

# SWISS RED CROSS GALA



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# SWISS 2 RED CROSS 2012 GALA

Grand Hotel Les Trois Rois, Basel  
1 December 2012

**Lonza**

Swiss Red Cross





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*SRC CHARITY GALA 2012:  
FOREWORD BY THE PRESIDENT  
OF THE SWISS CONFEDERATION*

EVELINE  
WIDMER-SCHLUMPF

The official Swiss Red Cross Gala 2012 takes place on the same day as World AIDS Day. The glittering event at the Grand Hotel Les Trois Rois is therefore also dedicated to the theme of HIV/AIDS. Throughout the world on 1 December, people will be reminded that each of us can help towards ensuring that those with HIV and AIDS are not excluded from society, that prevention and education are improved and those who are already ill receive treatment.

More than 34 million people worldwide live with HIV/AIDS, more than 30 million people have already died of the consequences of AIDS and 60 % with HIV/AIDS who need HIV treatment have no access to medical care.

Fortunately, much has already been achieved - especially in terms of treatment, but also in educating people on prevention and transmission. There is still no medicine to cure AIDS, but the quality of life of people who are HIV-positive has improved considerably. By no means all HIV/AIDS victims have access to advice and treatment. Many people in remote areas of poor countries know little or nothing about AIDS.

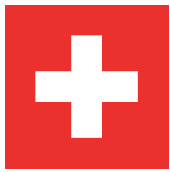
The Swiss Red Cross is committed to ensuring that people in neglected and little-noticed regions have the opportunity to protect themselves against AIDS and its consequences. In Nepal the SRC supports HIV education, in particular among migrants and in village communities. In Paraguay, where around 60 % of the population has little or no access to public health services, health workers render first aid and inform villagers and residents on a range of issues such as prevention, HIV/AIDS and daily hygiene.

It also supports a specialist HIV/AIDS organisation in its prevention work among marginalised youth in and around the capital Asunción. Swaziland has one of the highest rates of HIV infection in the world, with around 26 % of adults infected with the virus. Here the SRC is engaged in essential education and prevention work and provides AIDS treatment. It also cares for AIDS patients at home and supports AIDS orphans. I would like to thank all Swiss Red Cross workers for their dedication in helping to improve the lives and prospects of so many people.

The Swiss Red Cross's commitment in working for others deserves our support. The generous donations of all of us here at this charity gala are vital in ensuring that the projects in Nepal, Paraguay and Swaziland can continue.

"The secret of happiness lies not in possessing, but in giving. By making others happy we shall be happier ourselves," wrote the French author André Gide. I wish you a very pleasant evening and may you be blessed with great happiness.

**Eveline Widmer-Schlumpf**  
President of the Swiss Confederation



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# valora

... AUS DER  
SCHWEIZ  
HERAUS.



*MESSAGE FROM THE PRESIDENT  
OF THE SWISS RED CROSS*

ANNEMARIE HUBER-HOTZ

The aim of the Red Cross is to protect life and health and to ensure respect for the human being. These tasks are described by the Fundamental Red Cross Principle of Humanity. When it comes to HIV/AIDS, these tasks become a major, demanding and long-term objective comprising prevention, therapy, follow-up, care and social integration. It also requires us to take careful account of social and cultural factors.

For many years the Swiss Red Cross has been committed to fighting the HIV/AIDS epidemic and to helping those affected by it. The programme we are running in Swaziland in cooperation with our sister organization and the health authorities is a model in southern Africa. It proves that progress and success are possible. We would therefore like to develop our partnerships there and in other countries. We owe this to the people who are relying on our support to give them a better future.

Ours is a major commitment, but not everything requires a lot of money. Sympathy, training and care, for example, are important factors to give children the opportunity to survive HIV/AIDS – greater opportunity than their parents had. To make this possible, we rely on many different types of cooperation and support.

We are sincerely grateful to the guests and sponsors of the Red Cross Gala for their help and generosity so that we can continue our fight against HIV/AIDS and help the most vulnerable people. We would particularly like to thank all those who participated as volunteers in organizing this event.

I am extremely pleased that you, our dear guests, by participating in the Red Cross Gala today 1 December, World AIDS Day, are expressing your sympathy and solidarity with people who are so seriously affected by the disease or who are fighting to stop it spreading. I thank you most sincerely for your commitment and hope you have a very pleasant evening.



**Annemarie Huber-Hotz**  
President of the Swiss Red Cross

# HIV/AIDS

## *A DEADLY EPIDEMIC*

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About 34 million people are living with AIDS worldwide, most of them in developing countries. The most severely affected region is sub-Saharan Africa. In the small state of Swaziland, one adult in three is HIV positive. But even in eastern Europe, Asia and Latin America, the infection rate is on the sharp increase. Every day thousands of people are infected around the world, including many children. And yet most of those infected, who need treatment to keep HIV in check, do not even have any access to medical care. Their suffering is enormous.

Because HIV positive people have a weakened immune system, there is a particularly large risk of them also catching tuberculosis. The prognosis is therefore even worse, and many people die. More and more strains of tuberculosis are resistant to medication.

The consequences of the epidemic are dramatic for millions of children whose parents have died of AIDS. A large number of them live in 'child households' with many other orphans. They have barely enough to eat, no money and no-one to protect and take care of them. As they are left to their own devices, many of them turn to crime or prostitution. They are unscrupulously exploited. If they still have a grandmother, they go to live with her. But even then they live in the most abject conditions because there is a shortage of everything.





Orphans in Swaziland. The 'white plague' has killed their parents.



***Sinokubongo wants to live**  
Two-year-old Sinokubongo is HIV positive, has tuberculosis and is an orphan. AIDS killed his mother. His grandmother is a maid and feeds a 5-person family with just CHF 160 a month. The help they receive from the Red Cross is vital. Red Cross nurse Sbhakile Mngometulu regularly makes home visits and oversees Sinokubongo's medical treatment. Since he started receiving medication he has been developing well.*

#### **Red Cross in action**

To combat this crisis, the Swiss Red Cross runs aid projects to fight against HIV/AIDS and tuberculosis. In **Africa, Asia, Latin America and eastern Europe** as many people as possible should learn about the risks of infection and be given access to medication, treatment and care. Volunteers are trained so that they can teach villagers how to protect themselves from infection.

#### **Hope for Swaziland**

In Swaziland the SRC is running a comprehensive aid programme to fight the spread of HIV/AIDS and tuberculosis. Large-scale prevention and information campaigns teach thousands of school pupils and adults about the illness, test them for the virus and provide advice. Those that test positive for HIV are given medicines and treatment, even in the most remote regions of the country. HIV-positive pregnant women are in particular need of treatment so that their unborn children can be shielded from infection.





Swaziland: A grandmother with her orphaned grandchildren.



### Humanity in practice

Many volunteers visit patients at home, care for them and check that they are taking their medication. They become important contacts for the patients and help them to endure their pain and fear.

All AIDS patients and their families also receive food parcels. When they have enough strength the Red Cross gives them seedlings and seed so that they can grow their own foods to improve their diet.

### Hope for the future

A special youth programme trains volunteers to be 'peer educators' who can pass on their knowledge of the illness to their friends and classmates. It's easier to talk about taboo subjects with people of the same age.

The SRC is also providing education and prevention in Paraguay and Nepal. Information campaigns are carried out in 10 of the 14 districts of the Mid-West Region in Nepal. HIV-positive patients are given access to medication. And in Paraguay, the prevention of HIV and tuberculosis infections is a central element of the health programme.

### Swostika can still laugh


Nine-year-old Swostika in Nepal has been HIV-positive since birth. Thanks to the Red Cross she and her mother receive AIDS medication. Dhana is an active member of the self-help group for AIDS patients that works hard to educate the villagers. Because there is more and more discrimination against AIDS patients. The Red Cross also provides money so that Swostika can have a school uniform and text books.

For Dhana, this help from the Red Cross is a blessing: "Thanks to support from the Red Cross my daughter and I can get medical treatment. I'm also pleased that my daughter receives financial support so that she can go to school. Thanks to my work in the SRC self-help group I don't feel isolated any more and I take strength from knowing that the knowledge I spread can help protect other people from infection."



**«Ich bin Fan vom Roten Kreuz. Dank ihm bleibe ich gesund.»**

**Swostika Bhandari (9), Bardiya (Nepal)**

Swostika ist seit Geburt mit dem HI-Virus infiziert. Dank der Therapie, die ihr das Rote Kreuz ermöglicht, bricht Aids bei ihr nicht aus und sie bleibt gesund. Mit ihrer Mutter und ihren älteren Geschwistern lebt Swostika in einem Dorf auf dem Land. Ihr Vater ist Saisonarbeiter in Indien. Arbeitsmigration und fehlende Kenntnisse sind wichtige Gründe, weshalb sich Aids in Nepal verstärkt ausbreitet. Neben den herkömmlichen Risikogruppen sind so vermehrt auch Frauen auf dem Land von HIV/Aids betroffen. Mit Informationskampagnen und medizinischer Unterstützung für Betroffene hilft das Rote Kreuz, die Gesundheit der Menschen zu schützen. Mit Ihrer Unterstützung können wir gemeinsam Menschen in Not und Elend helfen. Danke. **Jetzt Fan werden:** [www.redcross.ch](http://www.redcross.ch) oder 

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*WE ARE HAPPY TO WELCOME YOUR  
HOST AT THE SRC GALA 2012*

SANDRA MARIA MEIER



Ms. Meier has been a television and event presenter for many years (ZDF, Deutsche Welle TV). In her diverse career she has presented a number of TV shows as well as many international events in multiple languages. Currently, she presents the daily ZDF programme "Hallo Deutschland" as well as the English, Spanish and German versions of DW's European travel programme "Discover Germany". Ms. Meier studied journalism, and has achieved the title of Dr. phil. in romance philology and journalism. Tonight, she welcomes you as your host throughout the evening.

# PROGRAMME OF THE EVENING

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18:30 PM RED CARPET CHAMPAGNE  
RECEPTION BY MOËT CHANDON, FEATURING  
„THE ROMANTIC HARP“

19:15 PM GALA OPENING SPEECH BY  
ANNEMARIE HUBER-HOTZ, PRESIDENT OF  
THE SWISS RED CROSS

19:30 PM GALA NIGHT AND DINNER BY CHEF  
DU CUISINE MARC ANDRÉ DIETRICH

20:00 PM CHRISTINA SURER,  
AMBASSADOR OF THE SWISS RED CROSS

22:00 PM IN ONE NIGHT AROUND THE WORLD  
– A MUSICAL JOURNEY WITH THE WINNER OF  
THE STRADIVARIUS PRIZE BARBARA CIANNAMEA  
AND SOPRANO LINDA CAMPANELLA AND  
DANIEL MOOS WITH QUARTETTO VENEZIANO

22:45 PM CHARITY AUCTION CONDUCTED  
BY CHRISTIANE GRÄFIN ZU RANTZAU, CHRISTIE'S

00:00 PM SERVING OF DESSERT  
CIGAR LOUNGE BY DAVIDOFF

00:15 PM DANCING WITH DJ LukJLite

00:30 PM CLOSING OF THE SILENT AUCTION

02:00 AM CARRIAGES

*DRESS CODE: BLACK TIE / EVENING GOWN*







*FOREWORD FROM BERNHARD HEUSLER  
FOR THE SRC GALA 2012*

# BERNHARD HEUSLER

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This 1 December 2012, about 250 top-class guests are here at this Basel venue, that has hosted many great personalities from world history over its more than 300-year history, from Napoleon Bonaparte, Pablo Picasso and Thomas Mann to the British Queen Elizabeth II.

The fact that this historic setting is now playing host to one of the most important and valuable organizations in the world and is the venue of a prestigious event such as this is an honour for Basel. And at the same time it is an opportunity for our city to show its humanitarian and generous nature, to support all those people that the Red Cross has been committed to helping for almost 150 years with enormous charisma – all the people who are forgotten victims, of war or HIV/AIDS for example, to whom this gala is most especially dedicated.

It is quite rightly said that football brings countries, people and cultures together, that it acts as a bridge across all language, social and political barriers. As the chairman of FC Basel 1893 who has had the privilege of being a member of the Honorary Committee for this gala, I would like with frank immodesty to play a double pass: Apart from the UN, there are only a few institutions in the

world that are as comparable in their worldwide reach and their neutrality as the Red Cross and ... of course football. Because it is enjoyed as an organized sport in more than 200 countries and it has the power to bring a trace of light and joy to places otherwise blighted by crises and misfortune.

Please allow me therefore in this context to thank all those people who are so generously attending this gala in support of those people who are suffering in the shadows and wish you all an unforgettable and most pleasant evening.



**Dr. Bernhard Heusler**

Member of Gala Honorary Committee  
Chairman, FC Basel 1893







# CHRISTINA SURER

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Being an ambassador for the Swiss Red Cross is an honour that has given me great pleasure for several years. I could almost say that the Red Cross Gala in Basel is a walk in the park – quite unlike the assignments I have undertaken so far on behalf of the SRC. I constantly think back to my impressions of a recent visit to the SRC programme in Nepal.

There I was able to see for myself just how the Red Cross works with the local population, building wells in remote villages to ensure their supply of clean water. It is barely possible to imagine just how hard it is for the women and girls in these mountain regions to have to carry water such long distances to their families. Having a well in their own village spares them this drudgery while protecting them from diarrhoea and infectious diseases that otherwise would make victims of so many infants and young mothers.

The SRC is also working to curb the HIV/AIDS epidemic. Young adults trained by the Red Cross teach youngsters their own age how they can protect themselves and others from HIV.

## IN NEPAL



This should prevent the men who leave to earn a living in the cities from unwittingly infecting their wives when they come back to their villages.

During my visit I met impressively strong, energetic women who live extremely hard lives with dignity. For a brief moment I shared their modest lives and only then fully realized just how privileged we are here. We must at all costs prevent the better standards of living brought to them by the Red Cross from being destroyed again by HIV/AIDS. This is why I support the SRC and its Gala in Basel in aid of the fight against this epidemic. I am most grateful to all of you for your contribution to this effort.

**Christina Surer**  
Ambassador of the Swiss Red Cross



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## DIE SOLISTEN

Linda Campanella,  
Barbara Ciannamea,

Sopran (Genova)  
Violine (Lugano)



## QUARTETTO VENEZIANO

Flaviano Rossi,  
Giovanni Sanvito,  
Claude Hauri,  
Daniel Moos,

Flöte (Milano)  
Oboe (Milano)  
Violoncello (Chiasso)  
Klavier/Moderation (Bellinzona)

“Swiss Overture”

Willhelm Tell

G. Rossini

„Souvenir de Prag“

Fantasie „Souvenir de Prag“ Allegro

F. Doppler

„Réminiscence de Paris“

Prelude  
Je veux vivre

Carmen  
Roméo & Juliette

G. Bizet  
Ch. Gounod

„L’Arena di Verona“

Cavatina di Rosina

Barbiere di Siviglia G. Rossini

„Hungarian Gipsy Music“

Hungarian Dance No. 5  
Czardas

J. Brahms  
V. Monti

„Wien bleibt Wien“

Frühlingstimmen

J. Strauss



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# BIOGRAPHIES OF SOLOISTS

*LINDA CAMPANELLA*



**Linda Campanella**, soprano, studied piano and voice. Master classes brought her into contact with Franca Mattiucci, Renata Scotto, Rockwell Blake and Robert Kettelson. Having won various contests she was taken on by great opera houses: Turin, Brescia, Cremona, Como, Mantova, and in Spain, Germany, Hungary and Switzerland. She works with a large number of ensembles, such as I Solisti di Milano and I Solisti di Cremona. In Savona she made her debut in Don Giovanni, The Marriage of Figaro, The Barber of Seville and La Cenerentola. In 2000 she worked for I Pomeriggi Musicali in Milan. In Novara she performed as Musetta in La Bohème and in Savona she was Rosina in The Barber of Seville. In 2002 she toured Spain in The Barber of Seville. In 2004 she performed Offenbach's La Grande Duchesse in Venice and La Cenerentola at the Turin Opera. In 2005 Linda Campanella was invited to sing at concerts in Beijing and Johannesburg. In 2007–08 she opened the concert season in Bergamo and toured Spain as Adina in Elisir d'Amore. In 2009–10 she was invited to sing in Lucia di Lammermoor and Elisir d'Amore on an extended tour of Japan with the Bergamo Opera. In 2011, Linda Campanella sang Rigoletto in Bergamo, Lucca, Sassari, Pisa, and other cities. She could be seen in many performances of Adina in Elisir d'Amore in Nagoya, Yokohama, Tokyo, Toledo, Alicante, and Palma de Mallorca. In recent years she has recorded more than 15 CDs and DVDs.

# BIOGRAPHIES OF SOLOISTS

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## *BARBARA CIANNAMEA*



**Barbara Ciannamea** began playing violin at the age of 6. Her great talent was immediately recognized. She trained from 1986 to 1993 under Prof. Tamas Major. In 1995 she graduated from the legendary Conservatorio G. Verdi in Milan. Barbara Ciannamea has taken part in countless national and international contests. Thanks to her extraordinary talent and meticulous technique she has been awarded first prize more than 13 times: Stresa, Ispra, Turin, Zurich, Florence, and others. From 1985 to 1993 she attended master classes with Maestro Korsakov, Gulli, Ricci, Gilels, Gruber, Varga, Accardo, and Vernikov, in Florence, Cremona and Lyons. In 1997 she won the Habisreutinger Foundation's Stradivarius Prize, receiving for her CD recording *The Romantic Violin Music and concerts the Aurea violin from the year 1715*. As a soloist she has performed with the Lyons National Orchestra under E. Krivine and the Ljubljana Orchestra under A. Nanut. Since 2000 Barbara Ciannamea has been under contract to the Orchestra della Svizzera Italiana where she plays as a soloist and with various chamber music ensembles. She is currently playing a historical violin by Carlo Giuseppe Testore from 1710, under loan from the Fondazione Pro Canale in Milan.





## *DANIEL MOOS*

The pianist and producer **Daniel Moos** graduated from the Conservatorio della Svizzera Italiana under Nora Doallo. He went on to study at the Musikhochschule in Zurich under Irwin Gage and made study visits to Bayreuth, Vienna and Rome. In 1990 he won the Orpheus Contest in Zurich. In 1991 he won the Zürcher Forum prize. From 1991 to 1998 he worked as a guest pianist, répétiteur and orchestra player at the Zurich Opera, where he performed with many famous conductors in more than 150 presentations of: The Magic Flute, Eugene Onegin, Elektra, Europas 1+2, Tosca, Le Grand Macabre, War Requiem, Il Trittico, Bluebeard's Castle, Faust and others. On a recommendation he trained as a conductor at the Vienna Musikhochschule under Prof. K. Oesterreicher, Prof. B. Weil and Prof. J. Kalmar. Since 1993, he has released 11 live CDs. Daniel Moos has carried out various cultural and marketing projects for famous companies, concert series, CD recordings and, since 1992, he has been the artistic director for several series of concerts. In 2010 he launched the 1<sup>st</sup> Klassic Open Air festival on Landenberg in Sarnen. In 2012, he released a new CD recordings The Brilliant Classics, China meets Switzerland with the Chinese star violinist Bin Huang, and also with the Swiss cellist Claude Hauri. In 2012 Daniel Moos will present his new project, The Glory of Sacred Music in Switzerland, with the Milan Cathedral Ensemble, which premièred in Milan Cathedral in May 2011.



## *SHORT BIOGRAPHY OF I VIRTUOSI DI MILANO*

The soloists from the **Quartetto Veneziano** studied in Italy's talent mill – the Conservatorio G. Verdi in Milan, and in Lugano, Zurich, Vienna, Rome and Paris, and have all won several international contests. They have worked for several renowned orchestras: Teatro La Venice, Teatro alla Scala di Milano, L'Arena di Verona, Orchestra Sinfonica RAI, Orchestra Sinfonica di S. Cecilia di Roma, Orchestra Maggio Musicale Fiorentino, Zurich Opera, and with the major contemporary conductors Claudio Abbado, Riccardo Chailly, Carlo M. Giulini, Riccardo Muti, Nello Santi, Giuseppe Sinopoli, Marcello Viotti and Ralf Weikert. The ensemble's repertoire includes all styles from baroque to modern music.

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*WE ARE VERY PROUD TO WELCOME THE  
EUROPEAN DIRECTOR AND CHAIRMAN OF  
CHRISTIE'S GERMANY TO THE SRC GALA 2012  
IN HER ROLE AS AUCTIONEER*

# CHRISTIANE GRÄFIN ZU RANTZAU

After her education as an interpreter Christiane Gräfin zu Rantzau started working for the auction house "Neumeister" in Munich. After her graduation from the Christie's Fine Art course in London she started working for Christie's in 1984 first in the office in Munich and afterwards as the representative and head of the Christie's office in Hamburg. Since 2009 she is not only in charge of Hamburg and the North German regions but also for Berlin and the new federal states. In 1994 she was appointed director of Christie's Manson & Woods Ltd. Since autumn 1999 she has the auctioneer's license and frequently conducts auctions for Christie's as well as charity auctions in German and English. In spring 2000 she was appointed Deputy Chairman Christie's Germany and Director of Christie's European Advisory Board. In July 2008 she was appointed Director of Christie's European Board. In spring 2011 she was appointed Chairman Christie's Germany.

CHRISTIE'S

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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 prior to the auction

Each lot shall be at the buyer's risk from the fall of the hammer but must be paid in full before the property of the goods passes 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 on making an accepted bid and the amounts of the accepted bids shall be immediately payable to SWISS RED CROSS**, recognized as a charity by Zewo. The buyer of each lot shall give his 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 their 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 their servants or agents make or give, nor has any of the employees of the 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 the bidding of any person. In the case of a dispute as to any bid, 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/ 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 prior to the auction as to the conditions of each lot. Any statement by SRC as to the lot is a statement of opinion only and every person should rely on his own judgement as to all matters affecting the lot. The highest bidder for each lot shall be the buyer of that lot. Some of the lots are subject to a reserve.

The charity auction is always one of the major highpoints of the Swiss Red Cross Gala. Fortunate buyers can offer themselves exceptional lots, priceless experiences and unique opportunities. Spectacular events, luxurious weekends and offerings will give you every reason to join the bidding process, thereby supporting the work of the Swiss Red Cross worldwide.

So get caught up in the auction fever and up the ante! The auctioneer Christiane Gräfin zu Rantzau, European Director and Chairman of Christie's in Germany, will be more than happy to see you taking part.

## Nº 1

### Experience Weltklasse at its best – VIP package for “Weltklasse Zürich” inkl. meet & greet with a top athlete and stay at 5 star Widder Hotel

Weltklasse Zurich 2013 – the Olympic Games in one evening!

The track and field stars of Weltklasse Zurich perform their sporting disciplines at the highest level. Dynamism, strength and elegance are the hallmarks of the athletes taking part in the world's most prestigious athletics meeting. On 29 August 2013, the world's best sprinters, runners, jumpers and throwers will go head to head across 17 disciplines at the always sold out Letzigrund stadium. Only the best are good enough to compete at the Zurich event, having earned on merit the right of a starting place in the prestigious Diamond League.

Weltklasse Zürich is an exclusive member of Top Events of Switzerland, which consists of eight world-famous Swiss events in the areas of art, film, music, and sport.

Your Weltklasse experience for two starts in the 5 star Swiss Deluxe Widder Hotel, where you will reside in a Deluxe Double Room for two, including a delicious breakfast. After a welcome apéro at the hotel, you will experience the world best athletes on VIP seats on the main stands near the finish line in the stadium Letzigrund. After the event, you have the opportunity to meet a top athlete, and enjoy fine food and drinks.

Situated in the heart of Zurich's picturesque old town, The Widder Hotel fascinates visitors from all over the world through its distinctive ambience. The Five-star hotel unfolds itself in an ensemble of nine residences from the Middle Ages, whose unique flair has been combined with timeless elements in meticulous restauration. The medieval heritage has been embedded in an inspiring room concept that showcases new, surprising details and perspectives in 49 inimitable rooms and suites. Modern elements, merged with the cosiness of historical wooden ceilings and pillars, also represent the character of the three restaurants and the Widder Bar – known as best places in the city for excellent Swiss cuisine and finest drinks.

**Value: CHF 4,051**



## Nº 2

### Travel in perfection with Kuoni Concierge and enjoy the Cirque du Soleil “Kooza” with a backstage tour

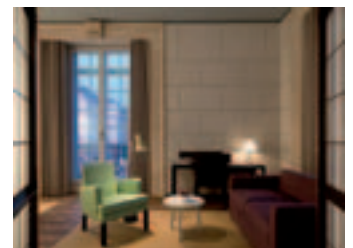
Experience the new legend in London. True to its original spirit, the Café Royal has reopened as member of the Leading Hotels of the World in 2012, with elegant Mayfair to the west and creative Soho to the east. Café Royal is continuing its celebrated legacy and features a diversity of places to enjoy the amenities of the hotel. Our voucher, worth CHF 2,500, is valid for a Portland Room for two nights.

A perfect journey, may it lead us to the heart of London, or anywhere else, is more than a standard package. It offers exceptional experiences of places, landscapes, cultures, events, and people that only a special knowledge makes available. The Kuoni Concierge is your partner at creating those perfect moments. That's why we offer additionally 12 months complimentary travel advisory and organisation as well as 12 months complimentary Loyalty Programme Management by Kuoni Concierge for two persons.

This unique travel experience brought to you by Kuoni Concierge and the Leading Hotels of the World.

During your stay in London Cirque du Soleil offers you 2 tickets for the Premiere Show in London at the Royal Albert Hall for Cirque du Soleil the show “Kooza”, on January 5<sup>th</sup> or any other date within their tour dates in London including a back stage tour. This is a unique experience with some special insights into a magical Cirque life.

**Value: CHF 15,500**



*Terms: Timing of the journey to the Café Royal has to be planned with Kuoni Concierge (+41.58.702.6555) in a timely manner and is subject to availability and season. Black-out periods are Christmas and New Year. All extra services “in destination” are not included in this package.*





## Nº 3

### Explore the 12<sup>th</sup> edition of Art Basel Miami Beach

the most prestigious art show in the Americas. More than 260 leading galleries from North America, Europe, Latin America, Asia and Africa will take part, showcasing works by more than 2,000 artists of the 20<sup>th</sup> and 21<sup>st</sup> centuries.

The exhibiting galleries are among the world's most respected art dealers, offering exceptional pieces by both renowned artists and cutting-edge newcomers. Special exhibition sections feature young galleries, performance art, public art projects and video art. The show will be a vital source for art lovers, allowing them to both discover new developments in contemporary art and experience rare museum-caliber artworks.

Your VIP package for 2 includes earlier viewings of the fare than the general public and some other perks, offered by Messe Basel. Also included is your flight for 2 to Miami.

**Value: CHF 8,000**



Art | Basel  
Miami Beach | Dec | 5-8 | 2013

## Nº 4

### White Turf excitement and luxurious stay at The Carlton Hotel in St. Moritz

Enjoy an exciting weekend in St. Moritz as a VIP guest to the international horse race event "White Turf" on the frozen lake of St. Moritz and reside for 2 nights at The Carlton Hotel.

On Sunday, 10 February 2013 you are invited to enjoy this day with about 10,000 spectators watching the flat and trotting races. In particular the exiting Skikjöring race where courageous skiers are pulled by unriden thoroughbred horses in the hope of being crowned "The King of the Engadine".

In between the races there is time to enjoy the delicious gourmet meal in the beautiful VIP marquee at the presidential table together with a famous jockey.

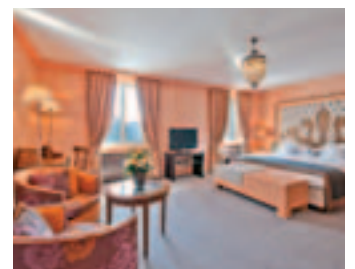
This fantastic day of fine catering, music and art and the unique atmosphere of "White Turf" in the spectacular panoramic surroundings of the Engadine will remain a most unforgettable day.

Your weekend stay at The Carlton Hotel in St. Moritz includes two nights accommodation in one of the Junior Suites, which range in size from 35 to 65 m<sup>2</sup> and offer an elegant interior design with a combined lounge and bedroom area as well as a spacious bathroom as well as bountiful breakfast buffet at the restaurant Romanoff and entry to the Carlton Leading Spa (1200sqm).

The Carlton Hotel in St. Moritz represents a new dimension of self-assured luxury and boasts captivating views from all its 60 suites

and junior suites. Indulge in luxury in its purest form – with the Engadine at your feet. The location on the sun-soaked plateau above the lake of St. Moritz underscores the quirky and enduring spirit of the Carlton. The complete refurbishment with its extravagant mix of styles and colour palette has re-interpreted the historical values of the property initially built in 1913, lending a contemporary and modern touch. The high-standard of relaxed informality combined with authentic warm hospitality is as stimulating as the spacious and exclusive Leading Spa. The Carlton Hotel is where people from all over the world come to enjoy a stay tailored to their own particular wishes, a place where they can withdraw in peace and quiet or enjoy the pleasures of delightful company.

**Value: CHF 4,800**



CARLTON HOTEL  
ST. MORITZ

## N° 5

**Girard-Perregaux is proud to support the Swiss Red Cross Gala by donating a model of its iconic collection Vintage 1945 and an exclusive journey to its watch Manufacture in La Chaux-de-Fonds**

### **Vintage 1945 XXL small second**

At the same time classic and cutting-edge, the Vintage 1945 collection is a symbol of contemporary watchmaking that Girard-Perregaux has been careful to perfect. Taking its strong lines from the Art Deco movement, the new Vintage 1945 XXL small second incorporates an emblematic design. Its case, with its skilfully rounded shapes in both directions, houses a Girard-Perregaux mechanical movement with automatic winding that displays hours, minutes and small seconds on monochromatic anthracite dial. This contemporary piece is a resounding success in both aesthetic and technical terms.

### **Journey to the Manufacture**

Girard-Perregaux offers you a in-depth visit to discover the pure essence of Haute Horlogerie. You will meet with our talented craftsmen and walk through the complete creation process, you will assemble a GP movement during an exclusive atelier with one of our watchmaker and lunch with a member of the Management, in one of our Museum.

**Value: CHF 12,000**



**GIRARD-PERREGAUX**  
MECHANICS OF TIME SINCE 1791

## N° 6

### **An exceptional piece of Art by Beat Zoderer**

Beat Zoderer (\* 1955 in Zurich) completed an apprenticeship as an architectural draftsman and worked in architectural offices from 1971–78. Since 1979 he works as an independent artist. Two studio stipends of the city of Zurich for Genoa in 1986 and New York in 1988 were followed by further grants from the city of Zurich. In 1995 he was awarded the Manor Art Prize and in 1998 he received an award from the Max Bill / Georges Vantongerloo Foundation, Zumikon/Zurich. His installations, sculptures, assemblages and collages are constructed in ever new shapes, colours and materials. Zoderer thus moves towards a concrete and constructive position in art.

Description:  
Beat Zoderer  
Flechten No. 4, 2000  
rubber foam, plaided  
48 x 38 cm

**Value: CHF 14,000**



*Charity Auction*

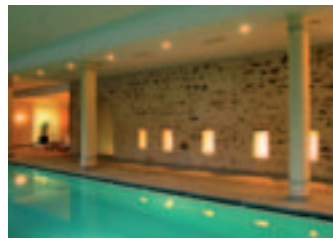
**N° 7**

**3 glorious days at the Hotel des Trois Couronnes, Vevey**

Enjoy a romantic three nights stay in the legendary Pablo Casals Suite with a sumptuous view of Lake Geneva and the Alps.

Our Chef, Daniel Rodriguez and his team will be serving you a delicious 3-course gourmet menu in our epicurean restaurant. For your wellbeing: enjoy a relaxing Puressens Spa treatment and unlimited access to our Puressens Spa, equipped with swimming pool, sauna, steam bath, jacuzzi and fitness room.

**Value: CHF 13,000**



*Charity Auction*

**N° 8**

**Explore the first edition of Art Basel in Hong Kong**

which takes place from Thursday, May 23, to Sunday, May 26, 2013 at the Hong Kong Convention and Exhibition Centre (HKCEC). The debut show will present more than 250 of the leading galleries from Asia, Europe, the Americas and the rest of the world, chosen by a selection committee composed of renowned international gallerists.

As in the established shows in Basel and Miami Beach, the new Hong Kong edition of Art Basel will draw more than 50 percent of participating galleries from Asia and the Asia-Pacific region. In the show's multiple sectors the exhibition will present the highest quality paintings, sculptures, drawings, installations, photographs, video and editioned works of the 20<sup>th</sup> and 21<sup>st</sup> centuries by more than 2,000 artists from Asia and around the globe.

At Art Basel in Hong Kong, collectors from across the world will discover the best art being produced in Asia and beyond, and enjoy the dynamic cross-cultural exchange that only this show and city can offer. The exhibition will be accompanied by an extensive talks program, giving first-hand insights into the latest developments in the artworld, and a stimulating program of events showcasing Hong Kong's rich culture.

Your VIP package for 2 includes earlier viewings of the fare than the general public and some other perks, offered by Messe Basel. Also included is your flight for 2 to Hongkong.

**Value: CHF 10,000**





*Charity Auction*

**N° 9**

**Dine and wine and reside for 2 nights at the Lausanne Palace & Spa**

Spend two unforgettable nights in the unique Coco Chanel Suite of GaultMillaus hotel of the year 2011, the Lausanne Palace & Spa. Breakfast for two served in the “Côté Jardin” restaurant.

Our Chef, Edgard Bovier (17/20 GaultMillau Points/1 Michelin Star) is expecting you at the very exclusive “Table d’Hôtes” of his restaurant “La Table d’Edgard” for an exquisite 7 course diner. You will enjoy free access to the CBE Concept Spa.

**Value: CHF 10,173**



*Charity Auction*

**N° 10**

**This DTM experience is priceless!**

You have the unique opportunity to bid for 2 DTM guest tickets for the season start in Hockenheim (probable date: 5 May 2013). Guest tickets give you access to the racing track, the drivers’ pad-dock, the pitwalk and the pit-lane concert.

Two seats in the Silver category of the VIP stands are already reserved for you. One very special highlight is access to the start grid - that cannot be bought for any amount of money! The whole experience will be rounded off with a Meet & Greet with the Ger-man winner of the DTM 2011, Martin Tomczyk.

This is a truly unforgettable experience for any motor racing fan.

**Value: priceless**



## Nº 11

### Help buy a Red Cross AIDS education vehicle!

The Swiss Red Cross teaches people in Nepal and Paraguay about AIDS and other infectious diseases. The teams drive to remote villages and disadvantaged neighbourhoods with a specially equipped vehicle. By means of interactive exhibitions and comprehensive advice, the visitors learn how to protect themselves and others from infection.

You have the opportunity to support this important work, by contributing to the price of one of these vehicles. We need CHF 30,000 to buy a suitable vehicle with 4-wheel drive. This will enable us to extend the education campaign to other villages and neighbourhoods that otherwise would be deprived of this lifesaving information.

In both Nepal and Paraguay the AIDS education campaign is part of broader health programmes. In addition to the health education issues, these include improvements to the water supply and protection from natural disasters. Gradually these people will be provided with the right conditions for a healthier life.

Please place your bid in support of this important effort to raise the funds so desperately needed. Any bidder for the full amount will have their name mentioned as donor on the vehicle.

**Value:** CHF 30,000



kinderhuus  
stärnschnuppe



## Die familiäre Kindertagesstätte in Basel.

## SILENT AUCTION

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

In addition to the official charity auction, we provide you with yet more opportunities to offer yourself or your loved ones something special while supporting the Swiss Red Cross. Throughout the entire evening (8 p.m. to 00.30 a.m.), in the aptly-named silent auction held in the foyer, other exclusive and beautiful items are waiting to be purchased. You will be seduced by the numerous attractive items on offer, ranging from an pendant necklace by Gucci to exclusive wellness and hotel stays

The lots are displayed individually in the foyer and described in detail. All you have to do is follow the instructions on bidding electronically with iml. The items on offer in the silent auction are described in the following pages. The Swiss Red Cross is looking forward to your active participation!

Further surprise prizes will be available at the evening of the Gala. So please do check your Auctionbooklet for all the details!





# HOW TO PLACE A BID AT THE SILENT AUCTION

## STEP ONE

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

## STEP TWO

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

## STEP THREE

To bid, press the large central button, then key in the amount you wish to bid, without commas; (press 'C' to cancel or amend the amount).

## STEP FOUR

Once you have entered the correct amount, press the large central button again.

## FURTHER INFORMATION

To bid on another item, simply press 'C' 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 tell you that the current leading bid is held by another guest.

YOU MAY BID ON THE SILENT AUCTION AT ANY TIME DURING THE EVENING. PLEASE RETURN YOUR SMARTCARDS AT THE END OF THE EVENT.

### *Silent Auction*

#### **The Diamantissima Collection 18kt gold teardrop-shaped pendant necklace by Gucci**

All Gucci jewelry is handcrafted by highly skilled Italian goldsmiths and the high end jewelry collection is the epitome of impeccable craftsmanship. Luxury is defined by the choice of precious materials, the uniqueness of each design and the meticulous attention to detail. Gucci Jewelry offers Italian made designs that can be worn everyday and treasured forever.

Gucci's iconic crisscross Diamantissima pattern was created in the 1930s and was the original signature of the Florentine fashion house. The crisscross configuration served as a precursor to the famous GG logo, which also remains one of Gucci's most iconic motifs.

The elegant necklace pay testament to the high quality craftsmanship and innovation that is synonymous with Gucci.

**Value:** CHF 2,030



# GUCCI

### *Silent Auction*

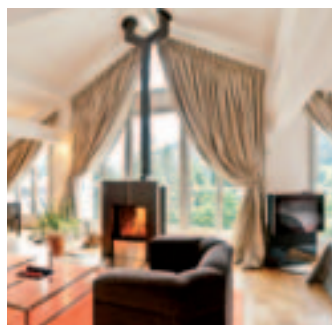
#### **Enjoy a romantic stay at the Grand Hotel Bellevue in Gstaad**

Enjoy an overnight stay in our luxurious Suite Bellevue with breakfast included.

Say goodbye to the daily grind and devote some time to yourself for a change. Dive into a world of relaxation and perfect well-being and pamper yourself with the highlights from our selection of spa treatments.

You will enjoy a 60-minute Swiss Relax anti-stress facial, a 50-minute manicure or pedicure, a 50-minute aroma massage and complimentary, unlimited access to the Bellevue SPA.

**Value:** CHF 3,250



### *Silent Auction*

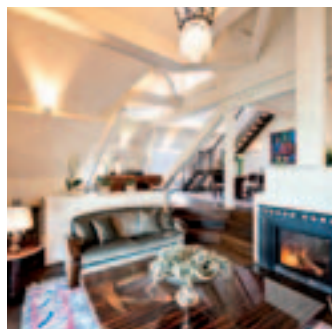
#### **Stay at the historic Grand Hotel Les Trois Rois in Basel**

Enjoy an overnight stay in our luxurious Suite Les Trois Rois from Saturday to Sunday with breakfast included.

Allow the Gault Millau “Chef of the Year 2011” Peter Knogl to please your palate and enjoy an unparalleled 8 course dinner with all your senses. Our Sommelier Christoph Kokemoor will be happy to offer you a great selection of wines and drinks.

You will then move to the privacy of your spacious suite of about 250m<sup>2</sup>, which offers far more than you would expect. Two bedrooms, three bathrooms, a sitting room with two dining tables and a seating group in front of an open fireplace, as well as a television and work corner. But that's not all: you can also relax in your private open-air Jacuzzi and sauna, high above the rooftops of the Old Town.

**Value: CHF 5,100**



**LES TROIS ROIS**

### *Silent Auction*

#### **An extraordinary experience at the Zoo in Basel**

Basel Zoo offers for the auction a choice of theme tour at Basel Zoo for 10 persons. For example in the Gamgoas house or in the Geigy facility for great apes, followed by dinner in the Gamgoas house. This is even more special as it is an activity that is not usually on offer. It has been put together specially for the SRC Ball auction.

Gamgoas is the name of our second animal house in the Etosha theme facility. The Etosha bush people use the word Gamgoas for a place where lions are. While lions play the leading role in our Gamgoas house, it also features Nile crocodiles and two termite colonies. The house not only provides an insight into the lives of these animals but also shows how their lives are interlinked with that of humans. An exhibition with various information points illustrates the key themes of this interaction.

**Value: CHF 2,000**





## *Silent Auction*

### **Excitement at the CSI Final in Basel**

January 2013 will again see the best showjumpers in the world meet in Basel. They and their equally famous horses will take part in this international indoor Grand Prix competition with the world's biggest prize. It goes without saying that a world-class tournament of this calibre unites supreme equestrian skills with extreme excitement. Spectators, the media and sponsors can all look forward to this great event.

The incredible total prize money of over 900,000 Swiss francs is one important detail. It is divided among 17 events, including the amateur rounds. And that's not all. Nine of the 11 international riders feature in the world rankings, and double world ranking points are even awarded in three events.

You are bidding for 2 VIP tickets to the CSI Final in Basel on the 13<sup>th</sup> of January including admission and lunch in the exclusive Moser lounge, offered by Bucherer Basel.

**Value: CHF 6,000** (this can not be purchased anywhere)



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## *Silent Auction*

### **An exceptional exclusive evening of entertainment**

With a private reception at the Ciné Deluxe Lounge for up to 44 persons with a screening at the luxury CINE DELUXE

An exceptional exclusive evening of entertainment, combined with a culinary experience offered by Pathé Küchlin in Basel. The successful bidder will get an evening at the Ciné Deluxe at the Pathé Küchlin in Basel for up to 44 persons, inclusive a reception at the Ciné Deluxe lounge with a private cocktail party with drinks, finger food and sweets. The Ciné Deluxe offers a private lounge and comfortable double sofa chairs. Your guests will enjoy an unforgettable event with a brand new movie blockbuster in the historical Küchlin theatre. Of course, complimentary popcorn and drinks are served during the movie.

The Ciné Deluxe will be exclusively reserved for the winner on a day free of choice (Monday to Friday).

**Value: CHF 3,000**



THE GIVENCHY ROYAL HANOVER CHANDELIER

A German silver eight-light chandelier by Balthasar Friedrich Behrens, Hanover,  
delivered 13 September 1736, designed by The King's Architect William Kent

A World Auction Record Price for German Silver

Sold for €6,397,614 / £5,753,250

Christie's London, 7 July 2011



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**Contact**

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