

The Centenary in Switzerland

The programme of the Centenary Celebrations in Switzerland will extend over a period from August 15 to September 15, 1963. It will not only enable the finishing touches to be put to a century's existence of an idea which has spread throughout the world, but also to lay the foundations for fruitful work in the future, on the threshold of the second century. It will be an opportunity for the specialists to compare experiences and for the general public to learn about the Red Cross and its activities.

The various points of the programme will be as follows:

1) *A Red Cross International Nursing Study Centre* will be held in Lausanne, from August 19 to 23, and will be attended by nurses and nurses' aides having had extensive experience in Red Cross work. It will give those taking part, an opportunity to review the role of Red Cross nursing personnel in the light of present economic and social developments in different countries.

2) *An International Red Cross Meeting of First Aiders* will be organized at Macolin near Bienne, from August 19 to 23. It is planned for qualified first aiders with a sound knowledge of the methods of their respective Societies. It will include a theoretical part (technical and general surveys, short reports on national first aid activities) and an important practical part composed of exercises and demonstrations by the teams.

3) *A World Conference of Educators* will be held in Lausanne, from August 19 to 23, 1963. Its purpose is to obtain increased co-operation from the teaching profession in the efforts being made to spread Red Cross ideas. National Junior Red Cross directors will take part together with members of the teaching body from different levels—primary, secondary, university and technical schools—as well as representatives of National Ministries of Education, school

doctors and representatives of National Ministries of Health. It will be devoted to the study of the different points of the Junior Red Cross programme, the means of integrating these points into the scholastic programme and of developing closer co-operation between the teaching body and the Junior Red Cross. Another possible subject will be the adaptation of the Junior Red Cross to modern world trends.

4) *A Seminar on the Work of the Red Cross in case of Armed Conflicts, Internal Disturbances or International Tension*, open to all leaders or members of the Red Cross whom these problems interest, will be organized in Geneva from August 19 to 23. It will survey the different aspects of the work which the Red Cross organizations both National and International, can carry out on behalf of victims of these circumstances. It will also deal with the dissemination of the Geneva Conventions and the means of intensifying and further improving the action of the Red Cross in this sphere.

5) On August 24 and 25, a special programme is scheduled in the Colombier region, Neuchâtel, for participants in the various meetings mentioned above, who will meet round a *camp-fire* and watch *demonstrations* organized in co-operation with the Swiss Army Medical Corps and the Swiss Red Cross.

6) During the week of August 25 to 31, immediately preceding the International Red Cross meetings, it is planned to organize in Geneva a *commemoration programme of a general nature* open to everybody. The members of the Red Cross who in the previous week have taken part in separate technical meetings, will thus be able to meet again and mix with the general public. This programme will be as follows :

(a) In the morning, there will be *lectures and discussion groups* on the theme "The Red Cross in today's world". General talks will be followed by exchanges of views, dealing with subjects such as "The Development of the Tasks of the Red Cross : Possibilities and Limits" or "The Red Cross as a Factor in Closer Relations between Peoples". This will enable

all to familiarize themselves with the extensive problems confronting the Red Cross on the eve of its second century.

(b) In the afternoon, *public demonstrations* of first aid, nursing and blood transfusion are scheduled as well as *visits*, which members of the Red Cross present in Geneva wish to make to the ICRC and the League.

7) A *commemorative day*, the programme of which has already been given in the *International Review*¹, will take place on September 1. The Juniors will play a large part in this, and it is intended to produce a ballet and an historical pageant.

8) A *Centenary Congress of the International Red Cross* will be held in Geneva, from August 27 to September 10, in place of the XXth International Conference of the Red Cross, which has been postponed for two years. Only Red Cross representatives will take part in the two sessions, the first of which, lasting from August 27 to 31, will be the 27th session of the Board of Governors of the League of Red Cross Societies. The second is a meeting of the Council of Delegates of the International Red Cross which is composed of the representatives of more than 90 National Red Cross, Red Crescent and Red Lion and Sun Societies, the International Committee and the League, and which will last from September 2 to 10. The Council of Delegates will consider questions which were on the agenda of the XXth International Conference of the Red Cross, with the exception of those statutorily reserved for that body.

9) *Demonstrations* will be organized on September 6 and 7, 1963, by the Swiss Army Medical Corps and the Swiss Red Cross in the Alpine regions.

10) Finally, throughout the whole period of the celebrations, from August 15 to September 15, the *International Exhibition of the Red Cross* will be open to the public. The programme of the Exhibition has already been outlined², but we would like to stress its importance by explaining its general conception.

¹ See *International Review*, November 1962.

² *Ibid.*

Seen through the eyes of the various categories of visitors who will come to it, the Exhibition will be an excellent means of information spreading a knowledge of what the Red Cross is and what are its aims and its principles. This is its primary objective and it will therefore be open to everybody and particularly to the young who will be called upon, in the future, to carry on the work.

We want to obtain a lasting effect, so that the visitor, after realizing what the Red Cross can do for him, will in turn ask himself what he can do for the Red Cross. It can therefore be numbered amongst the means designed to support the recruiting campaign which will be launched next year, a justification of the work of the Red Cross and the support which is accorded it. It might also form the nucleus of the future permanent museum, the need for which has been felt for sometime.

Once the design of the undertaking had been settled, it was necessary to find the means of putting it into action, always remembering that the Red Cross ideal requires as high a standard as possible, which must nevertheless remain within the limits imposed by a strict economy.

Right from the start, therefore, we were guided by the two themes of simplicity and clarity: simplicity in the choice of materials (constantly searching for the simplest solution which is frequently the most pleasing), but above all clarity which requires that there be chronological order. This is obviously the case in the Historical Section, but it is also used in, for example, the "Aid to victims of armed conflicts" Section, since the fate of wounded and shipwrecked military was dealt with first, followed later by that of prisoners of war and finally of civilians.

Thus the visitor will follow the historical development of the Red Cross and will become familiar with its activities in the order in which they occurred. Logically, this requires a one-way scheme of presentation and in principle, therefore, the display will only appear on one of the sides of the direction to be followed and the opposite walls will, as far as possible, contribute towards resting the eye.

To facilitate public understanding, the different subjects of this Exhibition, which will be essentially thematic, will be displayed

in the form of chapters, forming a whole in themselves and clearly defined in space. Moreover, each section will be placed beneath a dominant colour, the change in which will better indicate the transition from one theme to another.

Finally, "rest places" will be installed to enable visitors to assimilate what they have seen and to have a rest whilst having especially chosen documentation within easy reach¹.

The *Historical Section*, the first part of the Exhibition, will show the development of the Red Cross from its foundation up to the present day, with current news, which it will be possible to obtain from a tableau kept continuously up-to-date. At the entrance, the visitor will be plunged into the atmosphere which gave birth to the Red Cross. The most important dates will appear in their context, and this will be highlighted by a certain number of landmarks (great inventions, for example). Certain facts will be presented in the form of "shows", to facilitate understanding.

The second part will be devoted to the *Topical Section*. It will bring out the unity and diversity of the Red Cross, unity because of its ideal common to all countries, and diversity resulting from the different national needs. The presentation of some activities peculiar to certain National Societies will enable an exotic element to be introduced and for a certain element of theatre to be created. This will be the case with the replica of the Bangkok serpentarium which will contain 500 snakes of the most venomous species, and in which specialists will extract poison for the preparation of vaccines.

We shall endeavour to show that even after one hundred years, the Red Cross is alive and kicking and that it is ready to tackle the new tasks with which it is constantly being presented. After a first transitional section dealing with the *organization of the International Red Cross and humanitarian law*, the following sectors will deal with the various activities of the Red Cross: *aid to the victims of armed conflicts; assistance to disaster victims; health; Junior Red Cross*.

¹ See *plate* for the plan of the poster chosen, following the competition organised by the Federal Department of the Interior in co-operation with the Swiss Commission of Industrial Design.

Finally, the *conclusions* section—an idea which, in the form envisaged, will very probably be an innovation in the technique of exhibiting—will present in a condensed form, the problems which have been put to the Red Cross and the solutions which it has brought to them. Furthermore, the visitor, halting at a rest centre, conceived in a most original manner, will learn that he, personally, can help the Red Cross to carry out its tasks.

The first floor will be reserved for *information*—press, radio, films and television—for *Red Cross numismatics* and *posters*, as well as for *philately* (135 territories have issued Red Cross stamps, and the frequently striking co-operation between the postal authorities and the Red Cross will be shown here). There will be two cinemas, one of which will show a general programme designed for the general public, while the other will show films of a specialized interest.

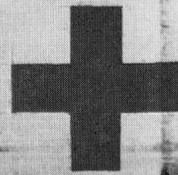
Military medical equipment will be exhibited in different sections, and the participation of the Medical Services of the armed forces will enable the parallelism existing between the Medical Services and the Red Cross to be shown and the importance of the humanitarian Conventions to be stressed.

Finally, we are studying the creation of a section to be called “*equipment in the service of mankind*” which would give industry and commerce the opportunity of displaying those of their products which can be used by the Red Cross and the Medical Services of the armed forces.

To summarize, the ideas, rather than being thrust upon the spectator, will be suggested by a logical grouping. As an expert in the matter has so rightly pointed out, an exhibition is not a book at all. The public is saturated with two-dimensional exhibitions (photographs-texts). It is essential that a third dimension—even a fourth—be introduced wherever possible. The object which, preferably, can be touched will be to the forefront, as will models. “Talking elements” and judicious grouping of display subjects will enable texts to be reduced to a minimum. Finally, in so far as possible, the visitor’s participation will be sought with the aid of mobile, visual or acoustic devices. Without making the mistake of searching for the gimmick at any price, the organizers want to stage



This portrait of the author of A Memory of Solferino, will decorate the vessel which will be launched during the Centenary year on the Lake of Lemman, and which will bear the name of Henry Dunant. It is the work of the engraver Robert Héritier, and it is carved in metal.



Exposition

**internationale
de la
Croix-Rouge**

genève

**Palais des Expositions
15 août – 15 septembre 1963**

« 100 ans au service de l'humanité »

Project of the official poster for the International Exhibition of the Red Cross.

(Author: Michel Gallay)

an exhibition which is up-to-date. Above all, a favourable climate must be created. The unity of conception will be respected, so that this exhibition will constitute a homogeneous whole. But unity does not mean uniformity, and diversity will be assured by a display technique as varied as possible.

The aim of the members of the Commissions, Sub-Committees and groups created to draw up the programme of the Centenary in Switzerland, as well as the commissioners and draftsmen in charge of thinking out and the organization of the exhibition, is to put the Red Cross idea in the public eye and to illustrate one of the themes of the Centenary Congress of the Red Cross : " A hundred years in the service of humanity ". We hope that large numbers of people who will be coming from all over the world to take part in the celebrations and visit the Exhibition, will realize that the Red Cross is active and effective everywhere.

EDOUARD-J. LOGOZ

Secretary-General of the Commission of the Red Cross Centenary in Switzerland and Commissioner General of the Exhibition.