



FONDATION BARRY
DU GRAND SAINT BERNARD

Barryland Theme Park

A new showcase for a Swiss cultural icon





The birth of a legend

Once upon a time there was a St. Bernard dog called Barry I, who lived with the Congregation of Canons at the Hospice of the Great St. Bernard. Every day, Barry would set out in search of people who had got lost on the way from the mountain village of Bourg-St-Pierre to the Great St. Bernard Pass or become buried under the snow. His job was to find and help them.

From 1800 to 1812, Barry I lived at the Hospice of the Great St. Bernard, where he saved the lives of forty people. After a further two years of well-earned retirement, he died at the age of 14. The legend and legacy of Barry are still alive today: the offspring of this unique dog are a daily reminder of the richness of the cultural heritage he left to Valais and Switzerland.

The legend of Barry, the knowledge of this breed and the new tasks that St. Bernards perform for humans today represent unique Swiss cultural treasures. There should be a way to pass them on to current and future generations. The Barry Foundation would therefore like to provide the St. Bernard breed with a platform that extends beyond Valais to all of Switzerland.



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The Barry Foundation, Picto+ graphic design SA

March 2022



The history of the St. Bernard at the heart of our encounters

The Barry Foundation celebrated its fifteenth anniversary in 2020. The Foundation took over the legendary St. Bernard dog breeding programme in 2005, inheriting the honour from the canons of the Hospice on the Great St. Bernard Pass. Over the more than fifteen years that have since passed, the Foundation has continued to keep the three-centuries-old tradition of this Swiss national symbol alive – most notably by giving the breed a new mission in keeping with its noble status; today, the former rescue and avalanche dog is now the perfect social companion and therapy dog.

Backed by a wealth of expertise gained since its founding, the Barry Foundation has positioned itself as a veritable centre of excellence – not only in regard to breeding St. Bernards, but also in terms of the social interventions that the dogs are involved in. We want to showcase all of this and more as part of a new, expanded, modern Barryland that will be both educational and entertaining. The rather cramped confines of the current museum leave little room to introduce new attractions or welcome the growing number of visitors. This is why we've launched our "Barryland Theme Park 2022-25" project.

Visitors to our 20 000 m² site will get to learn everything we know about our favourite four-legged friend: from the myths and legends surrounding the breed's 300-year history to the traits that make the St. Bernard a St. Bernard, this Swiss national treasure will share the many aspects of its character with the world.

The Barryland Theme Park will allow us to take that decisive step towards realising our vision of putting "the history of the St. Bernard at the heart of our encounters".

I would be delighted to be able to count on your support in completing this project and would like to take this opportunity to offer my sincere thanks in advance.



Jean-Maurice Tornay
President of The Barry Foundation

A truly unique park

The world's only theme park dedicated to the St. Bernard dog is a place to get to know this international icon of rescue and ambassador of Swiss historical and cultural heritage.

A public window into the world of breeding the dog from the Hospice on the Great St. Bernard Pass, the new Barryland Theme Park will provide an immersive visit brimming with emotional, entertaining and educational content.

By creating new, expansive parks, the project will both ensure the well-being of our St. Bernards and introduce the public to the breed in a way that respects our dogs' needs – all while promoting the cultural, natural and gastronomic delights of the Valais and cross-border region through the symbol of this iconic breed.

We are overjoyed to be involved in this fantastic project and, through your invaluable support, to have the opportunity to lead it to the success that it deserves.



Beat Rieder
President of the Board of Patrons

Marie-Noëlle Zen-Ruffinen
Vice-president of the Board of Patrons

The Barryland Theme Park at the heart of a cultural and tourist hub

Located in Martigny, a historic crossroad of paths leading to the Simplon, Forclaz and Great St. Bernard passes, the latter of which is the gateway to the Aosta Valley, the new Barryland Theme Park will boost the development of a robust museum-based hub in the heart of the historic home of the St. Bernard.

The modern Barryland Theme Park will be designed to satisfy both contemporary and future standards in sustainability, and will attract many visitors to the city and surrounding region – visitors who will spread the word throughout Switzerland and beyond.

Barry is a cultural symbol of the region, the Canton of Valais and Switzerland as a whole. Nestled in the heart of the Valais countryside, both the park and the culinary experience on offer will fully reflect the region's distinct identity.

Schedule and Timeline

JULY 2019	Founding and first meeting of the Board of Patrons
NOVEMBER 2019 - SEPTEMBER 2020	Architectural design competition – creation of the tender dossier, founding of the organising committee and competition jury, research into and selection of architecture firms, presentation and selection of projects
JUNE - OCTOBER 2020	Project feasibility and financing study conducted
FEBRUARY 2020 ONWARDS	Fundraising campaign begins, targeting local authorities, institutions, companies, foundations and benefactors
APRIL 2021	Project is presented to the media
JUNE 2022	Project preliminary draft revised and updated, creation of the consolidated overall quote
JULY - NOVEMBER 2022	Finalisation of the final project
DECEMBER 2022	Launch of the survey
APRIL 2023	Construction work begins
NOVEMBER 2024	Construction work ends
DECEMBER 2024	Park opens to public



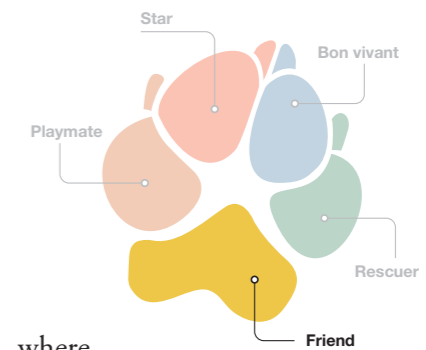
“Barry isn't a hero created by Marvel Studios. He appeals to our collective unconsciousness, to our culture, to our history. To pay due respect to him, however, we didn't want ostentatious architecture or a grand gesture... Instead, we wanted a discreet architectural design embedded in the strong topography of the area, which is one reason this particular breed has flourished here. By juxtaposing elements that are reminiscent of a familiar landscape, we allow people to connect with the universe of Barry for a time.”

Michael Darbellay

Partner at GAME Architects with Nicolas Meilland

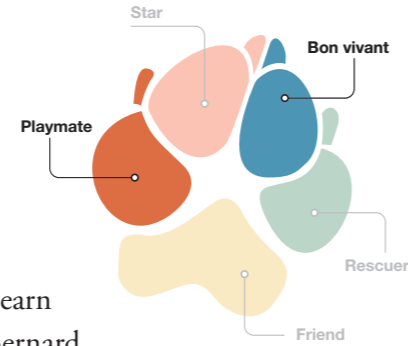
An unforgettable experience

Visitors will discover the St. Bernard through five thematic worlds that epitomise the breed's characteristic personality: Rescuer - Friend - Star - Playmate - Bon vivant. These will accompany the visitor throughout their visit and will ensure that they have a unique and unforgettable experience.



Friend

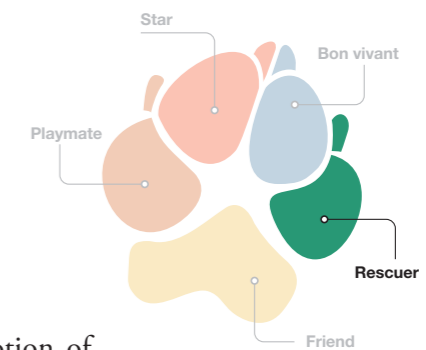
The visit will start with Barry the Friend, where visitors will be introduced to the St. Bernard in its new role as a social companion and therapy dog, before taking an immersive journey through the history and legend of Barry with the help of an emotive film in the cinema room.



Playmate and Bon vivant

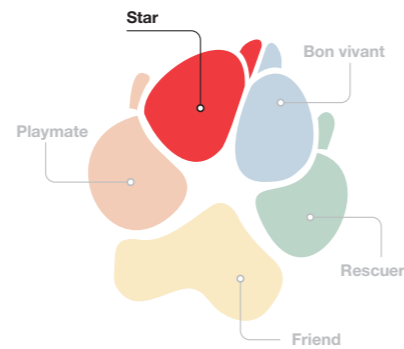
Visitors will then have the opportunity to learn more about what makes the iconic St. Bernard unique by getting to see the dogs and their handlers up close. They will be able to observe the dogs as they take part in everyday activities – playing, eating, receiving care, interacting with one another, and much more besides. The occasional presence of puppies is guaranteed to be a hit with the audience, who will get to watch the tender, but still clumsy balls of fur grow.

In this space, visitors will also have the chance to appreciate the ability of the St. Bernards to complete a canine mobility course, and can also put their own physical aptitude to the test by taking on an identical version of it themselves.



Rescuer

In another highlight of the visit, the notion of the St. Bernard as rescuer fully comes into its own as the tour continues with a symbolic and immersive ascent to the Hospice of the Great St. Bernard Pass. A guided pilgrimage to the summit that takes visitors through two centuries of history will provide an unforgettable, multi-sensory experience, made possible through the use of the latest technological innovations. It is also an opportunity to help visitors discover the cultural and touristic heritage of the entire Entremont region.



Star

Finally, it is impossible to talk about Barry without mentioning the countless depictions of him that have appeared over the centuries: a multitude of engravings, postcards, postage stamps, advertisements and films have contributed enormously to increasing the recognition of this Swiss cultural icon, both at home and far beyond our borders – helping to keep the myths and legends surrounding the St. Bernard alive.

Additional animations, interactive exhibits and dog-friendly areas will complete each of the themed worlds.

The Barry Theme Park project, which is striving to become known as a first-class site for the study of dogs, is also fully dedicated to meeting the needs of our St. Bernards and the breeding requirements specific to them as a breed. The dogs need to feel at ease and have enough space to move around freely, and there needs to be quiet areas for them to rest and recuperate.

A restaurant and service areas will round off the park.

Zeus du Grand St. Bernard, Project Ambassador

I was born on 11 April 2019. I have six brothers and a very impressive name because it means “Lord of the Gods.” This means much is expected of me.

In reality, I am playful, always ready to do something stupid, and I like to run and bound around the meadows by the kennel. I admire my mother, Rangoon du Grand St. Bernard, who is attentive and very eager to teach me how to behave with people.

I love meeting people and being in the spotlight. I was told that when I was a puppy thousands of people followed me via a webcam every day.

In addition to Zeus, I’m proud to bear the famous and legendary name of the Great St. Bernard Pass and be an ambassador for the Barryland Theme Park 2022-25 project.



Karin Keller-Sutter

Federal Councillor and Honorary godmother of “Zeus”





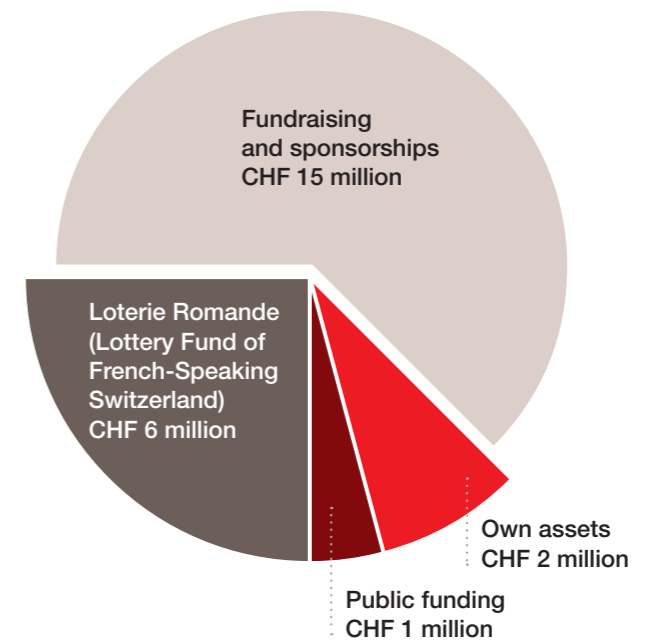


Budget and financing

Costs

DESCRIPTION	AMOUNT IN CHF
Groundwork / preparation	433 000
Buildings, exhibitions and attractions	10 644 000
Educational items	750 000
St. Bernard dog park	1 510 000
Landscaping and parking	822 000
Technology and facilities	1 443 000
Marketing and communications	1 000 000
Total	24 000 000

Financing



Why support the Barryland Theme Park?



“The St. Bernard dog radiates a friendliness that perfectly represents our region and its inherent values of hospitality. The development of the Barryland theme park will allow our citizens and guests to enjoy this unique experience even more intensely.”

Anne-Laure Couchepin Vouilloz
President of the City of Martigny



“I support the Barryland Theme Park 2022-25 project because Barry, the Swiss national dog, conveys and embodies the values that have shaped the reputation of Swiss companies around the world for decades: reliability, security and friendliness.”

Peter Brabeck-Letmathé
Former CEO and Chairman of the Nestlé Board of Directors



“What symbol of our region is more lovable than this faithful friend of man who has been with us for so long and to whom I wanted to dedicate a museum?”

Léonard Gianadda
Engineer, building contractor, cultural worker



“His characteristic looks, his great strength, the gentleness of his appearance, his penchant for rescue and good deeds and his extreme tenacity make the St. Bernard a symbol and emblem of world renown.”

Martin Nydegger
Director of Switzerland Tourism



“I was very active as a child... my mother, who didn't know what else to do with me, sent me to the museums of Bern. What I liked most was the Natural History Museum: There was Barry, the legendary father of all rescue dogs. He looked at me with his splendid eyes, he seemed alive to me. I am delighted that this legend lives on in Valais and the rest of Switzerland thanks to the impressive work of the Barry Foundation.”

Marco Solari
President of the Locarno Film Festival



“It's a nod to my roots, to a region dear to my heart and to an iconic ambassador of the Valais region that reminds us of the importance of solidarity in difficult times.”

Christophe Darbellay
Member of the cantonal government of the Canton of Valais



“Social activities in which St. Bernards are involved as therapeutic companions are producing excellent results. We are pleased to be able to contribute to the development of the Barryland park, as doing so will help to ensure the long-term survival of this unique breeding programme and its role in improving the well-being and quality of life of individuals with significant health issues.”

Karin Perraudin
President of Groupe Mutuel





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