

L I G H T R A G A Z

Light Ragaz: Breathtaking world debut in Bad Ragaz

The spectacular Tamina Gorge near Bad Ragaz turns into the world's largest natural projection screen on July 18th, 2017.

The multimedia event *Light Ragaz* uses cutting-edge technology to project 3D effects onto the structures and formations of the rocks of the Tamina Gorge with millimeter precision. The raw rocks reach up to 80 meters. The nightly transformation of the gorge of almost 1000 meters in length into a visually stunning sea of light has *Light Ragaz* tell a fantastic story. The amazing journey takes the spectators into the mystical world of spring water and the power of the elements. An adventure that makes you lose track of time and space and leaves you in a world between illusion and reality.

Light Ragaz originated during the course of the past months thanks to a unique collaboration of private and public institutions. Rosa Ilmer, president of *Light Ragaz*, is amazed by the dynamic development of the project: „Thanks to the support of the canton, of the political municipality and the local congregation of Bad Ragaz, the hotel keepers association, the tourist office and last but not least the Grand Resort Bad Ragaz and other donators and supporters, the idea has become what it is today; *Light Ragaz* is, in the truest sense of the word, a light for Bad Ragaz - which is precisely what we wanted it to be from the start.“

New ways for the touristic vitalization of a village

Also, the canton of St. Gallen has recognized the exceptional opportunity presented by *Light Ragaz* and helped develop the project, as Peter Kuratli, Head of the Cantonal Office for Economics and Labour, explains: „The collision of most brachial nature and cutting-edge technology has been unheard of before, this is a world debut. Also, the project unites the core issues of thermal water with culture, light, and art. Thanks to its supra company character, *Light Ragaz* is a unique opportunity to give a village and its region new touristic impulse.“

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The Zurich based agency Projektil Medialabel AG bears responsibility for the creative implementation. Visual events such as *Rendez-vous Bundesplatz* or *Zauberwald Lenzerheide* are part of its successful portfolio. Co-owner Philipp Trawnika was there when the very first projections were made: „The tests are really very convincing. Right now we are working on a three-dimensional model of the Tamina Gorge. This will enable us to adjust the various projections and images of *Light Ragaz* precisely to the structures of the rocks in order to take the spectators on an unforgettable journey. The chance to move around amidst this totally incredible scenery will surely be an unforgettable experience for everybody.“

An incredible and spectacular summer lies in store for Bad Ragaz

On July 18th, 2017, on, reality and illusion collide for the first time and breathe new life into the rocks of the Tamina Gorge every evening until the end of September, 2017. *Light Ragaz* opens its doors to another dimension at 6pm every evening and entices the visitor with its enchanting beauty of the Swiss nature in a singular symbiosis with cutting-edge technology made in Switzerland.

At the world-famous health resort, visitors of *Light Ragaz* find a rich potpourri of many additional activities that make a visit in Bad Ragaz a truly inspiring experience. A visit can be combined with a wide array of concerts, culinary experiences, or vitalizing and relaxing hours in the thermal bath spa.

Or to put in in the fitting words of the famous writer Rainer Maria Rilke who enthused about Bad Ragaz: “It is great and fascinating to be here.”

For further information, please go to www.lightragaz.com

If you need further information or have interview requests, please do not hesitate to contacts us on: presse@lightragaz.com

Where:	Tamina Gorge near Bad Ragaz, Switzerland
When:	July 18th, 2017, to September 30th, 2017 (6pm – 10pm)
What:	A 90 minutes' journey starting by PostBus into a breathtaking world of light located in the spectacular Tamina Gorge
Admission:	25 Swiss francs (including a round trip from Bad Ragaz, post office / reduced fees for children and groups)
Tickets:	www.ticketino.com
Infos:	www.lightragaz.com