

Press release for immediate release

"In the Footsteps of the Reformation"

Geneva Tourism unveils a fascinating, new walking tour for the 500th anniversary of the Reformation

Geneva, 27 March 2017 – **Geneva Tourism celebrates the 500th anniversary of the Reformation with the creation of a fascinating, new walking tour, in partnership with the International Museum of the Reformation (MIR). "In the Footsteps of the Reformation" lets visitors explore and relive this historical movement.**

Geneva, capital of the Reformation

In 1517, Martin Luther released his famous theses against the practice of indulgences, which was to become the symbolic trigger of the Reformation. It was a major event in History, and this spiritual movement, which considered individuals as free and responsible for their own beliefs, soon spread across Europe and particularly to Geneva, with the arrival of a key figure to the city, John Calvin. The city became the epicentre of this fundamental movement and was completely transformed. The Reformation deeply influenced the city's history, architecture, economy and spirituality. For example, few people know that the origins of watchmaking are closely related to the Reformation.

Geneva Tourism and the MIR create a special walking tour

Geneva Tourism and the MIR have put together **a brand new and captivating one-hour walking tour**, created especially to celebrate this anniversary. *"In the Footsteps of the Reformation"* is made up of ten stages linking places of symbolic importance for the Reformation in the city of Calvin. Visit the Museum and the Reformation Wall while taking in Saint-Pierre Cathedral. The fascinating movement that changed Europe forever will have no more secrets for history lovers. The route also visits the thriving culinary scene in Geneva's Old Town, where delicious, local specialities cater to everyone's taste.

"This walking tour helps you discover the very historical heart of Geneva and understand that the Reformation, and this new way of thinking, played a key role in the current intellectual and international influence of the city" says Gabriel de Montmollin, director of the MIR.

"In the Footsteps of the Reformation" is available in **French, English and German** and adds to the many tourism initiatives, which Geneva Tourism has been developing over recent years, in order to give visitors a unique and authentic experience.

Activities and a package entirely devoted to the theme

As printing also played a major role in spreading this new way of thinking, the MIR will also be holding a temporary, interactive exhibition where the public can use an old Gutenberg printing press to print a copy of the Bible by hand. *PRINT! The First Pages of a Revolution* will be open from 4 June to 31 October.

Geneva Tourism is also offering a "Reformation" package, which includes accommodation, admission to the MIR, and a tour of Geneva's Old Town, to give visitors a unique welcome and an unprecedented insight into the city of Calvin. Finally, for those who still want to find out more, there is a public guided tour on the subject throughout the summer, or they can book a place on the private tour delving into the interesting history of Calvin and his Protestant Reformation.

Useful information and opening hours

"In the Footsteps of the Reformation" [route](#), download here

Public guided tour: [The Reformation in Geneva](#)

Every Friday from 1 July to 31 August, in English (2:00 pm) and French (10:30 am), with a professional guide. Starting point: Tourist Information Centre

Price: 15 CHF, free with the [Geneva Pass](#)

Private guided tour: [Calvin and the Reformation](#)

Reservation on request to Geneva Tourism by email info@geneve.com or by phone +41 22 909 70 00

For more information on the [package](#)

For more information on the [Reformation](#) in Geneva

Opening hours of the International Museum of the Reformation

Tuesday to Sunday from 10:00 am to 5:00 pm

Closed on Monday and closed 24, 25, 31 December, and 1 January

www.mir.ch

PRINT! The First Pages of a Revolution, [interactive exhibition](#)

From 4 June to 31 October 2017

Tourist Information Centre opening hours

Monday–Tuesday–Wednesday–Friday–Saturday: 9:00 am–6:00 pm

Thursday: 10:00 am–6:00 pm

Sunday: 10:00 am–4:00 pm

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Geneva Tourism & Conventions Foundation: The Geneva Tourism & Conventions Foundation is a private and recognised public service foundation, whose mission is to promote and sell Geneva as a tourist, leisure and business destination. The Foundation is responsible for welcoming, helping and informing tourists, and also organising tourist events. More information available at www.geneve.com