St.Gallen and the number of inhabitants drops from 75,482 to 64,079 due to unemployment
- ▼
- 1935 Embroidery exports fall to 12 million Swiss francs (compared to 410 million Swiss francs in 1919)
- ▼
- 1989–91 The “boom years”, with over 200 million Swiss francs in sales
- ▼
- FROM 1995 Large orders begin to be outsourced to Asia. Swiss production becomes specialised in high-value embroideries for lingerie, haute couture / prêt-à-porter fashion and smart textiles



© Mattias Nutt

TAKE A VINTAGE BUS OR A MODERN CAR AND SEE BREATHTAKING LANDSCAPES ALONG THE WAY.

1 | ST.GALLEN TEXTILE MUSEUM

The St.Gallen Textile Museum features exhibitions about Swiss textile production. The combination of past and present provides surprising insights into the developments and future of the industry. Exquisite fabrics, embroidery and lace breathe life into the fascinating world of textiles from the Middle Ages to the present. www.textilmuseum.ch

2 | CENTURY OF THE ZELLWEGERS

To commemorate the 250th anniversary of the death of Laurenz Zellweger, an interactive tour called the "Century of the Zellwegers" was created in Trogen. Hear the history and stories surrounding the historical square in Trogen, the Landsgemeindeplatz, as you wander at your own pace through the unique buildings, most of which you can visit any time, regardless of opening hours. www.jahrhundertderzellweger.ch

3 | MUSEUM APPENZELL

Among other things, the Museum Appenzell is exhibiting a collection of decorative handkerchiefs, all of which were hand-embroidered in Appenzell. The handkerchiefs on display impressively show the skill and precision with which the embroiderers of Innerrhoden worked. www.museum.ai.ch

4 | MUSEUM OF APPENZELL CUSTOMS

A small but charming museum! The narrow, winding rooms of the 400 year-old house with its sloping wooden floors feature displays showing home life, textiles and jewellery, New Year's folk festivals (Silvesterchläus), alpine cattle drives, the lives of herdsmen, traditional string music and peasant art. www.museum-urnaesch.ch

5 | MUSEUM HERISAU

In the 17th century, Herisau was one of the most densely populated areas in Europe and an important industrial location for textile finishing. The Museum Herisau is the cultural history museum of Appenzell Ausserrhoden. It provides a wide range of insights into the canton's history which has been dominated by the textile industry. www.museumherisau.ch

THE TRAIN TAKES YOU FROM THE TEXTILE CITY OF ST.GALLEN TO THE PICTURESQUE APPENZELLERLAND.

6 | FLAWIL MUSEUM OF LOCAL HISTORY

In 1872, the owner of the Waldau weaving mill, Huldreich Ottiker, acquired the "Lindengut" property, which served as a residence for him and his family. Since 1989, the manor house has housed the local museum. Its exhibitions focus on Flawil's textile past, local history and life in Flawil. An old, operational hand embroidery machine still stands in the cellar of the Flawil Local Museum. www.ortsmuseumflawil.ch

7 | HAUPTWIL-BISCHOFZELL TEXTILE INDUSTRY DISCOVERY TRAIL

Bischofszell became the most important industrial hub in the region during the 20th century. The information plaques along the trail from Hauptwil

to Bischofszell deal with this eventful era of industrialisation and shed light on the history of the region. Start: Hauptwil train station. Duration: 2 hours. www.outdooractive.com

8 | SAURER MUSEUM

The Saurer Museum traces the history of the once world-famous company Saurer through some of its products: heavy commercial vehicles, post buses, diesel engines and an embroidery machine that dates from the beginning of the 20th century. The museum, idyllically situated on Lake Constance, takes technology enthusiasts on a fascinating journey through history. www.saurermuseum.ch

9 | BIEDERMEIER VILLAGE HEIDEN

Heiden is a village above Lake Constance with a breathtaking panoramic view of the place where the borders of four different countries intersect. The famous Biedermeier era is revived with a celebration here every four years. This commemorates a devastating fire that destroyed almost the entire village in 1843. After the fire, Heiden was reconstructed in the Biedermeier style. Heiden also has another attraction: the Henry Dunant Museum. www.biedermeier.ch

10 | TEXTILE VILLAGE REHETOBEL

Discover Rehetobel: a former textile village where many residents worked in textile production up until 1910. They mainly produced textiles for the merchants in St.Gallen, Trogen and Speicher. textildorf.ch





YOU CAN SPEND A NIGHT SURROUNDED BY EXQUISITE FABRICS IN TEXTILLAND OSTSCHWEIZ. IN COOPERATION WITH THE FOUNDING MEMBERS OF TEXTILLAND OSTSCHWEIZ – ALL RENOWNED TEXTILE COMPANIES – LEADING HOTELS IN EASTERN SWITZERLAND OFFER SPECIAL TEXTILE-THEMED PACKAGES AND ROOMS WHICH ARE DESIGNED WITH SELECTED TEXTILES.

www.textilland.ch/accommodation

Oberwaid*****

Das Hotel. Die Klinik.

St. Gallen
www.oberwaid.ch

Hotel Vadian Garni**

St. Gallen
www.hotel-vadian.com

Radisson Blu Hotel*****

St. Gallen
www.radissonblu.com/hotel-stgallen

Einstein St. Gallen*****

St. Gallen
www.einstein.ch

Sorell Hotel City Weissenstein*****

St. Gallen
www.sorellhotels.com/cityweissenstein

Säntis – das Hotel****

Schwägälp
www.saentisbahn.ch/hotel

Schloss Wartegg****

Rorschacherberg
www.wartegg.ch

Dorfhus Gupf

Rehetobel
www.dorfhus-gupf.ch

Hotel Wolfensberg****

Degersheim
www.wolfensberg.ch

Bad Horn Hotel & Spa*****

Horn
www.badhorn.ch

Kloster Fischingen***

Fischingen
www.klosterfischingen.ch

Hotel Hof Weissbad*****

Weissbad
www.hofweissbad.ch

Hotel Heiden****

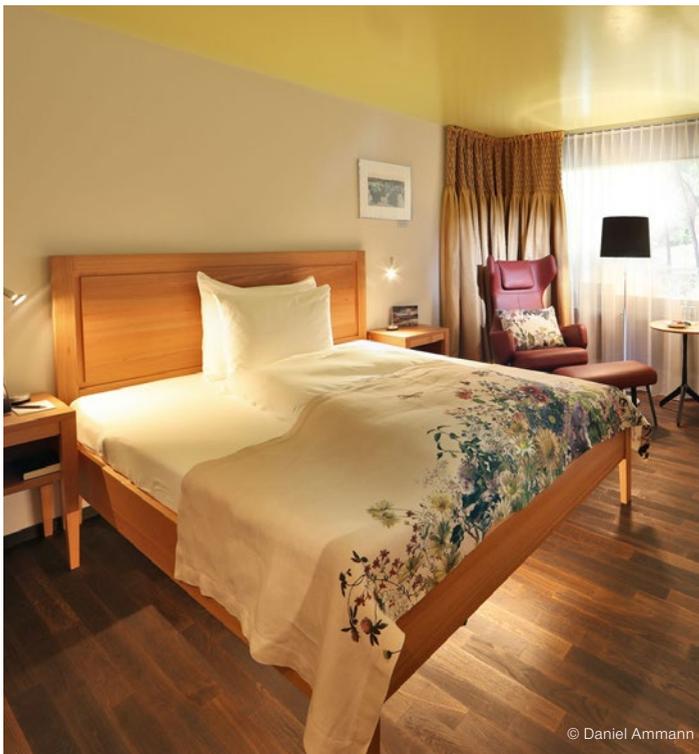
Heiden
www.hotelheiden.ch

Hotel Bären Gonten***

Gonten
www.baeren-gonten.ch

Gasthaus Krone Speicher****

Speicher
www.krone-speicher.ch



© Daniel Ammann

HERE, YOU ARE AT THE SOURCE OF PRODUCTION OF SOME OF THE WORLD'S FINEST TEXTILES. IN THE PAST, PROMINENT FASHION HOUSES, SUCH AS CHANEL, CHRISTIAN DIOR AND GIORGIO ARMANI, INCORPORATED ST.GALLEN EMBROIDERY INTO THEIR DESIGNS AND BROUGHT THE RESULTING CREATIONS TO THE BIG-NAME CATWALKS IN PARIS, MILAN AND NEW YORK. THIS IS WHAT MADE ST.GALLEN WORLD-FAMOUS AS A TEXTILE CITY. www.textilland.ch/en-shopping

Today, many textile companies, such as Akris, Bischoff Textil and Christian Fischbacher, still have their headquarters and creative studios in Eastern Switzerland. Many of these companies offer you direct access to their products in their factory

shops and in various boutiques, so you are sure to find the perfect souvenir. Ask for guidance from the knowledgeable staff and take the perfect souvenir home with you – whether it's for a loved one or for yourself.

Akris

Felsenstrasse 36, 9000 St. Gallen
www.akris.com

Bischoff Textil AG factory shop

Bogenstrasse 9, 9001 St. Gallen
www.bischoff-textil.com

Christan Fischbacher Co. AG

Mövenstrasse 18, 9015 St. Gallen
www.christanfischbacher.com

Die Manufaktur

Bahnhofstrasse 8, 9000 St. Gallen
www.diemanufakturmbh.ch

Shop in the Textile Museum St.Gallen

Vadianstrasse 2, 9000 St. Gallen
www.textilmuseum.ch

AG Cilander factory shop

Cilanderstrasse 19, 9100 Herisau
www.cilander.ch

Sélection Filtex

Teufenerstrasse 1, 9000 St. Gallen
www.filtex.ch

Textile shop in the tourist office

Bankgasse 9, 9001 St. Gallen
www.st.gallen-bodensee.ch



© Die Manufaktur GmbH / Bernhard Bischoff



PASS THE "HAUS OCEANIC" AND THE FORMER STICKEREIBÖRSE (EMBROIDERY EXCHANGE) AND GO THROUGH THE EMBROIDERY DISTRICT – FOLLOW ONE OF THE TWO TEXTILE TRAILS TO FIND OUT MORE ABOUT THE HISTORY AND BACKGROUND OF THE BUILDINGS CONSTRUCTED DURING THE EMBROIDERY BOOM.

These themed trails will take you on a journey through the era when St.Gallen enjoyed global renown and the weaving and embroidery machines

were working at full tilt. Experience how profoundly the textile business has shaped St.Gallen and the region in a fun and simple way.

DOWNTOWN ST.GALLEN TEXTILE TRAIL

Discover the most beautiful facets of the textile city of St.Gallen! The St.Gallen Textile Trail is about five kilometers long (walking time approx. 1–2 hours) and it will take you to see the incredible textile buildings in the centre of St.Gallen. You will learn fascinating facts about the history, architecture and current use of the buildings.



FIND OUT MORE ABOUT THE DOWNTOWN ST.GALLEN TEXTILE TRAIL ON OUTDOORACTIVE. <https://out.ac/GZm4p>

THE ORIEL WINDOW AT GALLUSSTRASSE 22, BUILT IN 1675, BEARS THE NAME "ZUM GREIF" AND IS MADE OF OAK AND LIME WOOD.



© Daniel Ammann

THE TOWN HOUSE OF THE CITIZENS' MUNICIPALITY OF ST.GALLEN WAS ALSO CALLED "THE HALF HOUSE" BECAUSE OF ITS UNUSUAL GROUND PLAN; PERHAPS THERE WAS A PLAN TO EXTEND IT.

ST.GALLEN WEST TEXTILE TRAIL

On the St.Gallen West Textile Trail, you will follow the hiking path and Jakobsweg (the Way of St.James) from the St.Gallen train station into nature. The route will take you to "textile spots" and shopping opportunities, and finally to the Sitterwerk. This textile trail is ideal for those who want a longer walk (six kilometres downhill, around 120 minutes pure walking time).



FIND OUT MORE ABOUT THE ST.GALLEN WEST TEXTILE TRAIL ON OUTDOORACTIVE. <https://out.ac/GZmS4>

THE EMBROIDERED QR-CODE ON THE OLD WAREHOUSE REVEALS MORE ABOUT THE WAREHOUSE'S IMPORTANCE AS A TRADING HUB FOR ST.GALLEN AS A CENTRE OF BUSINESS.



© Anna-Tina Eberhard

WE WOULD BE HAPPY TO HELP YOU PLAN YOUR PERFECT EVENT

ARE YOU LOOKING TO HOLD AN EXCLUSIVE, STYLISH EVENT THAT WILL CREATE A LASTING IMPRESSION? THEN LET US WHISK YOU AND YOUR GUESTS AWAY TO THE WORLD OF TEXTILES.

Take the Textilland Classic Tour and discover textile country in comfort on a vintage PostBus or enjoy a captivating performance of the Textile Dance, which is equal parts fashion show and dance routine. Visit the TextilSinn exhibition to touch, sniff, listen to and marvel at the history of St.Gallen textiles. Are you looking for an event venue that's a bit different – preferably steeped

in history? Why not hold your event surrounded by high-quality fabrics and gorgeous colours in the workshop of a textile printing factory? It's an unforgettable experience. You can also learn the craft of screen printing at a hands-on workshop.

Get in touch with us:

E-Mail info@textilland.ch, T +41 71 227 37 24

© André Meier



IN THE MORNING, take a walk along the Textile Trail in the city of St.Gallen: twenty architecturally outstanding buildings, just under five kilometres, about an hour's pure walking time.

As you take a short break at Praliné Scherrer, you can enjoy coffee as well as St.Gallen embroideries made of chocolate, which you should definitely try.

Other things to see along the way include the St.Gallen Textile Museum and the Historical and Ethnological Museum, which provide in-depth information about the textile industry in Eastern Switzerland and are well worth a visit.



© J. Zürcher

AT LUNCHTIME, you can enjoy lovingly created delicacies at one of the city's countless restaurants, for example at the Einstein Bistro St.Gallen. If you feel yourself being drawn out of the city towards Lake Constance after midday, we recommend Wartegg Castle or one of the restaurants at Bad Horn Hotel & Spa.

IN THE AFTERNOON, the studio of Die Manufaktur will entice you to flirt with, try on and buy fashion made from St.Gallen embroidery and fabrics. A visit to the fabric boutique Sélection Filtext or the factory shop of Bischoff Textil is also worthwhile.

If you don't feel like shopping, leave the city centre and go on an excursion – you could take the Appenzeller Bahnen train to Trogen and visit the “Century of the Zellweggers” exhibition, or take a bus to Arbon to go to the Saurer Museum or to the textile village of Rehetobel.



© Bischoff Textil AG

IN THE EVENING, once you are back at one of the Textilland hotels, end the perfect day with a perfect sleep and dream of sumptuous textiles.



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