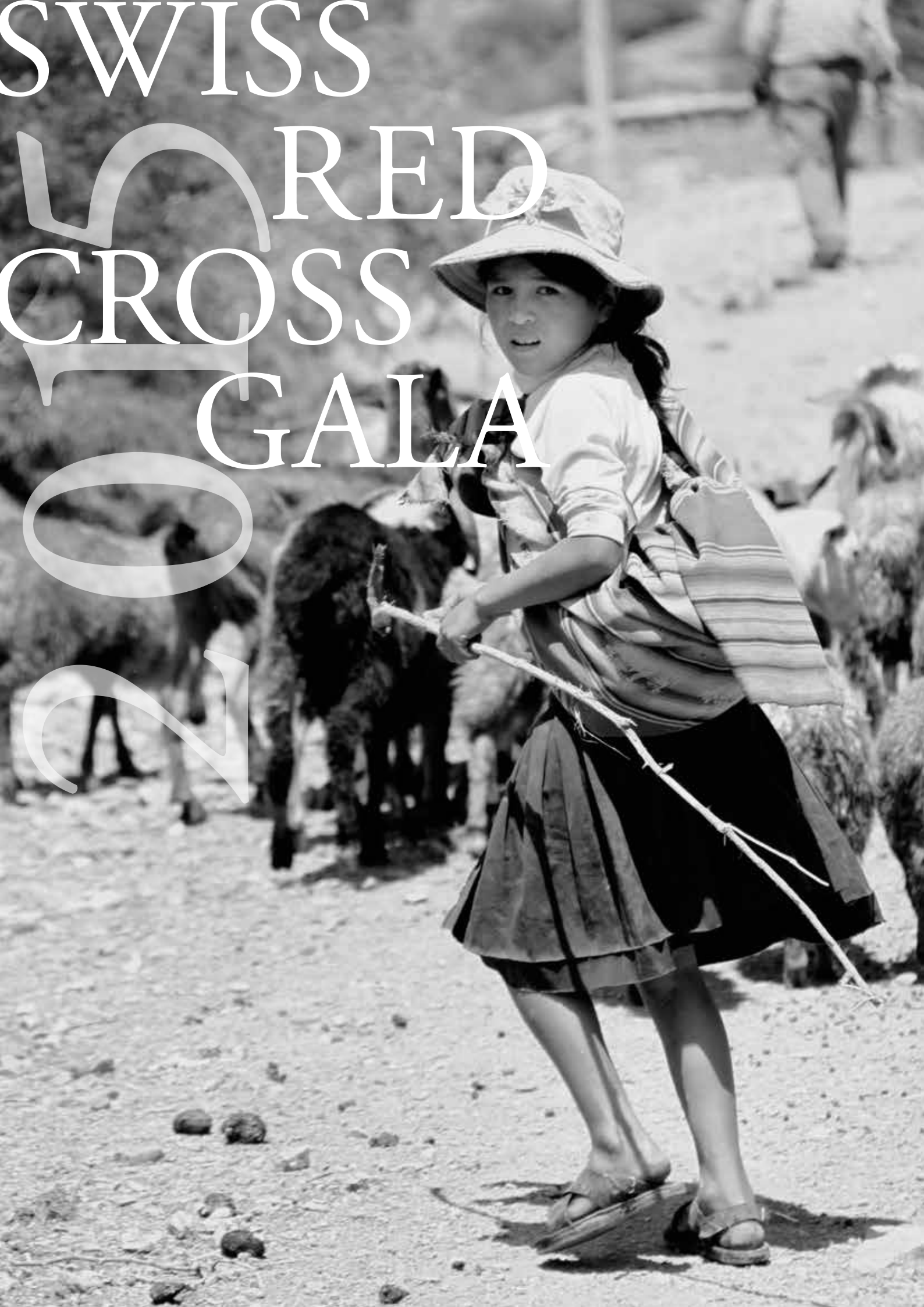


SWISS RED CROSS GALA



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SWISS RED CROSS GALA 202

The Dolder Grand, Zurich
5 September 2015

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Swiss Red Cross





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*MESSAGE FROM THE PRESIDENT
OF THE SWISS RED CROSS*

ANNEMARIE HUBER-HOTZ

Protecting life, health and human dignity has always been the core commitment of the Red Cross throughout the world. Without good health, life and dignity are also jeopardised. We at the Swiss Red Cross therefore place the protection and promotion of good health at the centre of all our activities, both at home and abroad. In around 30 countries in Asia, Africa, Latin America and eastern Europe, we strive to provide people in particularly deprived, mostly remote regions with the fundamentals for a healthier life. We make a point of developing these fundamentals so that they correspond to the beneficiaries' needs and they themselves are able to put them into practice. Clean water and hygiene, a well balanced diet, and access to a decentralised healthcare system are the focal points of our programmes.

The 2015 Red Cross Gala is dedicated to health promotion programmes such as these. With your help, we would like to help people in Bangladesh, Sudan, and Bolivia protect themselves

from disease. We work in close cooperation with local organisations and with volunteers of the Red Cross and Red Crescent. You, dear guests, by supporting our programmes, make a considerable contribution towards making the hard lives of the people in these countries a little easier. I thank you most sincerely for your loyalty and solidarity, and hope you have a pleasant evening.

Annemarie Huber-Hotz

Annemarie Huber-Hotz
President of the Swiss Red Cross



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IT STARTS WITH GOOD HEALTH

*A BRIGHTER FUTURE FOR THE CHILDREN
OF BOLIVIA, BANGLADESH AND SUDAN*



Bolivia: The community centre is also where common problems and possible solutions are discussed.

In the mountain village of Urifaya in the highlands of Bolivia, there is a shortage of almost everything. And yet the people are in good spirits. Because thanks to the support of the Swiss Red Cross over the past few years they have taken their destiny into their own hands and achieved amazing results.

A bright sunny morning in the highlands of Bolivia. A cloudless sky, rugged mountains as far as the eye can see – a breathtaking landscape. Josefina Serrano has already been up a long time. She has nothing to say about the beautiful view. It's as much part of her life as the hardship she endures. By nine in the morning she's already back from the fields, has taken care of the chickens and goats, and cooked lunch for the whole family on the wood stove.

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Today is a special day – for Josefina it's the highlight of the month. Today she sets off for Urifaya's family health unit. In simple sandals on steep slopes, where Swiss people would fear to tread without proper trekking boots, she marches boldly forth. The 18-month old Darwin is fixed firmly to her back cradled in a colourful shawl.

Every child is examined

The family health unit is the venue for the monthly 'CAI comunal'. CAI stands for Comité de Análisis de Información – a sort of village plenary assembly where shared issues are discussed and solutions found. The Swiss Red Cross (SRC) brought the tradition of the CAI back to life a few years ago, thereby stimulating a dialogue among the villagers.

One key element of the assembly is to systematically examine the infants. Every month the under fives are weighed, measured and given a check-up. Does the child have a cough? Or maybe diarrhoea? What is its skin like? Each family has its own health booklet where its development is recorded and monitored. "Now I'm in a much better position to judge whether my child is developing properly and when I need to go to the family health unit for help," says Josefina Serrano.



The Swiss would be lost without trekking shoes: Josefina Serrano on the one-hour walk to the health centre through steep terrain. Her 18-month-old son is bound to her back.

Bolivia: Every month, every child under the age of five is weighed, measured and given a health check-up. This helps reduce child mortality.



Sudan: Good care and regular check-ups by a competent healthcare specialist help improve the health of mothers and babies.

Fighting everyday diseases

When the SRC started working in the Poco Poco district in 2010, as many as 55% of infants were affected by malnutrition – a dramatically high number. Water is in short supply in this barren region, and their diet is often unbalanced. Hygiene-related diseases that cause diarrhoea weaken the children even more.

Viral infections, pneumonia, severe diarrhoea – when everything is in short supply such common diseases can quickly have fatal consequences. This is the bitter reality for millions of people around the world. Just like Josefina Serrano's family, they live in the remote areas of poor countries. Every 20 seconds a child under five years old dies from a diarrhoeal disease due to contaminated water and a lack of hygiene. Because there is a lack of proper medical care. Because they don't have enough to eat. Because they don't have access to clean water. And often they don't even know what to do to protect themselves from disease.

Fewer children undernourished

The parents in Urifaya were often not even aware that their children were suffering from malnutrition. That has now changed. The proportion of undernourished children has now dropped to 34%. One major reason for this improvement is that the CAI provides children from eight months to two years old with a nutritious porridge to supplement their everyday diet. Depending on their state of health, they are also given vitamins and older children are given additional food if they need it.

It's no surprise that mothers especially do not want to miss out on going to the CAI. They come from all over on the morning of the CAI meeting. Many of them have had to carry their children for more than two hours, because homes in this sparsely populated mountainous region are scattered far and wide. The only road is



Bangladesh: Regular information about healthcare and treatment options makes mothers and children healthier.

down in the valley, whereas up here the traffic infrastructure comprises dangerous gravel tracks. Many villages, such as Urifaya, are completely cut off from the outside world for weeks on end during the rainy season. Apart from the SRC, which helps indigenous farmer organisations with issues such as claiming their right to better healthcare, they receive no help from outside.

Yet although the standard of living is so very low, a lot has already changed for the better over the past few years. "Before the SRC started helping us, the family health unit was deserted. Now there are regular vaccination campaigns and most of the time there is also a doctor there to treat us," says Josefina Serrano. She has also learnt a lot about healthy nutrition from the courses. "I used to think the most important thing was not to be hungry. Now I know that if they are to develop properly children need more than just potatoes and wheat. They also need proteins and vitamins," explains the 28-year-old. Her husband Santiago takes this into account when planting the crops.

Sudan: lowering the risk of pregnancy and childbirth

Improving health is the core competence of the SRC. Just like in Bolivia, it is working in 30 other countries around the world to improve access to primary healthcare in remote regions. In the south of Sudan, for example, it is helping the population and the local authorities to build five family health units. The catchment area for these units comprises 50,000 people. Traditional midwives are trained and volunteers are taught how to look after pregnant women.

The health of women is closely linked to the high child mortality rate. Pregnancy and childbirth are among the major health risks in a woman's life. A few decades ago this was also the case in Europe. If trained midwives carry out regular check-ups, and if

the hygiene conditions during the birth can be improved and transport to a hospital guaranteed, then the risk for women can be reduced in these vulnerable countries.

Bangladesh: AIDS clinic

In Bangladesh the SRC is training healthcare staff and educating Red Cross volunteers about hygiene, healthy nutrition, HIV/AIDS and antenatal check-ups, so that they can then pass on their knowledge to those living in scattered villages. In 350 villages in the north-west of the country, the SRC is working to improve the health of almost half a million people; 150 village clinics have been reopened after remaining closed for many years. The spread of AIDS is of particular concern. The SRC runs one of the few clinics that provides treatment for patients with AIDS.

It doesn't take much to live a healthy life

Giving people in deprived regions the opportunity to live healthy lives doesn't take much:

- clean drinking water and latrines
- sufficient food in a balanced diet
- understanding the connection between good health, hygiene and nutrition
- the right resources to protect themselves from diseases
- the opportunity for prenatal and postnatal check-ups and infant care
- health facilities with staff and medicines, within a reasonable distance
- affordable transport facilities, so they can get to the hospital in an emergency.



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ABOVE & BEYOND

LAND ROVER AND SRC BECAUSE AID IS NO HELP UNLESS IT ARRIVES.

Land Rover Switzerland is supporting the health programme run by the Swiss Red Cross in Sudan that gives 45,000 people access to basic medical care. Through this partnership, Land Rover has donated not only large sums of money to the SRC but also a Land Rover Defender. Land Rover's expertise in the development of all-terrain vehicles makes it possible for the Red Cross and the Red Crescent to reach otherwise inaccessible and isolated areas in Sudan. To find out more about Land Rover and our commitment, visit

landrover.ch



FIGHTING CHAGAS DISEASE IN BOLIVIA

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"We're now back in Zurich, but part of our heart is still in Bolivia..." These are the words of Hilda Burger-Calderón, chairwoman of the Zurich Red Cross Gala Committee, to Eduardo, who works hard for the Swiss Red Cross in Bolivia. She toured his country for a week with five of the seven Committee members. Hilda Burger-Calderón, Marilo Illy, Susan Bär, Amaya Albers-Schönberg and Clarissa Zehnder accepted the proposal of the Swiss Red Cross to visit its operations in Bolivia at the end of last year.

The ladies were excited to visit the SRC projects in the South American country. The welcome they received on their arrival on 1 November was as memorable as it was unusual. They were taken to a reception at the cemetery where people gather on 1 November to mourn their deceased relatives. To call it mourning is actually misleading; the event is more like a party. Food is laid out beside the graves. Colours, fragrances and generosity dominate the scene.





For many years death has taken on a new significance in the poor rural regions of Bolivia. And it has a new name: 'Chagas'. Chagas disease is a parasitic infection that is widespread in many South American countries. In Bolivia, it is estimated that up to a quarter of the population may be infected. Chagas disease is transmitted by blood-sucking triatomine bugs. Infected humans are an important reservoir for the parasites; as many as 6–7 million people are likely to be infected worldwide. Every year in the Americas about 28,000 people are infected and roughly 12,000 die of the disease. In actual fact, about 90% of cases could be cured. Treatment exists for the disease but it is both expensive and time consuming. Patients must go to the hospital up to 20 times for infusions. However, for those living in remote villages, it takes many days to reach the hospital on foot. So they may go two or three times, but then they often give up. Many patients will die from this insidious disease as the parasites attack the internal organs and gradually destroy them.

The Swiss Red Cross invests a lot in prevention. The ladies of the Zurich Red Cross Gala Committee were able to see this for themselves. They were impressed by the many small, basic

hospitals in the rural areas, such as at Poco Poco in the Chuquisaca Department. The five Committee ladies stayed altogether in the modest guest room of the vicarage in Poco Poco, built by the young Swiss priest Markus Kellenberger before his life came to a tragic end in an accident in the Swiss mountains in 2011. They slept in a dormitory with five beds. Still, the guest house has a toilet and running cold water. "People were so warm and friendly towards us," says Hilda Burger-Calderón, Chairwoman of the Zurich Red Cross Gala Committee.

The Swiss Red Cross has been working in Bolivia since 1978. Since then the many volunteers have been trying to help the local population in their daily lives. Prevention, information and self-help are the key. The population of Bolivia need to learn to live with existing diseases, how to prevent them and better inform others around them.

"It is always so impressive to see what the Swiss Red Cross manages to do with its limited resources," says Hilda Burger-Calderón. After long days, the Swiss visitors returned to their base camp at the vicarage in Poco Poco, weary, exhausted, happy and also

very hungry. "We only had an improvised kitchen, no fridge and a limited food supply," says Hilda Burger-Calderón. "Often we were up late cooking and made do with whatever we could find. It was a pleasure to do a lot with limited resources and manage to conjure up a delicious dinner for everyone."

This is the very approach taken by the Zurich Red Cross Gala Committee for this evening: achieving a lot thanks to everyone helping out.

Following on from previous visits to SRC projects in Africa and Asia, the SRC Gala Committee decided this year to travel to South America to gain some insight into the work of the Swiss Red Cross there. "The children's smiling faces, despite the seriousness of the disease, and the optimism in their eyes," says Hilda Burger-Calderón, "give us the strength to carry on the fight for a better life with dignity and good health."



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*WE ARE HAPPY TO WELCOME YOUR
HOST AT THE SRC GALA 2015*

SILVIA AFFOLTER



Silvia Affolter is the managing director and owner of the television production company YourStory AG.

She worked for many years as a journalist, reporter and presenter for the German TV channels RTL and ZDF, as well as for Swiss television, before setting up her own production company. One of the channels operated by YourStory AG is the first Swiss hotel television channel www.cityguidetv.ch.

She is very honoured to join friends of the Swiss Red Cross in contributing to the support of the health and dignity of people in disaster areas, and to providing some hope for weaker members of society.

PROGRAMME OF THE EVENING

- 06:30 PM RED CARPET
CHAMPAGNE RECEPTION BY RUINART
- 06:45 PM BOLIVIAN DANCE GROUP JENECHERÚ
- 07:45 PM GALA NIGHT AND DINNER
HOSTED BY SILVIA AFFOLTER
- 09:45 PM CHARITY AUCTION BY ANDREAS RUMBLER,
CHAIRMAN CHRISTIE'S SWITZERLAND
- 11:00 PM PEGASUS LIVE!
- 11:45 PM PARTY UNTIL THE EARLY HOURS WITH DJ LUKJLITE
BELVEDERE VODKA BAR
- 01:30 AM CARRIAGES

DRESS CODE: BLACK TIE / EVENING GOWN



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MESSAGE FROM THE CHAIR OF THE
SWISS RED CROSS GALA COMMITTEE

HILDA BURGER-CALDERÓN



Ladies and Gentlemen, dear guests

As Chair of the Gala Committee, it is a great honour for me to welcome you to the Swiss Red Cross Gala 2015 at the Dolder Grand in Zurich.

As you know, everybody's wish is to be healthy. To be able to work, so they can provide for the needs of their families, to learn, improve their lives and enjoy life. You could say that life starts with good health. 'Everything Starts With Good Health' is therefore our focus, with proceeds going to the world's poorest and neediest people. Our main concern this year is the health of the people in southern Bolivia.

To live a healthy life, people in the region of Poco Poco need a minimum of resources, such as clean water, health centres, an awareness of the relationship between health, hygiene and nutrition, a means of protecting themselves from disease, pre and post-natal check-ups and infant care, supervised health facilities within a reasonable distance and affordable hospital transport in the event of an emergency.

Chagas disease, in particular, is acute in this part of the country. This disease is mainly spread by insect bite; after someone has been bitten, a large number of parasites circulate in the blood but in most cases symptoms are absent. During the chronic phase, the parasites are hidden mainly in the heart and digestive muscles. In later years, the infection can lead to sudden death or heart failure caused by progressive destruction of the heart muscle and the nervous system, or by damage to the digestive system.

It is estimated that up to a quarter of the population is infected. These bugs, the vectors that carry the parasites, typically live in the cracks of poorly constructed homes in rural and suburban areas. Normally, they hide during the day and become active at night when they feed on human blood. There is no vaccine for Chagas disease and it has become endemic.

The cost of treatment for Chagas disease remains substantial and insecticide spraying to control vectors would cost nearly US\$ 5 million annually. But the disease can be cured effectively if treatment is given soon after infection. Prevention is our main concern.

Most of the population has no knowledge of Chagas and the disease can also be passed from an infected mother to her baby during pregnancy or childbirth. The spread of information, improved housing to prevent insect infestation, good hygiene and early diagnosis and treatment of infected mothers could bring an immense improvement in the quality of life for people in the region.

The Swiss Red Cross Gala Committee travelled to Bolivia in November 2014 to understand the main needs of the region. We were able to gain an insight into the wonderful work of the Swiss Red Cross, and learn and experience once more how the Swiss Red Cross, with its amazing Bolivian team, improves and changes so many lives. We could also feel the gratitude of the people.

On behalf of the Swiss Red Cross Gala Committee, I thank you for your generous contributions and support.

We wish you all a very fulfilling evening.

Hilda Burger-Calderón

Hilda Burger-Calderón
Chair of the Swiss Red Cross Gala Committee

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From left to right: Clarissa Zehnder, Susan Bär, Yogini Kakar, Hilda Burger-Calderón (chair), Amaya Albers-Schönberg, Sasha Prenosil, Marilo Illy

THE SWISS RED CROSS GALA COMMITTEE

Dear guests

On behalf of the SRC, we most warmly welcome you to the Swiss Red Cross Gala 2015 in Zurich. This is one of the SRC's biggest and most important fund-raising events of the year.

In November 2014, we had the unique opportunity to visit SRC projects in Bolivia. The Red Cross Gala Committee was deeply moved and impressed by the work being done by the SRC in the region. Our visit has motivated us to redouble our efforts towards a successful Swiss Red Cross Gala in 2015. As a matter of urgency, we are anxious to maximise the funds we raise for the SRC's projects in Bolivia and elsewhere.

We would be very grateful if you would support us by giving generously.

Yours faithfully

The Swiss Red Cross Gala Committee

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*MESSAGE FROM MANAGING DIRECTOR,
HEAD INVESTMENT BANKING CREDIT SUISSE
SWITZERLAND*

MARCO ILLY

The mission of the Red Cross is one of the greatest humanitarian achievements since the 19th century – and 152 years on it continues to excel in providing help to those in need on a global scale.

Credit Suisse believes strongly in the merits of philanthropic engagement. As a global institution, we depend on a stable and prosperous environment. Thus, we see it as our responsibility to support those great organisations – such as the Red Cross – that are dedicated to contributing to the welfare of our society.

In 2008, Credit Suisse became the first global financial institution to join the ICRC Corporate Support Group, complementing our existing relations with national Red Cross societies in Switzerland, the US, Hong Kong, Australia and Singapore.

This year's Gala is devoted to improving health conditions in under-privileged and remote areas of Bolivia. To achieve this, the Swiss Red Cross has put in place seven facilities to help more

than 80 villages secure access to the most basic needs, such as clean water, sanitation, nutritious food, medical facilities and affordable hospital transport in the event of an emergency.

This evening gives you the opportunity to support the Swiss Red Cross in this important area.

Credit Suisse is proud of the achievements of the Swiss Red Cross and is honoured to support this event. We wish you an enjoyable evening.

A stylized, handwritten signature in dark ink, likely belonging to Marco Illy.

Marco Illy
Managing Director
Head Investment Banking Switzerland
Credit Suisse AG



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PEGASUS

PEGASUS are the vanguard of new Swiss pop. Oozing self-confidence, they create their own innovative sound.

Pegasus is the most successful pop band in Switzerland. It already has several (charts and airplay) hits, platinum and gold discs, and three Swiss Music Awards to its name.

It comes as no surprise, therefore, that the last album, Love & Gunfire, has been in the charts for over a year now.

The band has also proven its live performance credentials at top festivals in Switzerland and has completed sell-out tours. In November 2013, Pegasus was the support band on Hurts' European tour. It followed up this tour with festival appearances and its own club shows across Germany, Austria, and Belgium. Pegasus played its first Asia tour in Tokyo, Hong Kong and Singapore earlier this year.

Noah Veraguth
vocals | guitar | piano

Gabriel Spahni
bass | electric piano | backing vocals

Simon Spahr
guitar | backing vocals

Stefan Brønner
drums | percussion | backing vocals

37



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THE NEW JAGUAR XE UNDERSTATEMENT AT ITS BEST.

The JAGUAR XE sports saloon is setting new standards in the premium mid-range class:

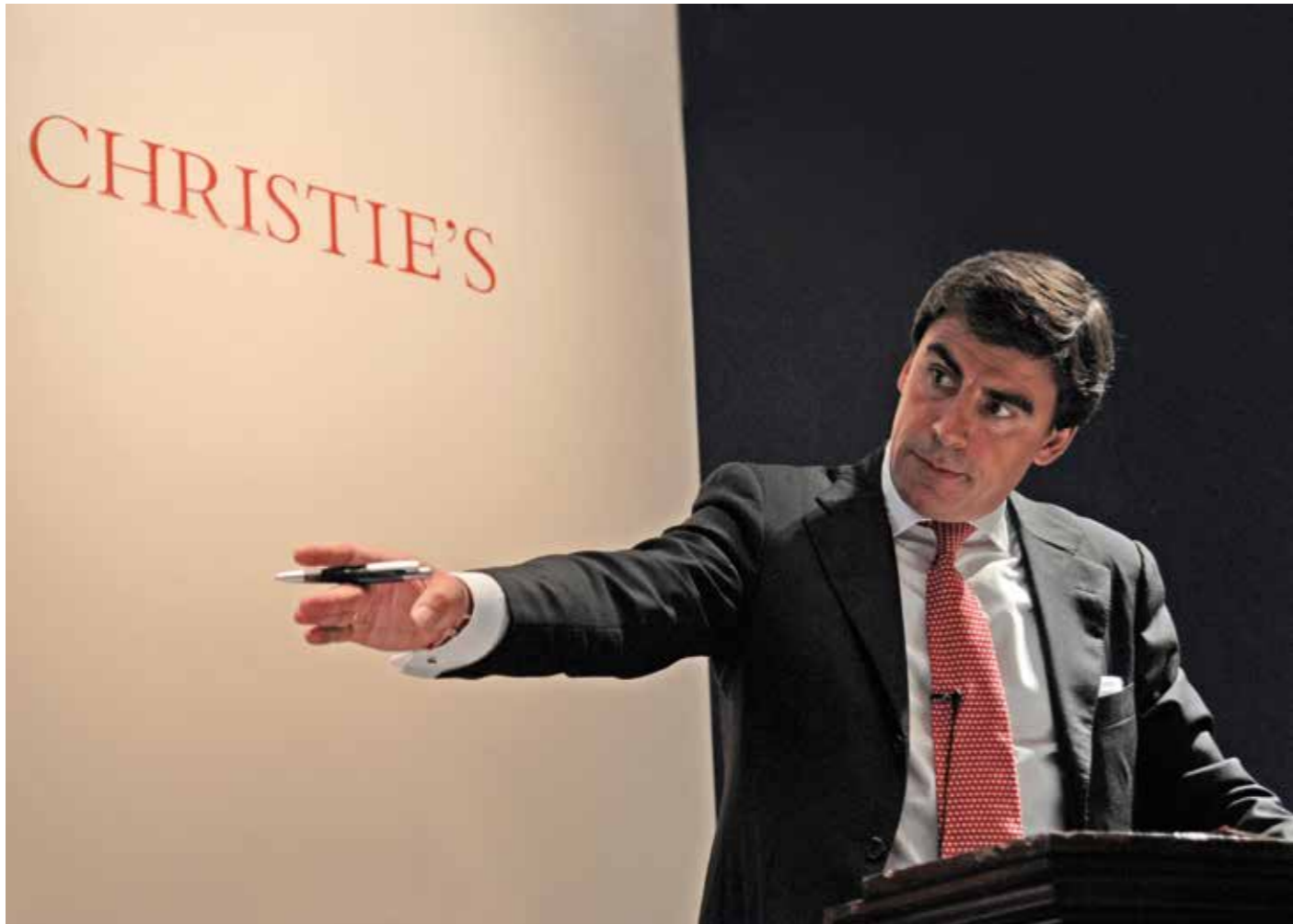
- Lightweight aluminium structure for maximum efficiency and driving dynamics
- Modern, efficient Ingenium engines delivering from 99 g/km in CO₂ emissions and 3.8 l/100 km
- Agile, dynamic JAGUAR F-TYPE sports suspension
- New alternative in the premium class

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JAGUAR XE E-Performance, 4-door, man., 2WD, 163 hp/120 kW. Swiss Deal Price CHF 40'800.-, comb. fuel cons. 3.8 l/100 km (petrol equivalent 4.3 l/100 km), avg. CO₂ emissions 99 g/km. Energy efficiency category A. Model depicted: JAGUAR XE S, 4-door, autom., 2WD, 340 hp/250 kW. Swiss Deal Price CHF 62'200.-, comb. fuel cons. 8.1 l/100 km, avg. CO₂ emissions 194 g/km. Energy efficiency category G, avg. CO₂ emissions of all cars available in Switzerland 144 g/km.



WE ARE VERY PROUD TO WELCOME MR. ANDREAS RUMBLER, CHAIRMAN OF CHRISTIE'S SWITZERLAND, TO THE SRC GALA 2015 IN HIS ROLE OF AUCTIONEER.

ANDREAS RUMBLER

Andreas Rumbler began his career at Christie's in London in 1989. Ten years later, in 1999, he was appointed Director of 20th Century Art. In addition to his specialist activity, Andreas Rumbler was also appointed Director of Christie's Germany and in 2000 he left London to return to Christie's German head office in Düsseldorf. In 2012, he was named Chairman of Christie's Switzerland. As an auctioneer, he conducts sales for Christie's in London, New York and Zurich. He also assists organisations, museums and institutions around the world with their charity auctions.

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CHARITY AUCTION

IN AID OF THE SWISS RED CROSS AND ITS "VICTIMS OF FORGOTTEN DISASTERS" PROGRAMME

THE SWISS RED CROSS: CONDITIONS FOR SALE OF GOODS AT AUCTION

METHODS OF PAYMENT: cash, CCP, bank transfer, Amex, MasterCard, Visa
Absentee bidders' credit confirmation should be established before the auction

Each lot shall be at the buyer's risk at the fall of the hammer, but must be paid for in full before the goods pass to the buyer. **When a bid is accepted by the auctioneer's fall of the hammer, the successful bidder shall be deemed to be personally liable and the amount of the accepted bid shall be immediately payable to SWISS RED CROSS**, recognised as a charity by Zewo. The buyer of each lot shall give their name and address and proof of identity to SRC at the sale and shall pay the purchase price in full at the conclusion of the auction.

This memorandum of contract is by way of confirmation only and successful bidders will be liable to pay the amount of an accepted bid notwithstanding that they fail to complete a memorandum of contract. Neither SRC nor its servants or agents are responsible for errors of description or for the authenticity of any lot or for any misstatement as to any matter affecting the lot.

Neither SRC nor its servants or agents make or give, nor has any employee of SRC any authority to make or give, any representation or warranty in relation to any lot and any implied conditions or warranties are excluded. SRC reserves the right to fix a reserve price for any lot, and may without giving any reason refuse to accept a bid of any person. In the case of a dispute, SRC may immediately determine the dispute or put up the lot again at the last undisputed bid or withdraw the lot. All goods are sold with faults and imperfections and errors of description. Illustrations in catalogues or brochures are for general identification only. SRC sells the items as the beneficiary of the generosity of the named donor.

Any holiday, event or any other service sold is subject to any restrictions stipulated by the donor and referred to in the catalogue/brochure or advertised at the auction. SRC accepts no responsibility for the performance of any service (i.e. holidays, excursions, etc.) sold. The buyer shall pursue any claims in respect of the supply or failure to supply the service against the supplier of that service and not against SRC.

Buyers should satisfy themselves before the auction as to the condition of each lot. Any statement by SRC as to the lot is a statement of opinion only and all bidders should rely on their own judgement as to all matters affecting the lot. The highest bidder for each lot shall be the buyer of that lot. Some lots are subject to a reserve.

The charity auction is always one of the major highlights of the Swiss Red Cross Gala in Zurich. Fortunate buyers can win themselves exceptional lots, priceless experiences and unique opportunities. An exclusive VIP Formula 1 trip to Abu Dhabi including business-class flights by Etihad, seven wonderful days at the ultra-luxurious Soneva Kiri resort in Thailand, an unforgettable trip through Myanmar, exclusive jewellery from Shamballa or diamond earrings from Vainard, impressive works of art and much more will give you every reason to join the bidding process and thus support the work of the Swiss Red Cross worldwide.

So get caught up in the auction fever and up the ante! The auctioneer Andreas Rumbler, Chairman of Christie's Switzerland, will be more than happy to see you taking part.

Charity Auction

N° 1

A seven-night stay at the ultra luxurious Soneva Kiri resort in Thailand, regularly voted one of the world's best holiday destinations by leading travel agents and publications.

Award-winning luxury resort Soneva Kiri is located on Thailand's fourth largest but least populated island, Koh Kood; just one hour by private plane from Bangkok. The resort comprises 36 large pool villas, ranging in size from one to six bedrooms, all nestled amidst lush tropical rainforest with spectacular ocean views. Highlights of the resort include an open-air Cinema Paradiso, an observatory, a giant bamboo playground for children shaped like a manta ray, and the spectacular treetop Dining Pod. For more information about Soneva, visit www.soneva.com

This voucher is valid for seven (7) nights' accommodation on a room-only basis for two people sharing a Cliff Pool Villa Suite at Soneva Kiri, Koh Kood, Thailand. The voucher is valid from 6 September 2015 until 5 September 2016 (blackout period included).

Value: CHF 14,200



Charity Auction

N° 2

Exclusive trip for two to Tommy Hilfiger's fashion show in NYC and CHF 10,000 PKZ shopping voucher.

Tommy Hilfiger is pleased to offer two exclusive tickets to the Fall 2016 Hilfiger Collection fashion show in New York City, which will be held in February 2016 during New York Fashion Week. This is your opportunity to experience one of the most renowned events during New York Fashion Week, normally available only to members of the press.

Tommy Hilfiger is one of the world's leading designer lifestyle brands and is internationally recognised for celebrating the essence of "classic American cool" style, featuring preppy with a twist designs. Founded in 1985 and currently celebrating its milestone 30th anniversary, Tommy Hilfiger delivers premium styling, quality and value to consumers worldwide.

The package also includes a round-trip (economy) airfare from Switzerland to New York City and a two-night 5-star hotel accommodation for you and your guest.

Additionally, the prize includes a CHF 10,000 fashion shopping voucher from PKZ — the number one fashion shop in Switzerland for men and women.

Value: priceless



Charity Auction

N° 3

Exclusive portrait of Roy Lichtenstein plus private photoshoot by François Meyer.

Get this exclusive portrait of Roy Lichtenstein by photographer François Meyer. And have your own portrait taken by François Meyer. When admiring art, many of us dream of the lives behind the pieces: glamorous, tortured, a life of creation. Even before this current age of voyeurism, not only did artists' work draw the public eye, so did their lives. At the crossroads of this stands photographer François Meyer, a longtime collector, enthusiast and documentarian. Meyer himself is a curious, meticulous artist, and other artists are his muses.

Value: priceless



FRANÇOIS MEYER

Charity Auction

N° 4

Breathtaking earrings with diamonds from Vainard.

Vainard is located in the heart of Zurich's old town and specialises in fine diamond jewellery, with all products being handmade in own workshop. These breathtaking earrings, set in 18-carat white gold, include 26 custom-cut baguette diamonds weighing 3.45 carats, which are flanked by 84 brilliant cut diamonds.

Vainard Boutique Zürich
Schlüsselgasse 4
8001 Zürich

Value: CHF 22,000



Charity Auction

N°5

Painting by Patrick Hughes
Adventure 2003, oil on board
Framed: 71 x 140 x 22 cm

Patrick Hughes made his first three-dimensional relief painting in 1964 – his intention was to do the opposite. More than 50 years on, he is still doing the same.

Exhibiting at the Angela Flowers Gallery since its inception in 1970, Hughes’ painted reliefs constantly baffle his audience, demonstrating how deceptive appearances can be. As we walk towards the seemingly flat paintings they loom out at us, creating a disorientating, ‘moving’ experience. The preconceived assumptions of eye and brain are challenged, inevitably raising important questions about our perception and the subconscious.

Value: CHF 90,000 | Reserve: CHF 50,000



FLOWERS

Charity Auction

N°6

Premiere of the IWC annual calendar

In 2015, the Year of the Portugieser, IWC’s new annual calendar is the latest highlight in the brand’s range of attractive complications. Located at “12 o’clock” on the dial, the annual calendar shows the month, date and day in three separate, semi-circular windows. The switching mechanism automatically takes into account the differing lengths of individual months – just once a year, at the end of February, does it require manual correction. The rare combination of an annual calendar and a movement with seven days’ power reserve makes this timepiece even more fascinating for watch connoisseurs. The watch comes in a stainless steel case with a midnight blue dial. The arched-edge sapphire glass makes the case look slimmer and underscores the watch’s classic elegance. The curved strap horns ensure greater comfort even on a slim wrist. On the reverse side, the see-through sapphire-glass back provides an unimpeded view of the exquisite new IWC-manufactured 52850 calibre.

Value: CHF 21,000



IWC
SCHAFFHAUSEN

Charity Auction

N°7

Trip of a lifetime through Myanmar, inclusive boat trip on the Sanctuary Ananda along the Irrawaddy river and business class flights with Singapore Airlines for two people.

The Sanctuary Ananda has luxurious cabins spread over four decks. All are fitted with top-quality teak and feature all conveniences including a balcony. Spa and fitness facilities on the lower deck. Restaurant, library, panorama lounge and sun deck with small swimming pool round off this gem from Sanctuary Retreats.

On your trip you will discover the booming South Asian cultural paradise of Myanmar, accompanied by very well-trained local travel guides. You will marvel at the country’s archaeological and cultural highlights, as well as experiencing rural life and local arts and crafts. You will travel by rickshaw, horse and carriage and small boats, giving you a highly authentic view of the country and its people.

This exclusive trip is organised and sponsored by the luxury travel provider Abercrombie & Kent in collaboration with Sanctuary Retreats, the travel and lifestyle agency RSelection and Singapore Airlines. You will receive support in planning your trip from Roman Sägesser, the proprietor of RSelection.

Value: CHF 20,000



Charity Auction

N°8

HAREM #10, 2009 by Lalla Essaydi

Chromogenic print mounted on aluminum with UV protective laminate, 121.9 x 152.4 cm, printed 2011, edition 5/10.

Edwynn Houk Gallery was founded 35 years ago and is based in New York and Zurich. The gallery specialises in vintage photographs by leading figures of the Modernist movement, and served as the exclusive representative of the estates of Brassäi, Bill Brandt, Dorothea Lange, André Kertész, Ilse Bing, and the Robert Frank Archive. Since the exclusive representation of Sally Mann in 1989, the gallery has acted as the sole agent for important contemporary artists, including Robert Polidori, Abelardo Morell, Annie Leibovitz, and Lalla Essaydi.

Born in Morocco in 1956, Lalla Essaydi examines notions of identity, the role of the Muslim woman, and the "culture of Islamic feminism". Her HAREM series was created in the elaborate architectural setting of a Moroccan palace. Essaydi designed the fabrics for the models that mimic the palace walls, and hand wrote the henna Arabic script on the subject’s faces and bodies as part of a performance. Essaydi’s work is represented in important collections including The Louvre Museum, Paris, Museum of Fine Arts, Boston, Art Institute of Chicago, Brooklyn Museum of Art, NY, Jordan National Museum, and many others.

Value: CHF 23,000



EDWYNN HOUK GALLERY

Nº 9

Shamballa Jewels bracelet with white diamond pavés and rubies exclusively designed for the Swiss Red Cross Gala

From Shamballa Jewels – a classic Shamballa bracelet with its signature white diamond pavés and rubies on 18-carat white gold. Designed for the Swiss Red Cross Gala by Mads Kornerup, this bracelet represents the proud red and white of the Swiss flag and the Red Cross logo. The bracelet has been set, braided and polished by hand in Copenhagen, Denmark.

Value: CHF 35,000



Nº 10

Exclusive VIP trip to the 2015 Formula 1 Etihad Airways Abu Dhabi Grand Prix

Bid for a VIP trip to the Etihad Airways Abu Dhabi Formula 1 Grand Prix 2015 on November 27 to 29, 2015. This excellent lot includes:

- Four VIP Formula One Paddock Club tickets and four Paddock passes
- Four return business-class tickets from Zurich to Abu Dhabi with Etihad Airways
- Four-night stay (Thursday – Sunday) at the 5* luxury Viceroy Hotel at the Yas Marina circuit
- Meet and greet with the head of Formula One, Mr Bernie Ecclestone
- Valid in 2015.

These VIP passes will give you and your guest a once in a lifetime experience including a prime viewing position to watch the race, a Pit-lane walk, an open bar with champagne and liquors, a four-course gourmet dinner with fine wines and VIP Parking.

Etihad Airways, the national airline of the UAE and named World's Leading Airline for six consecutive years, offers daily flights from Geneva and Zurich to 104 destinations in the Middle East, Asia and Australia via Abu Dhabi.

Value: priceless



Nº 11

Niclas Castello (*1978) 'Shooting Karl', 2015

Original serigraphy on canvas, unique piece, signed and dated. 180 x 200 cm

Niclas Castello is one of today's most respected contemporary artists worldwide. In only a few years, Niclas Castello has managed to take the art world by storm and is now named in the same breath as today's best known contemporary artists. Castello takes the mundane and turns it into fabulous pieces. He has become a vital figure in prestigious galleries such as Guy Hepner in New York & Los Angeles, the Avant Gallery in New York & Miami and Above Second in Hong Kong, where his work is displayed next to the art of today's most popular contemporary artists, such as Andy Warhol, Gerhard Richter, Jeff Koons and Damien Hirst.

Niclas Castello is represented in Switzerland by Laurent Marthaler Contemporary.

Value: CHF 20,000



laurent
marthaler
contemporary
zurich - montreux - porto cervo

Nº 12

With CHF 60,000 you can bid for a Toyota Land Cruiser pick-up for the project in the Tentayape region.

Bolivia is crossed by the Andes with peaks above 6,500 metres. Its central highlands, at an altitude of 4,000 metres, are cut through by valleys that gradually give way to the Amazonian rainforest. Its features include dry savannah, the highest commercially navigable lake in the world, and the largest salt lake on earth. In a remote region that is difficult to access lies the village of Tentayape. The local organisation Capitanía de Tentayape needs a good all-terrain vehicle to perpetuate what has already been achieved by the SRC. The Toyota Land Cruiser, with double cab and cargo area, is particularly suitable for the job.

Help us fund this vehicle for the primary healthcare programme in Bolivia. Your donation will enable us to purchase the vehicle. We thank you for your support.

Value: CHF 60,000





real

feel

look

real **live art**
by CHRISTIAN FELIX

feel **timeless charm**
by CHRISTIAN FELIX

look **finest view**
by CHRISTIAN FELIX

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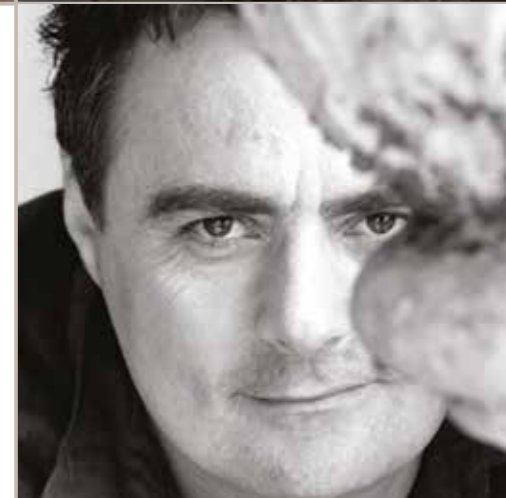
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SILENT AUCTION

*IN AID OF THE SWISS RED
CROSS AND ITS "VICTIMS OF
FORGOTTEN DISASTERS"
PROGRAMME*



HOW TO PLACE A BID AT THE SILENT AUCTION

STEP ONE

Insert your smart card into the top of your keypad, logo facing upwards.

STEP TWO

Enter the lot number using the numerical keypad and then press the green button to enter. The highest bid will be displayed.

STEP THREE

To bid, press the green button, then key in the amount you wish to bid, without punctuation (press 'clear' to cancel or amend the amount).

STEP FOUR

When you have entered the correct amount, press the green button again to confirm.

FURTHER INFORMATION

To bid on another item, simply press 'back' and follow the above steps again.

If your bid is the highest, the display panel will reflect this.

If your bid is less than the current highest bid, the display panel will indicate that the leading bid is held by another guest.

YOU MAY BID ON THE SILENT AUCTION AT ANY TIME DURING THE EVENING. ONLY THE NUMBER OF YOUR TABLE WILL BE VISIBLE ON THE SCREEN. PLEASE RETURN YOUR SMART CARDS AT THE END OF THE EVENT.

In addition to the official charity auction, we provide you with yet more opportunities to give yourself and your loved ones something special while supporting the Swiss Red Cross. Throughout the evening, exclusive and beautiful items are waiting to be purchased directly at your table. You will be seduced by the numerous attractive items on offer, including exclusive jewellery, works of art, an unforgettable workshop at Google, a special bottle of champagne signed by Roger Federer, a designer carpet by Rolf Sachs, thrilling trips and luxurious overnight stays at the most exclusive hotels.

The silent auction lots are displayed individually in the foyer with details and can be bid for directly through your personal electronic bidding card at your table. They are also described in the following pages. The Swiss Red Cross looks forward to your active participation!

Silent Auction

N° 13

YouTube workshop at Google Switzerland

Workshop at Google Switzerland for a group of up to 20 people. Visit the extraordinary Swiss headquarters of Google in Zurich and learn how to use YouTube as channel. Use the workshop for your business, school class, club, private or donate it to your favorite NPO/NGO.

The package includes:

- Site visit to Google Switzerland
- Three-hour YouTube workshop
- Lunch and Q&A with Google Country Director

Value: priceless



Google
Switzerland

YouTube

Silent Auction

N° 14

VIP weekend – helicopter flight Zurich-Verbier-Zurich combined with stay at Hotel La Cordée des Alpes

Hotel La Cordée des Alpes and Heli-Alps provide you with an unforgettable VIP weekend in idyllic Verbier. Double room, Fri-Sun.

New to the resort of Verbier is La Cordée des Alpes, a luxurious bespoke 4-star superior hotel and member of Small Luxury Hotels of the World, a hotel that promises you an unforgettable stay. Designed by both international and local architects who have extensive knowledge and experience of building in the region, using the finest local materials and finishes, La Cordées reflects the Alpine environment and flavours that make Verbier so unique.

You will fly in by helicopter from Zurich to experience the tranquil Swiss Alps from an amazing view, with travel kindly provided by Heli-Alps. Founded in 2005 by four helicopter-enthusiast pilots, Heli-Alps Ltd is located at Sion Airport, in the heart of the Swiss Alps, at the foot of the majestic peaks. Since its beginning, the primary objective of the company has been to share its passion for flight. In recent years, Heli-Alps has specialised in moving people in Switzerland and beyond borders, as well as heli-ski transport during the winter.

Value: CHF 6,500



HELI ALPS

CORDÉE DES ALPES

★★★★

Silent Auction

Nº 15

Exclusive travel bag set from Maison Mollerus

Bid for this exclusive travel bag set from Maison Mollerus for your next journey around the world! The package includes a set of two suitcases, a wallet and a manicure case.

- Trolley suitcase, coated canvas, black and gold, 72x45x29cm
- Trolley suitcase, coated canvas, black and gold, 62x41x24cm
- Soft beauty trolley case (wallet), coated canvas, black and gold, 36x27x18.5cm
- Manicure case, coated canvas, black and gold, 19x11.5x4cm

Value: CHF 3,000



Silent Auction

Nº 16

Exclusive painting by Rocio Baez

The famous artist Rocio Baez offers a painting called 'ellos tambien pueden', which means 'they can too'. It was specifically painted for the Red Cross Gala bearing in mind that luxury companies also can help a good cause. Born in Seville, Spain, Baez studied political Science at the American University of Paris. Then she went on to study at Auraco Foundation Madrid, where she now is a teacher. She has exhibited at the Museum of Contemporary Art in Salta, Argentina, (2007), Museum Thyssen Bornesmiza (2012), Museum of Contemporary Art of Azuaga (2010), Schloss Merode (won the second award) (2012), and the collective exhibition at the Ciento y Pico Gallery Madrid (2014)

Value: CHF 5,000



ROCIO BAEZ

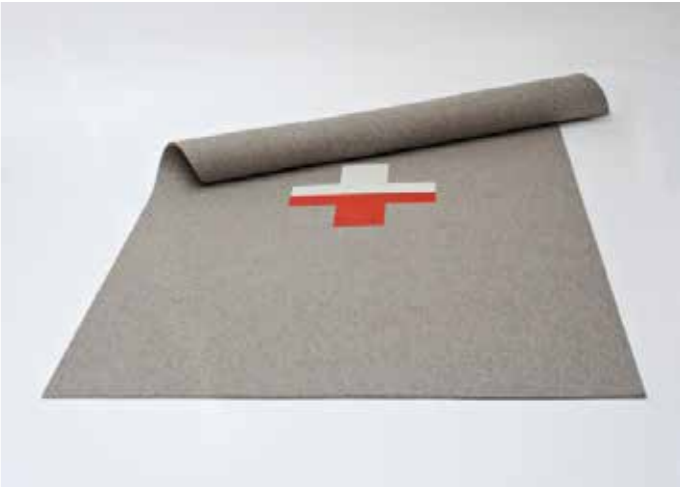
Silent Auction

Nº 17

Unique Red Cross carpet by Rolf Sachs

The artist Rolf Sachs offers a carpet specially made for the Red Cross named 'ge-kreuz-t' , one of three, screen print on merino felt, 220 x 140 cm

Value: priceless



ROLF SACHS

Silent Auction

Nº 18

Special VIP Van Gogh package in Amsterdam

Stay in the Van Gogh suite in the Amstel Hotel, Amsterdam and enjoy a dinner in the Michelin-starred Restaurant La Rive. Van Gogh cocktails will be served. Furthermore enjoy a private tour at the Van Gogh Museum, including a meet and great with Willem Van Gogh.

Value: CHF 5,000



Silent Auction

N° 19

Painting by Mayte Spinola , 'Tauromaquia'

Mayte Spinola is a Spanish painter and was a pupil of Joan Miró. Her work has been exhibited in many major museums including the Museum of Modern Art, New York and Miami, Museo de Arte contemporaneo de Madrid, La Habana, Brasilia and Palma de Mallorca, Centro de Arte Reina Sofia to name just a few. Her collectors include H.R.H. King Juan Carlos I of Spain, H.R.H. King Abdullah II of Jordan, H.R.H King Simeon of Bulgaria, and Baroness Thyssen.

www.maytespinola.com

Value: CHF 5,000



MAYTE SPINOLA

Silent Auction

N° 20

Two nights in a double room including breakfast at the Belmond Hotel Cipriani - Venice combined with a trip on the Venice-Simplon Orient Express in a cabin for two from Venice to Paris.

Experience the world of Belmond! Start your trip of a lifetime at the legendary Belmond Hotel Cipriani in Venice. The city itself is unique and you will be staying in the hotel where George Clooney often spends time.

You leave the lagoon city on the world-famous Venice-Simplon Orient Express heading for Paris. Embark on a journey through time back to the 1920s and travel in a style once only enjoyed by kings.

This trip is to be redeemed with Cosa-Travel in Zurich.

Value: CHF 5,000



Silent Auction

N° 21

'Maybe', oil on canvas, 80 x 80 cm, 2015

Ina Dederer is a painter with Russian and German roots currently living in Zurich. The talented artist has developed her own painting style over many years; she technically reinterprets contemporary works and refines them with harmonious and soft-flowing posterized contours.

The work 'Maybe' from the series Beauties shows a woman who embodies the typical western ideal of feminine beauty. At first sight the image is perceived as perfect. However, as soon as you get closer, you notice large areas of colour and unusual shades such as green and purple used for the skin. The technique applied shows us that the perfection of these icons is created through distance. The beautiful women we are familiar with from television, advertising and fashion magazines are simply a distant, manipulated depiction of reality. The artist uses posterisation – a technique for creating powerful contrasts by means of refinement, detachment and the emphasis of certain lines in the image.

Value: CHF 8,000 - 15,000



INA
DEDERER
& FRIENDS

Silent Auction

N° 22

Water Tower
Artist: Werner Hoffmann / www.renrew.ch

Dried earth or rust, due to a lack of water or excess – what does it matter as long as you are lucky and have sound, well-protected access to a quality supply – whether in a glass or from a shower. Is it luck, coincidence, skill, fate? How much does this mean to me in view of the fact that more than one billion people do not have access to clean water? Gratitude and humility at the very least!

The commander of the famous Swiss Air Force PC-7 team and passionate artist Werner Hoffmann, represented by Galerie XO-ART.CH, is pleased to offer this artwork named 'Water Tower' on the occasion of the Swiss Red Cross Gala 2015.

Value: CHF 6,000



WERNER HOFFMANN

Silent Auction

N° 23

Weekend for two with inclusive VIP boat trip at Castello del Sole, Ascona

The 14-hectare resort Castello del Sole is set in lush landscaped gardens and gives you a true sense of space with luxurious touches. Tucked into the natural seclusion of its own estate, it offers you a unique calm and tranquility. Create your own special dream-world in our sweeping, romantic gardens and charming shoreline. Let the discovery of your own personal 'castello' enchant you.

The package includes a VIP boat trip with the resort's own Frauscher yacht (9.90 m, 2x260 PS) to explore Lago Maggiore with its beautiful islands or the Italian coast with its local markets and picturesque villages.

Value: CHF 4,180



Silent Auction

N° 24

Ice Driving Experience 2016 in Gstaad for two people

On the ice fields of the Saanenland Valley in Switzerland, feel the power and poise of Jaguar's and Land Rover's instinctive All Wheel Drive (AWD) on our luxury ice-driving experience. The Ice Driving Experience lets you develop your skills and test your limits in a truly magical environment. The Jaguar Land Rover Ice Driving Experience is a two-day getaway held on 24/25 January 2016.

All meals and an overnight stay at the 5-star Grand Hotel Park are included.

Value: CHF 4,000



Silent Auction

N° 25

Weekend for two including Willow Stream Spa experience at the Fairmont Le Montreux Palace

Fairmont Le Montreux Palace resort hotel is situated on the shores of Lake Geneva in Switzerland, overlooking the Alps. Built in 1906, this jewel of Belle-Époque architecture offers a traditional and elegant atmosphere, and personalised and attentive service in true Swiss style. Fairmont Le Montreux Palace is a unique 5-star luxury hotel on Lake Geneva and a member of Leading Hotels of the World and Swiss Deluxe Hotels. Our guests in Montreux can experience a culinary journey around the world with our distinct dining venues within the hotel: MP'S Bar & Grill, Montreux Jazz Café, Funky Claude's Bar, The Lounge and La Terrasse du Petit Palais.

The Willow Stream Spa is a unique oasis inside the Fairmont Le Montreux Palace resort. The Willow in our brand name represents deep-rooted authenticity, a strong centre and flexibility, while the Stream stands for our energising journey through life, bending and changing peacefully as we find our way around obstacles. Here in our Montreux spa on Lake Geneva, you will find authentic spa experiences inspired by local traditions, plants and herbs, as well as expert, attentive spa staff and Willow Stream signature treatments. The package includes two nights with breakfast and admission to the Willow Spa Stream.

Value: CHF 1,900



Silent Auction

N° 26

zai for Franco - the bespoke skis from Franco Cavegn

Credit Suisse offers a pair of zai skis. Handcrafted in the Swiss Alps from the very finest materials, including wood, stone and patented carbon fibres, zai skis are in terms of quality and longevity in a class of their own.

Specially developed for Swiss former World Cup ski racer Franco Cavegn, zai for Franco skis are powerful, agile and extremely fast – just like the athlete who inspired them. A sophisticated, high performance piste ski for enthusiasts who enjoy exploring new limits on the slopes.

Value: CHF 5,000



Silent Auction

N° 27

Handmade sapphire & diamond ring by Antonio Seijo

Sapphire and diamond ring, with three natural sapphires oval cut weighing 3.59 carats and surrounded by a 0.43-carat diamond. Antonio Seijo was born in Andalusia in 1955 into a family that had been jewellers for more than a century. Although he travelled the world as a young man and decided to do something completely different, his genes and his passion got the better of him and it did not take long for him to decide that he wanted to create new, different, amazing jewellery. Combining materials and colours, designing unexpected forms, utilising subjects that one would not necessarily think as typical for fine jewellery, Antonio Seijo creations stand out and make a bold statement.

Value: CHF 7,000



ANTONIO
SEIJO
FINE JEWELLERY
CREATIONS
Marbella - Geneva

Silent Auction

N° 28

Le Mouton Noir

Le Mouton Noir picture, limited edition number 3/5, 100 x 100 cm, by Michala Brincker & Camilla Baretta, art4fun.ch. The picture is photo-based, starting with a background and then adding bits and pieces of images. Drawing on the images and working with special effects makes art4fun.ch photo artwork outstanding, extraordinary stylish and different. The 42 layers on this artwork give the viewers a 3D effect making the image pop out of the painting. From a distance, the artwork looks like a photo – but if you look closer it's more like a painting. The painting will be delivered with a certificate

Value: CHF 2,500



ART4FUN.ch

Silent Auction

N° 29

VIP at Weltklasse Zürich, stay at the Widder Hotel Zurich

Weltklasse Zürich and Widder Hotel are offering an exciting VIP programme. Be in Zurich when many of the world's top athletes will make an appearance at the legendary Letzigrund Stadium.

Stay in the heart of Zurich, at the famous Widder Hotel and enjoy Zurich at its best. For two people. Valid in 2016.

Value: CHF 3,000



WIDDER
HOTEL

WELTKLASSE
ZÜRICH

Silent Auction

N° 30

Two VIP tickets for the film music competition during Zurich Film Festival 2015

Etihad Airways is one of the main partners of Zurich Film Festival, which takes place between September 24 and October 4 2015. In addition to the main prizes provided by Etihad, the airline is happy to support the silent auction with two VIP tickets to the film music competition taking place on 25 September as part of Zurich Film Festival.

Value: priceless



ZURICH
FILM FESTIVAL

الإتihad
ETIHAD
AIRWAYS
ABU DHABI

Silent Auction

N° 31

Create your own chocolate Easter bunny at Confiserie Sprüngli

For more than 175 years, Confiserie Sprüngli – a Swiss family business with a long tradition – has been one of Europe’s most renowned confectioners. “Handcrafted” really means something to us and is a guiding principle in everything we do. It starts with the way we create our delicacies and guides us through the decoration of each single praline all the way to finishing touches such as hand-tied ribbons.

Bid for the exclusive opportunity to handcraft your own unique chocolate Easter bunny for Easter 2016 made of premium dark, milk or white chocolate with a license to melt your heart away. Sprüngli’s Chief Confiseur will take you through the delicate process of handcrafting an exclusive chocolate bunny in the finest chocolatier fashion at the Sprüngli production centre.

Maximum two families (8 people)

Value: priceless



Silent Auction

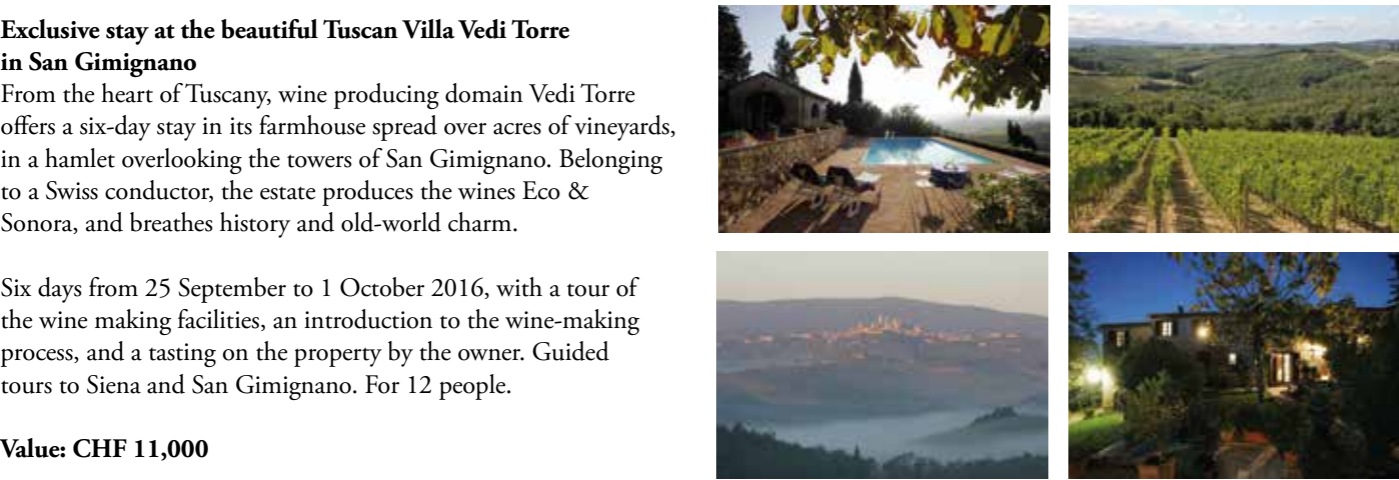
N° 32

Exclusive stay at the beautiful Tuscan Villa Vedi Torre in San Gimignano

From the heart of Tuscany, wine producing domain Vedi Torre offers a six-day stay in its farmhouse spread over acres of vineyards, in a hamlet overlooking the towers of San Gimignano. Belonging to a Swiss conductor, the estate produces the wines Eco & Sonora, and breathes history and old-world charm.

Six days from 25 September to 1 October 2016, with a tour of the wine making facilities, an introduction to the wine-making process, and a tasting on the property by the owner. Guided tours to Siena and San Gimignano. For 12 people.

Value: CHF 11,000



Silent Auction

N° 33

Two nights at the 5-star Rosewood Abu Dhabi including two Eco tickets with Etihad Airways (*)

With stunning views of the Abu Dhabi waterfront, the 154 guest room and 35 suite Rosewood Abu Dhabi provides a sophisticated environment for both business and leisure. Five lounges and four restaurants serving international cuisines provide an authentic dining journey from around the world. The property encompasses Sense, A Rosewood Spa® with nine treatment rooms including two traditional hammams, a 24-hour, state-of-the-art fitness centre, a swimming pool and, for the little ones, the Rose Buds children’s programme. Generous indoor and outdoor meeting and function space includes two ballrooms and meeting rooms. Throughout, Rosewood Abu Dhabi encompasses Rosewood’s A Sense of Place® philosophy by reflecting the culture, history and geography of its location.

(*) not valid during Formula One weekend, 27-29 November 2015

Value: CHF 3,000



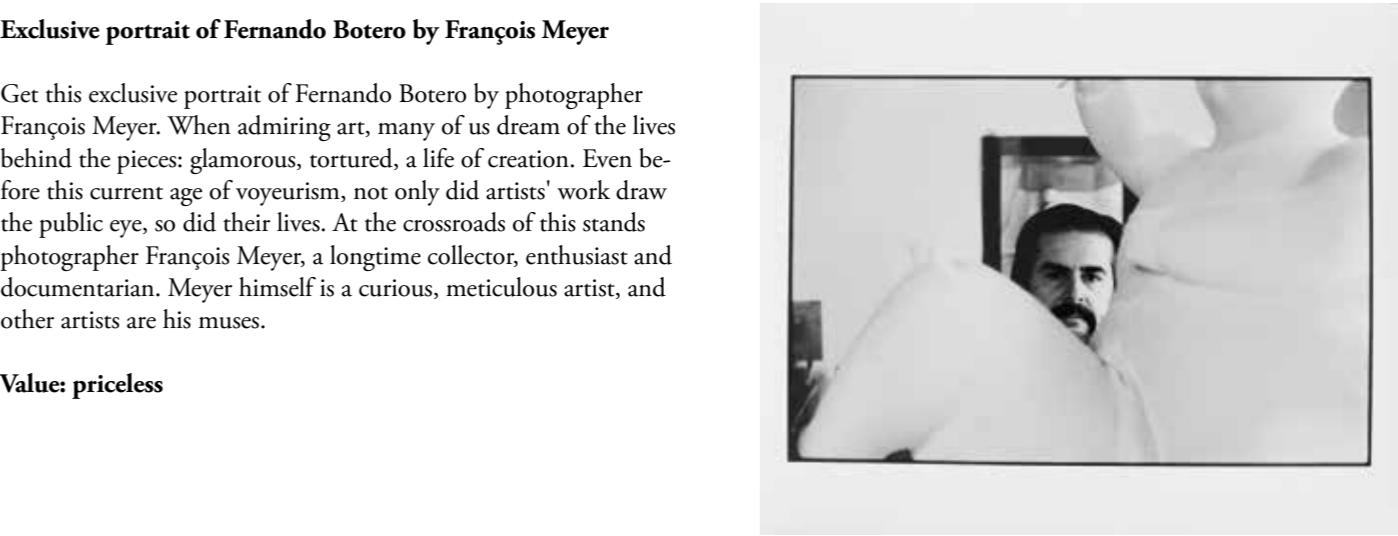
Silent Auction

N° 34

Exclusive portrait of Fernando Botero by François Meyer

Get this exclusive portrait of Fernando Botero by photographer François Meyer. When admiring art, many of us dream of the lives behind the pieces: glamorous, tortured, a life of creation. Even before this current age of voyeurism, not only did artists’ work draw the public eye, so did their lives. At the crossroads of this stands photographer François Meyer, a longtime collector, enthusiast and documentarian. Meyer himself is a curious, meticulous artist, and other artists are his muses.

Value: priceless



FRANÇOIS MEYER

Silent Auction

N° 35

Elegant black onyx and diamond bracelet from Chantecler Capri donated by Landolf & Huber Juweliere, Zurich

“Puro spirito di Capri...” with black onyx and diamonds handcrafted in 18-carat white gold.

Chantecler is a truly Italian jewellery company with a long tradition of “made in Italy” craftsmanship and creativity. It was founded in 1947 on the island of Capri by Pietro Capuano and Salvatore Aprea. Their creations soon became famous for the unique blend of colours, gemstones and joyful spirit. Starting from the Dolce Vita period, Chantecler jewels became an absolute must-have for the visitors to Capri. Grace Kelly, Audrey Hepburn, Jackie Onassis, Brigitte Bardot and Ingrid Bergman all highly valued Chantecler jewels inspired by the pure Capri spirit.

Value: CHF 7,500



Landolf & Huber
JUWELIERE

Silent Auction

N° 36

Chiva-Som Resort offers you five nights at Thai Pavilion for two people

The offer includes three Chiva-Som spa cuisine meals per night/ per person with a stay in the Emerald Room and Taste of Siam (arrival day will begin with dinner); one body massage per night/ per person (choice of Thai, Invigorating or Relaxing Foot); and an individual health and wellness consultation.

Validity: 1 October 2015 – 19 December 2016
(with blackout period 20 December 2015 – 5 January 2016)

The packages also includes a Detox Delight programme – “Well Being, Delivered” for 7 days.

Value: CHF 9,660



DETOX DELIGHT
Well-being delivered.

Chiva-Som
H O T E L S

Silent Auction

N° 37

Moët & Chandon Imperial Brut Methuselah signed by Roger Federer

The prize consists of an impressive six-litre bottle of Moët & Chandon Imperial Brut signed by its Global Brand Ambassador Roger Federer, 17-time Grand Slam Champion, as an expression of its glamorous achievements. Roger Federer is one of the greatest tennis players of all time and very involved with giving back to charity. Moët & Chandon is an active sponsor of major international tournaments, supports excellence in tennis and is the official champagne of, among others, the ATP World Tour and ATP World Tour Finals, the French Open Roland Garros and the Shanghai Rolex Masters.

Value: priceless



MOËT & CHANDON
CHAMPAGNE

Silent Auction

N° 38

Belvedere Vodka 007 Limited Edition

A limited edition of a silver-coated magnum of Belvedere vodka: the Silver Saber in a 007 limited edition is a tribute to the association of the brand with the new James Bond release, SPECTRE

Value: CHF 700



BELVEDERE
VODKA

Silent Auction

N° 39

Roger Federer shirt and baseball cap

Credit Suisse offers a Roger Federer shirt together with a baseball cap, exclusively signed by the Swiss tennis star.

Value: CHF 600



Silent Auction

N° 40

Roger Federer racket and ball

Credit Suisse offers an original Roger Federer tennis racket and a tennis ball. Both exclusively signed by the Swiss tennis star.

Value: CHF 1,800



Charity Auction

N° 41

Be a FIFA VIP guest at the FIFA Confederations Cup Russia 2017 final match in St. Petersburg

Win two VIP tickets for the FIFA Confederations Cup Russia 2017 final match in St. Petersburg.

The FIFA Confederations Cup 2017 will bring together the champions from the six regional confederations to compete in Russia, giving fans everywhere a taste of what is to come in 2018 when Russia hosts the FIFA World Cup™.

FIFA is offering two VIP tickets for the final of the FIFA Confederations Cup at the St. Petersburg stadium on 2 July 2017. As a FIFA VIP guest, you will enjoy access to the FIFA VIP lounge and guest seating area.

Friends of football, be prepared for an unforgettable experience of international football at its very best amidst the famous 'white nights' of the stunning city of St. Petersburg.

Value: no guided price



Silent Auction

N° 42

Davidoff Office rosewood humidor

The Davidoff Office rosewood humidor is handmade in France, with the most thorough attention to detail. Lined with Okoumé wood on the inside, a special wood selected by Davidoff for its odourless feature to ensure no flavour is transferred to cigars, it is also equipped with the Davidoff regulator. The Davidoff humidity regulator ensures and maintains the relative air humidity between 70% and 72%, by dispensing and absorbing moisture as required. Your premium cigars are thus kept in perfect condition to develop their full bouquet and aroma.

Filled with a choice of premium Davidoff cigars, you will discover cigars for more exploratory tastes, like the Davidoff Nicaragua, rediscover our Davidoff Classics and taste the legendary Davidoff Winston Churchill selection.

Capacity: up to 50 cigars
Dimensions: 360 x 243 x 95 mm
Veneer: rosewood
Fittings: gilded brass

Value: CHF 3,000



Silent Auction

N° 43

Create your own jewellery masterpiece
with Réjane Rosenberger

We have a passion for jewellery, hand craftsmanship and tradition. For 15 years we have produced jewellery that makes women feel more beautiful and attractive. And it is precisely this passion that gives us the energy to create something new every day.

You can now join me in our studio and design your very own personal necklace, bracelet and matching earrings. You have an idea, we put it into practice. Something made by me – especially for you.

Value: CHF 1,500



Silent Auction

N° 45

La Montagne magique by Gottlieb Soland, 1984

71 cm x 35 cm x 2 cm

"La Montagne magique" is a superb reflection of the work of Aargau artist Gottlieb Soland (1928 – 2011).

The quality of Soland's painting lies in his skilfully decorative arrangement of colour areas, whether applied harmoniously or in rich contrast. Their powerful impact gives the paintings a luminous glow and a hovering sense of lightness.

The picture was donated by Peter and Stefania Steiner, Zurich

Value: CHF 5,000



Silent Auction

N° 44

ENTER THE GAME

This Lady Dior was inspired by Mr. Dior's obsession with cartomancy.

Hearts, diamonds, spades and clubs from playing cards comprise the new Dior badges.

Value: CHF 3,100



Dior



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Kunsthaus Zurich · 8 December 2015

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Mahogany, painted

Swiss Art Sale, Zurich, 5 May 2015

Sold for: CHF 3,120,000

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FOR THE ARTIST

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TOMBOLA

IN AID OF THE SWISS RED CROSS AND ITS “VICTIMS OF FORGOTTEN DISASTERS” PROGRAMME

69












The tombola is a regular feature of the Swiss Red Cross Gala Zurich. The tension mounts as the tombola tickets are opened.

To increase your chances of winning one of the larger or smaller prizes, ideally you should buy one or more of the coveted books of 10 tickets immediately.

How the tombola works:

- Tombola tickets are sold individually or in books of 10. One ticket costs CHF 20. A book of 10 tickets costs CHF 200.
- A book of 10 tickets includes at least one instant prize.
- Each ticket displays a number between 1 and 2,500.
- Each number divisible by 10 – i.e. which ends with a zero (10, 980, 1,340, etc) – wins an instant prize. Further lucky numbers may also be eligible for a prize.
- The instant tombola prizes must be collected from the tombola collection point before the end of the event. No prizes can be claimed after the event has finished.

The Swiss Red Cross looks forward to your active participation! The following prizes have been provided once again by the numerous generous sponsors. More prizes will be waiting for you at the gala evening. Please consult the tombola list distributed at the gala evening.

5,000	Mery's Couture offers an exclusive haute couture dress worth CHF 5,000	
4,500	Hotel Zürserhof Stay for two persons for four nights in a luxury suite with full board during the winter season 2015/2016 at the Hotel Zürserhof in Zürs am Arlberg	
1,500	Mapi Chacon Mapi Chacon offers one of her paintings called 'Torero'. She studied at the Academia Arauco which was founded by the artist Guillermo Muñoz Vera. She has exhibited at the Museum of Contemporary Art in Marmolejo and exhibited collectively at the Sala Ciento y Pico in 2012, 2013 and 2014, and in Brussels at the Lycée Molière in 2012.	
1,028	Samsung Business offers an LED-TV Series 5 - J 5570 together with a 3D Blu-ray Player - J5500	
1,019	Cornavin offers the CO 2012-2012R timepiece from its Downtown Sport Collection including additional black silicon/rubber strap	
1,000	Au vieux Moulin, Chalet Hôtel, Megève offers a voucher for a stay worth CHF 1,000	
1,000	ELIZZA Diamanten & Schmuck offers a voucher worth CHF 1,000. Get your next diamond at ELIZZA Diamanten & Schmuck at Löwenplatz in Zurich and explore the world of ELIZZA jewellery	
1,000	MvM Interiors offers a voucher worth CHF 1,000	
1,000	The artist Haffané offers the work of art "lettre étrangère, 2013"	
33,000	Shamballa Jewels offers 50 x two bracelets for him and her, custom made for the Swiss Red Cross Gala	
9,000	Gabriela Gerny offers 20 x high-end Cell Premium facial cremes. The Swiss luxury cosmetic products Cell Premium was developed by practising dermatologist Dr. med. Harald Gerny in collaboration with leading Swiss biochemical laboratories. Its sophisticated and patented combination of active ingredients with plant stem cells makes Cell Premium the most exclusive anti-ageing skin care currently available on the European market. For orders or more information: www.vip-world.ch	
3,000	Soul Satya offers 10 personality and life coachings – love and live your truth, it is the solid base of a happy and self-determined life	

2,500	parenti's cashmere offers five cashmere scarfs	
2,270	Ringier AG offers 10 annual subscriptions gold of Schweizer Illustrierte	
2,000	ledergerber. mode offers four gift vouchers each worth CHF 500	
1,970	Kiehl's offers 10 packages of its fine products. Since 1851 Kiehl's has been dedicated to providing the finest in beauty products.	
1,920	totallook - style professionals offers four keratin treatments	
1,700	Premika Fracheboud offers the two works of art "éclats de plume, 2007" and "les jumelles, 2007"	
1,640	Hermès offers four carrés	
1,500	Grandvaux Vineyards offers 60 bottles of wine	
1,500	The Dolder Grand offers three vouchers for a Day Spa from Monday to Thursday for two persons. Day Spa guests are entitled to unlimited use of the spa and enjoy a treatment of choice worth CHF 250.00 per person.	
1,050	nana Jewelry by Caroline Meyer offers three necklaces with semi-precious stones and pearls	
1,000	Hackett London, Store Zurich Paradeplatz offers 10 CHF 100 gift vouchers	
1,000	free admission to more than 490 museums in Switzerland. Swiss Museum Pass offers five Museum Passes: with the annual Swiss Museum Pass you can visit more than 490 museums for free (collections and temporary exhibitions). www.museumspass.ch	
1,000	totallook - style professionals offers four wonderlift treatments	
priceless	Energy Stars For Free offers a Sonos Play:5 Smart Speaker with signatures from various artists of last year's event 2014	
840	Marqueses de Prado offers 6 x the award winning special virgin olive oil of Suerte Alta family produced and bottled designation of origin Baena organic Cee-Nop-Jas	
834	Paul Mitchell offers six you're golden limited styling sets for glamorous appearances on the red carpet	
750	Acqua di Parma offers a leather document holder	
750	Hugo Dubno AG offers a Kaviar-Set	
734	Equity Nova offers two cases of red wine	
650	Abeler & Bro. offers a Mantova M sports bag in English green made from suede with gold-plated hardware. 50 x 32 x 20 cm. It contains a detachable shoulder strap and an inside pocket.	
650	Carolina Herrera offers a handbag "Vendome tricolor"	
600	Confiserie Sprüngli offers 10 chocolate boxes	

600	Triumph offers 4 x five vouchers worth CHF 30
560	WAX IN THE CITY offers four goodie bags with each two body care products and a voucher worth CHF 80
530	Lausanne Palace & Spa offers a voucher for two persons for a stay at the 5-star Hotel Lausanne Palace & Spa
530	Les Tissus Colbert at Forchstrasse 99 offers the 'Lampara Costilla oxido' lamp, specially produced for Les Tissus Colbert. Height 69 cm, can be used inside and outside
500	Marineland Antibes offers 2 x five entrances to Marineland Antibes
450	Fröhlich 49 offers three handmade glass bowls by Christina Meyer
450	Krautli (Schweiz) AG offers three Monsterboosts
436	Nespresso Suisse SA offers four Inissia coffee machines
420	Transgourmet Schweiz AG offers a 6l bottle of Champagner Taittinger Brut Réserve 12%
390	Aesop offers three gift sets of a certain radiance for body and hands; including a rose body cleanser, a resurrection aromatique hand wash, a resurrection aromatique hand balm, and a rind concentrate body balm
365	Christian Dior offers a cosmetic set including "Crème Capture Totale Multiperfection", "Dior Addict Extreme 536" and "Diorblush Rose Darling"
358	Barbara Wagner - Stoffgeschichten offers two silk nécessaires
310	Acqua di Parma offers the set "Rosa Nobile" including a eau de parfum 100ml and a crema vellutata
300	Confiserie Honold offers two gift vouchers each worth CHF 150 plus chocolate gifts
300	PKZ offers two vouchers each worth CHF 150
299	jl fashion agency offers a beige turtle-neck pullover, 100% cashmere, size M
299	jl fashion agency offers a dark-blue v-neck pullover with grey sleeve patches, 100% cashmere, size L
294	Black Socks offers three vouchers for a yearly subscription for black socks, delivery three times a year - never worry about socks again
260	Martel AG St. Gallen offers a 5l bottle of Chafandin 2003, Ribera del Duero DO, Bodegas y Viñedos del Jaro
234	Bindella Weinbau-Weinhandel AG offers 12 bottles of "Vino Nobile di Montepulciano, 2011/12, Tenuta Vallocaia"
230	Molton Brown offers five cosmetic sets
230	Swarovski offers the Sparkle Necklace
225	Swarovski offers the bracelet Rosette Bangle
220	Acqua di Parma offers a shaving set (collezione barbiere)
200	Apotheke Altstetten offers 2 x two vouchers worth CHF 50
200	Baur au lac Vins offers six bottles of "Sio Bodga Ribas"
200	En Vogue - Coiffeur offers a voucher
200	Laurent Perrier offers two Cuvée Rosé Laurent-Perrier Limited Edition "Bird-Cage"
200	Maura Pera - Coiffeur offers a voucher
200	Restaurant Amalfi - Zürich offers a voucher
165	Christian Dior offers "Dior Addict Eau Fraîche 30ml" and "Dior Addict Lait velouté pour le corps"
159	Swarovski offers a necklace (1094528)
150	Pilates Karolina Schmid offers a voucher for a private Pilates session
130	Sastreria Cardenal offers a beautiful tie by Lester
110	Dettling & Marmot AG offers a magnum of Ferrari Riserva Lunelli 2004
100	A woman's worth offers a manicure voucher
100	Ley's Coiffure offers a voucher
100	Triumph offers a voucher
...and many more!	

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MOTHER & CHILD

– USE OF PROCEEDS 2013

74

Throughout the world, children signify hope and represent the future of the next generation. For their parents, they are a source of pleasure and pride – but also a source of constant worry. Because they are often exposed to the many dangers that life brings, especially in poorer countries.

In Africa one child in six dies before its fifth birthday. In southern Asia, the figure is one in 12. Around the world, about 7 million children lose their lives every year, often before they turn five. They die of diarrhoeal and respiratory diseases, measles, diphtheria, or tuberculosis – diseases that can be cured if basic resources are available. Another closely related issue is the health of the mothers, on whom the children are unconditionally dependent in the first few years of life. The healthier the mother, the better the children's chances.

Improving the health of women and children is therefore a central issue for the Swiss Red Cross (SRC). In its programmes in disadvantaged regions, the SRC promotes care during pregnancy and childbirth, protects children from malnutrition and avoidable illnesses, and empowers the women so that they can claim their right to adequate healthcare.

However, long-term improvements are possible only if they are adopted by all those concerned. This is why men and the local authorities are also involved in all the SRC's mother-child programmes.

The proceeds of the 2013 Gala made it possible to support the mother-child programmes in Laos, Togo and Bolivia. The SRC thanks you most sincerely for this support.



Health worker training in Tentayape, Bolivia: they monitor the growth of the infants.

Laos: growing up healthy

The journey to the remote villages located in the forests and mountains of Laos is often arduous. It's unthinkable to even attempt it with an ordinary car. Thanks to the proceeds of the 2013 Gala, we were able to purchase a 4WD all-terrain vehicle so that the Red Cross workers could reach out to the poorest villagers to explain to them how the health equity fund works. These families will then receive a health card that entitles them to free medical care, transport and food.

The focus of our healthcare programme in Laos is good-quality nationwide medical care and advice. To achieve this, the SRC is training the staff of hospitals and healthcare centres, increasing the health equity fund, and improving infrastructure. So our staff are grateful for the two blood-chemistry analysers urgently needed to equip the provincial hospital in Nambak.

Last year, in close cooperation with the Health Ministry and the Laos Red Cross Society, the SRC improved the healthcare available to 149,635 children under five, expectant mothers and poor people and ensured there were no extra costs for the poor families.

It is her fourth child, but the first to have come into the world at a healthcare centre.

Vikeo, 24, Laos
A wooden bed with slats covered with a raffia mat and placed over hot coals. It is a tradition in Laos that after child-birth women cleanse themselves by 'sweating'. The bed may not be the height of luxury, but the mothers and their newborn babies are taken good care of in the birthing centre. It is Vikeo's fourth child, but the first to have been born under the care of professionals. Exhausted but happy, Vikeo sits cross-legged on the wooden bed. Two of her children crouch beside her. She arrived heavily pregnant at the healthcare centre in Dackchung two days ago. Her village is just eight kilometres away, but for the mother-to-be that meant walking several hours to get to the centre.

In the birthing centre just next to the healthcare centre, Vikeo found peace and quiet and somewhere she could prepare for the birth of her baby. A midwife examined her regularly and took care of her and the baby until they were able to go back to the village with her family. In rural areas birthing centres are built in the vicinity of healthcare centres so that care is available



Midwife training at the Dakchung district hospital in the Province of Sekong, Laos: thanks to them, children are brought into the world by professionals.



Volunteer health worker training in Poco Poco, Bolivia: they look after the health of infants in the community centres.



Providing mothers in Haloukpaboundou, Togo, with information about healthy eating and how to care for new-borns and infants: this helps lower the high mortality rate.

before, during and after the birth. The birthing centres also serve as forums for exchanging knowledge and enabling women to help each other.

Togo: shared knowledge saves human lives

With the six new motorcycles purchased with the proceeds of the 2013 Gala, the volunteers of the Togo Red Cross can now travel around in safety. This is the only way to reach the extremely poor people across the difficult terrain in remote regions. They drive long distances to reach the villages, where they advise and support the local volunteers and mothers' clubs. The volunteers support the village families with healthcare and pre-natal care and help to prevent disease. The mothers' clubs support women during pregnancy and after the birth of their child and vaccinate the babies. The women are given vital information about topics such as malaria, blindness, and HIV / AIDS, but also about latrines. They are also taught how to improve hygiene even under difficult circumstances. This is above all beneficial for improving the health of infants. The mothers' clubs additionally serve as forums for exchanging knowledge and enabling women to help each other. To combat poverty-induced blindness, women also have access to eye care. Children with eye problems are diagnosed early and supplied with spectacles, greatly improving their educational opportunities.

"I have become more confident." Emefa, 35, Togo
Only three of the five children born to Emefa have survived. One died at birth, the other from malaria when it was just two years old. Life in her remote village in Togo is too hard:

there is barely any clean water and the nearest healthcare centre is an hour's walk away. "Yet it has been a lot better since I joined the mothers' club," says Emefa.

Together with nine other mothers, she now holds education meetings about health and hygiene in her village. One important topic is safe births. "We recommend all women to be regularly examined and to go to the healthcare centre in good time before the baby is due." For a couple of years a motorcycle with sidecar has been available in case of emergencies and the Red Cross uses it like an ambulance. "I'm pleased that many women listen to our advice," says Emefa. "It's now less common for mothers or their babies to die during childbirth."

Bolivia: improving health together

In south-eastern Bolivia, the SRC is improving health in remote and deprived regions. Since this year, the largest of the current project regions has been Poco Poco district, which has 25 villages. The SRC is setting up a good-quality healthcare system in cooperation with the local population. This includes volunteer health auxiliaries who work in the villages providing first aid, examining pregnant women and infants, and referring seriously ill patients to the nearest healthcare centre. Thanks to valuable advice about nutrition and caring for infants, childhood diseases and child mortality have dropped considerably. Cooperation with schools is becoming increasingly important. The emphasis is on raising awareness and prevention. The SRC also empowers indigenous organisations to assert their rights.



aroma

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OUR SINCERE THANKS

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Water is vital to life Become an SRC water sponsor

With just 1 franc a day



Eight year-old Arabusai fetches water from a tap in Tentayape, Bolivia. With clean water the little girl has a better chance of staying healthy.

Becoming a sponsor | My advantages at a glance

I know what for | I support SRC water projects to promote health around the world.

I can do a lot of good with just 1 franc a day | As a sponsor, I enable the SRC to plan long-term and provide sustainable help.

The support is sustainable and fair | Certified by ZEWO, the SRC does not offer any sponsorships that only benefit individuals (e.g. just for one child).

I am kept regularly informed | Twice a year I find out about the good my donations are doing.

More money goes to the projects themselves | By making a long-term commitment, I help reduce the administrative overheads, thereby increasing the money available for projects.

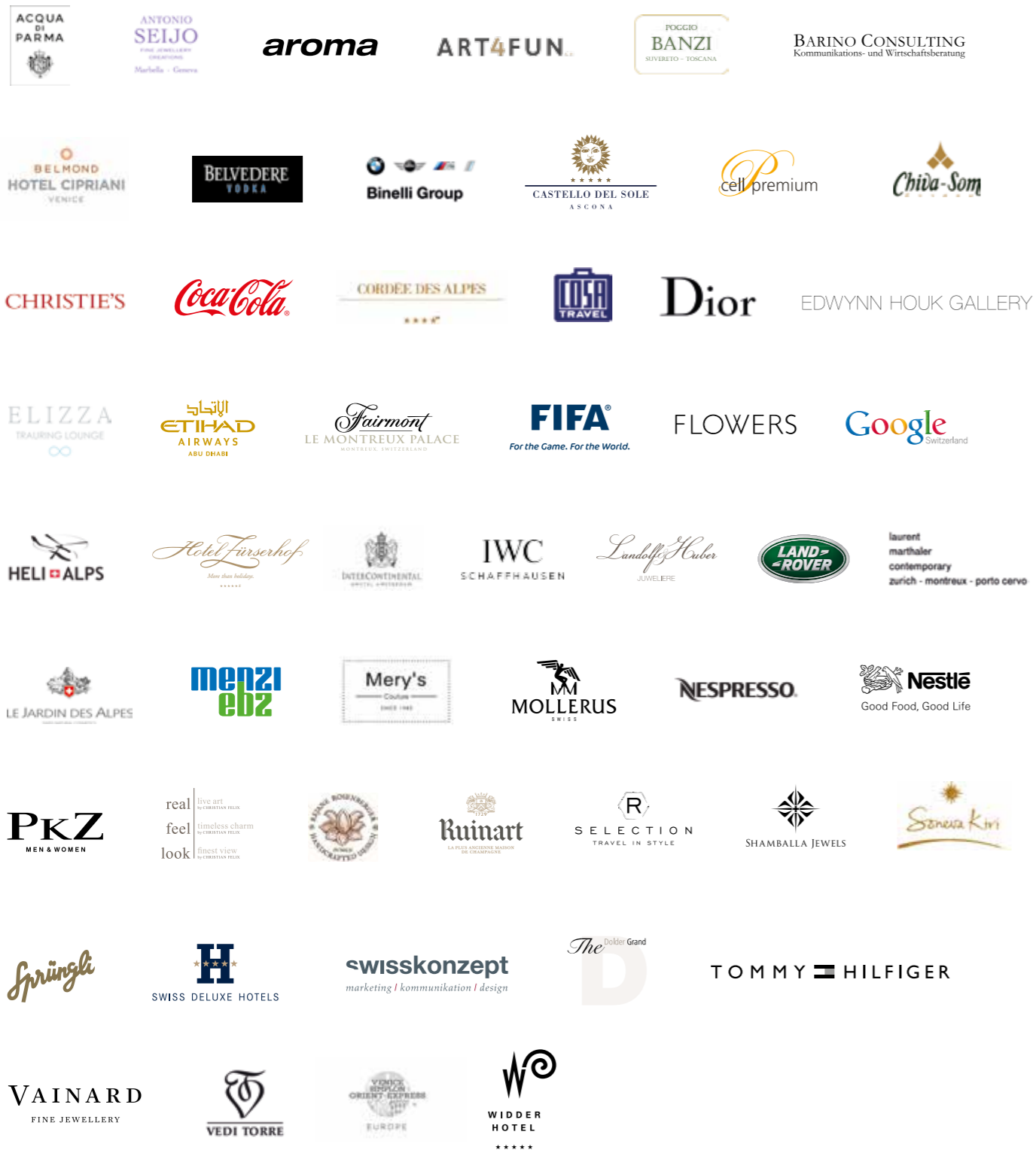
By becoming an SRC water sponsor, you will be helping to give more people access to clean drinking water. The SRC is working in the deprived, rural regions of the world to help improve the water supply and build sanitary facilities to enhance hygiene.

www.redcross.ch/patewerden

OUR SINCERE THANKS

On the occasion of the Swiss Red Cross Gala 2015, we offer our sincere thanks to our sponsors and partners.

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Empfohlen von Thomas Vaterlaus
Chefredakteur VINUM, Wein des Monats November 2014:

"Auf einem von Tuff, Lehm und Sand geprägten Terroir hat sich Christoph Rehli ganz der klassischen Chianti-Formel verschrieben und baut nur zwei Varietäten von Sangiovese und Canaiolo an. Der **SONORA** zeigt Aromen von reifen Beeren, dazu Lakritze, Kräuter, Leder und eine Spur Teer. Im Gaumen ist er, wie von einem Dirigenten nicht anders zu erwarten, perfekt komponiert, mit kernigem Gerbstoff und frischer Säure. Ein moderner Ur-Chianti wie aus dem Bilderbuch".

Winescout7 Rating für
Vedi Torre Eco 2010: 92 von 100 Punkten (Juni 2015)

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