



Press release
Vevey, June 2nd, 2016

Vevey – Inauguration of *nest* In the footsteps of Henri Nestlé, the visionary

Today, Nestlé lifted the curtain to unveil *nest*, its new, innovative and educational, cultural gathering place in Vevey. Nearly 400 guests attended the inauguration held on the historic foundations of the multinational company, which is celebrating its 150th anniversary this year. *nest* officially opens its doors to visitors on June 15th.

Official inauguration

The Director of *nest* Catherine Saurais launched the proceedings with a press conference, giving the key players of the project development time to present their visions and the final outcome. Among them were historian and head of the Nestlé historical archives Albert Pfiffner, architect David Linford and scenographer Erik Bär. The festivities continued with official speeches by the Chairman of the Board of Directors Peter Brabeck-Letmathe, and the Chief Executive Officer Paul Bulcke, both representing Nestlé. The President of the Swiss Confederation Johann Schneider-Ammann, and the Mayor of Vevey Laurent Ballif joined them on stage. The inauguration catered to the guests' every need, and everyone thoroughly enjoyed discovering *nest* for the first time.

nest, the new cultural gathering place in Vevey

The charming address, Chaussée de la Guinguette 10, in the Bosquets quarter of Vevey, is just steps away from the train station. It's on this exact spot where Henri Nestlé set up the factory to produce his innovative Farine Lactée formula, which eventually saved the lives of thousands of infants. It's the very same place where *nest* stands proudly today. It was a long and arduous job, which called upon the expertise of historians, architects, scenographers and scientists all under the leadership of Director Catherine Saurais, to bring to life the vision of the managing directors of Nestlé.

nest is a link between the historical heritage and visions of the future. This heritage, which is cultural as well as industrial, is symbolized by the renovation of three historic buildings. The first is the Factory, which hosts a large part of this informative and historical tour through the past, the present and the future. The *Boulangerie*, where bread, the key ingredient in Farine Lactée was once made has been renovated to become the *Café Henri*. Finally, there is the *Villa*. The building that housed the first Nestlé offices has been transformed into a conference and event centre.

A museum? Not really. In fact, Director Catherine Saurais describes this new place in her own words: "*The objective isn't to tell the story for the sake of the story, to recall the memories for the sake of the memories or even to celebrate it just for the sake of celebrating. What nest offers is a special way to revisit the meanderings of our own history, to examine the questions surrounding food production in the world today, and to explore a passionate vision of nutrition in an engaging manner.*"

The visit of *nest* is divided into four parts. The first is *Fondations*, an immersion into life in 19th century Vevey. Visitors learn about the humble beginnings of the company and discover the laboratory of Henri Nestlé. On the next floor, the stroll through time continues with *Zeitgeist*, a library or living archive, which presents anecdotes, archival material, emblematic brands and prominent personalities that have left their mark on the 150 years of Nestlé history. It's an opportunity to become reacquainted with storied advertisements that have withstood the test of time, and to understand how the multinational has been able to respond to historic challenges through innovation. In *Forum* the tour returns to the modern day. The grand themes and nutritional challenges of our time are addressed here: environment, nutrition, agriculture, and water. At the end of the tour, visitors arrive on the platform *Visions*. A platform seemingly floating in the air several metres above the ground, naturally lit by the glass roof, which symbolises continuous innovation. Multimedia experiences around ten themes are proposed to visitors. The three buildings, *Fabrique*, *Boulangerie* and *Villa* are joined together by a modern fan-shaped glass roof, which lets in natural light and enhances the restoration work done to the original structures.

Underneath lies the *Piazza*, a rallying point between past, present and future, and a meeting place for the residents of Vevey. It is also the location of the *Café Henri* with a menu based on local produce, a boutique offering vintage souvenirs and a lounge area. The tree of life occupies a place of honour in the middle of the space. It is the work of the Dutch artist Rina van der Weij, and took five months to complete. The branches are covered with 1,200 flowers, handmade with the packaging of Nestlé brands past and present from across the planet.

A lovely symbol for Nestlé, a small venture from Vevey that has grown into a great one that is now recognized around the world. The public opening of *nest* on June 15th is proof that the pioneer spirit is still and will always be ingrained in the brand's DNA.

nest is the innovative place of discovery by Nestlé, that will immerse visitors in the 150 year history of a brand dear to the hearts of the Swiss people.

Public opening: June 15th, 2016 / www.the-nest.ch

Press map, press releases and high-resolution photos are available at:
www.nestle.ch/fr/media/nest

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