



THE GREAT ALETSCHE GLACIER – A SOURCE OF ENERGY

A place to relax, to forget your worries and to recharge... The Swiss Aletsch Arena, located in the Canton of Valais, invites their guests to experience some true moments of happiness - by writing them in stone. The region at the Great Aletsch Glacier, the biggest ice stream in the Alps, is the perfect holiday destination to allow you to do that. According to Philippe Elsener who recently measured the natural life energy in the Aletsch Arena, it has some very special powers. It is also a place, which releases creativity: The internationally celebrated snow artist Simon Beck has been working in the Aletsch Arena in March 2015. Guests got to experience first-hand how he creates his stunning geometric designs in the snow – and they could even participate through workshops.

The power of the Great Aletsch Glacier: Come and recharge your soul

For centuries, the people living in the vicinity of the Great Aletsch Glacier call it a “magical source of energy”. These sources of energy are geological sites that release positive energy due to its earth radiation. This positive energy can be felt by people visiting the sites. Can it be measured in watts or joules? Unfortunately not. However, there are people, such as the Swiss expert Philippe Elsener, whose profession is to measure such natural energy. Energy which is technically difficult to measure but which can still be felt by people. In September, Mr. Elsener studied the Bettmeralp and its surrounding villages in the Aletsch Arena. He concludes: “The measurements show that the ridge releases energy and is a site of special natural powers: it reconstructs and strengthens; it is stimulating and relaxing; it allows humans and animals to ‘recharge’.” This can especially be felt by those who do the ‘Vista Points Tour’ to the three vista points of the Aletsch Arena – Moosfluh/Hohfluh, Bettmerhorn or Eggishorn, explains Mr. Elsener. This doesn’t come as a surprise: the views from here onto the UNESCO-protected Great Aletsch Glacier are unique. You feel yourself breathing freely, taking in the spectacular, nearly awe-inspiring 360-degree view. People, such as Philippe Elsener, who study natural energies, compare them with the energies of the Body Meridians. Depending on the culture, they are called Qi, Prana Energy, Orgone Energy or Life Energy. “We are able to interact with these energies, to come into resonance with them and to absorb them,” says Mr. Elsener. If we do this, we will achieve the triad of body, mind and soul. “If we lack order, rhythm and harmony over a certain period of time, we will get sick,” explains Mr. Elsener. However, these attributes are often found in landscapes of impressive beauty. Sites that release natural energy have a magnetic effect – you feel subconsciously drawn to it.

The key to happiness is only a stone’s throw away

In line with the Arabic proverb ‘Insults should be written in sand, compliments should be carved in stone’, the Aletsch Arena invites its guests to put their own happiness and their desire for it into words and to eternalise them in stone. The Swiss mountain region with its breathtaking, UNESCO-protected world of glaciers, the ‘most liberating natural experience of the Alps’ wants to provide people with a setting where they can relax, release their worries, fears and troubles and recharge. We all know the saying ‘It is only a stone’s throw away’. Well, the people from the Aletsch Arena believe that the key to happiness is only a stone’s throw away. This is why they



want to give their guests the opportunity to write down their preoccupations of the present or the past or their moments of happiness. This stone will then be left at one of the three Aletsch Arena's vista points (Moosfluh/Hohfluh, Bettmerhorn and Eggishorn) to symbolise that the troubles and the worries are left behind on top of the mountain. Throw them away and find the key to happiness – a liberating moment of joy, clearly visible to everyone. For those who are currently not able to visit this site of natural energy, they should do like the woman in a Swiss folktale: every morning, she put a handful of pebbles into the left pocket of her jacket. Throughout the day, every time she experienced something nice she took a stone out of the left pocket and put it into her right pocket. Every evening, she was amazed to see how many stones she had in her right pocket. For more information, please visit aletscharena.ch/luckystones

Art on the mountain: Snow artist Simon Beck comes to the Aletsch Arena in 2015

British artist Simon Beck is fascinated by the interplay between the forces of nature and his work. For the past decade, he has created massive pictures – preferably geometric designs – by walking in a pair of snowshoes across snowy landscapes. He spends hours stomping through the snow across mountains and ice. He calls his creations 'Snow Art'. "It all started because I wanted to get some exercise," says the snow artist, "but now it is art." Art, which is hard physical work. Sometimes he spends up to 12 hours working on a picture, including at night with a headlamp. His work results in large pictures on untouched snow: cross-hatched spiral patterns which are approximately 300 metres wide; cubist crystals and concentric circles which are the size of three football fields. His inspiration stems from the sand pattern of Japanese gardens or crop circles. Mr. Beck rarely gets in the way of skiers. He uses surfaces, which are of no interest to skiers, such as frozen lakes, remote or closed off areas. Some of his huge creations can only be seen from the air, others from slopes or cable cars. To follow his passion, he moved from the south of England to the French Alps. In March 2015, the internationally celebrated artist, who is in his fifties, came to the UNESCO-protected world of glaciers in the Aletsch Arena to hold several workshops and to demonstrate his extreme art. One thing is for sure: thanks to Simon Beck, the already stunning view onto the Great Aletsch Glacier was even more magical afterwards. The artist's workshops run on three consecutive days: 23 March 2015 (Riederalp), 24 March 2015 (Bettmeralp) and 25 March 2015 (Fiescheralp). Guests could watch Mr. Beck while he created his art and even got involved themselves, creating huge mandalas in the snow – and feeling the natural energy.

Facts & Figures on the Great Aletsch Glacier: aletscharena.ch/aletschglacier

The Great Aletsch Glacier and 35 four-thousand metre peaks form a magnificent backdrop for the Aletsch Arena, a first-class ski area comprising Riederalp, Bettmeralp and Fiesch-Eggishorn.

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