

THE HISTORY OF MIGROS

Oranger Garten

BY THE PARK IM GRÜENE

IN RÜSCHLIKON ON LAKE ZURICH

oranger **GARTEN**
THE HISTORY OF MIGROS

WELCOME TO THE ORANGER GARTEN AND THE PARK IM GRÜENE

*Some places are just too beautiful
not to come back to. Rüslikon has
not one, but two such places.*



*Colourful flower displays. Exciting
Migros stories. Plus a children's
playground and a park restaurant.*

*Admission free of charge. Open
daily. Great for families. Great for
children. And great for the disabled.*

What else could you want?

IMMERSE YOURSELF IN THE WORLD OF YESTERDAY

One of the Oranger Garten's main attractions is the Pavilion with its state-of-the-art technology, where you can experience the history of Migros with all your senses. On your own terms, of course: you decide what you want to glance at and what you want to investigate more closely. Are you interested in how people used to prepare for their driving test in a driving laboratory 50 years ago? Do you wonder what the products your grandmother bought looked like? And how much she paid for them? What were the advertisements for consumer goods like 70 years ago? In the Pavilion, you can discover what has influenced and shaped the everyday life of Swiss consumers from 1925 right up until the present day.

Shelf of History. These wall-sized screens have 120 shelves of audiovisual material from the Migros archives from the last 90 years. Your smallest hand movement, not even a touch, will make the screens react.

Media Table. Here, you can investigate further themes about the Migros retail trade and Swiss consumer history in more depth, with over 250 multifaceted information units.

Tip. Our technology is learnable through play. If something doesn't work straight away, simply ask your own or someone else's children – they intuitively understand modern technology and how to use it.



A VISIONARY IN A HAT

Gottlieb Duttweiler was a Zurich businessman. Young, bold, and prepared to take a risk. Up until 1920, he traded in cocoa, rice, heating oil, coffee, olives, turpentine and vitriol. Buying, importing and selling, he was successful at first, but then the crisis years drove him to his knees. So, he emigrated to Brazil to try his luck as a farmer. He was soon drawn back to Switzerland, however. He wanted to try again: in 1925, Gottlieb Duttweiler sent five Migros sales vans out onto the streets. His idea behind the mobile shops: lower the costs and halve the profit in order to make the prices unbeatable. And the people came. And bought. And came again. From then on, the visionary in a hat simply moved from one success to the next.



«In the modern world, success will belong to those who understand how to build up an idea world around their business.»

Migros founder Gottlieb Duttweiler, 1954





FROM FLOWER TO FLOWER, FROM ISLAND TO ISLAND

Inside and out: both dimensions are important in the Oranger Garten, and each gives a different impression. The garden also tells stories outside. Colourful, detailed, understood by every visitor. Ten theme and event islands show important stages and facets of Migros business history since its foundation in 1925. The open areas show the Oranger Garten as a living space which is continually changing, just like Migros itself. The planting changes each season but the orange ground tones are constant, uniting harmoniously with the colours of spring, summer, autumn and winter.

Sound meadow. How Migros sounds. Twittering. Noisy. Weeping. Jazzy. Happy.

Right or wrong? Yellow taxis in Zurich at Migros prices. Did they ever exist?

Tip. Visit the other eight theme islands. If you don't have time, simply come again. The Oranger Garten is open 365 days a year for you, your friends, and your relatives.



A PARK FOR FAMILIES, FOR LOVERS, FOR EVERYONE

The Park im Grüene is just 20 steps away from the Oranger Garten; just cross the Zürcherstrasse to find yourself right in the middle of a spacious park landscape. In 1946, Migros founder Gottlieb Duttweiler and his wife Adele donated this private property to the «Im Grüene» Foundation. They wanted to create a quiet and relaxing place, open to everyone. The «Dutti Park» offers a wonderful view over Lake Zurich from its eastern side and has a children's playground, deckchairs which can be used free of charge, multi-purpose open spaces and a restaurant with a sun terrace.

Food & drink. Bring a picnic or eat in the park restaurant. This offers fresh products, reasonable prices and friendly staff.

Cultural and children's programmes. Depending on the season, there are Punch and Judy shows, donkey rides, concerts, cinema and lots more. All information and details regarding the events can be found at www.parkimgruene.ch

Tip. Just come again. On your own. Together. With the children. And later, with the grandchildren. The Park im Grüene and the Oranger Garten are here for everyone to enjoy.





HOW TO FIND US

By bus

From Zurich Bürkliplatz:

Bus 165 to Park im Grüene

From Rüslikon train station:

Bus 165 to Park im Grüene

From Thalwil centre:

Bus 141 or 156 to Park im Grüene

By car

Follow the signs in Rüslikon and Thalwil for the Park im Grüene.

Parking is available.

OPENING TIMES

The Oranger Garten is open daily from May to August from 8am to 8pm and from September to April from 10am to 6pm. The current opening times of the park restaurant and the **Park im Grüene** can be found at www.parkimgruene.ch

Admission is free.

FOR THE DISABLED

The Oranger Garten has been designed to meet the needs of the disabled. All pathways and also the Pavilion are suitable for wheelchairs.

TOURS

Tours can be booked for schools and other groups of at least ten people. An aperitif with tasty snacks can be organised for groups of 20 or more. More information can be found on the website. Please contact us by e-mail.

CONTACT

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