



Travelling. The world at a different speed

Once a privileged pleasure.

Each year around 700 million people worldwide go on an abroad trip. The Swiss, German and Austrian are among the champions with it.

The majority of today's vacationers are simply seeking for sun, beach and the sea, which makes them more to tourists than to travellers.

Real travelling, once a privileged pleasure is still able to move one's own horizon and have a longer lasting effect than the too soon fading tan. Travelling appears to have a lethal effect on prejudice shall already Mark Twain have said. The first recorded travellers might have been pilgrims, pilgrimage to the temples of the deities are already reported from Egypt.

The Romas knew rest stations and harborages, the length of stay in the accommodations (*lat. mansiones*), which were located at the street was limited to a maximum of three days, for the street police there were own service buildings (*lat. stationes*). This infrastructure deduces a certain travel volume. No later than in the 10th century, the tourism took shape in documented forms for reasons of pilgrimage. The northern Spanish town Santiago de Compostela, with its relics of St. James, became the European pilgrimage site, the endpoint of the Way of St. James being frequented until today from many regional branches. In the Middle Ages not only pilgrims went to Rome but also businesspeople and real travellers. The Alps were traversed at the Frankenstrasse: Cisa-Pass, Pisa, Siena and Lago Bolsena. The white wine "Est! Est! Est!" holds its name until today from the chamberlain of a clergyman of Augsburg. The chamberlain travelled ahead in order to take up quarters. He knew about the tastes of his lord and labelled the designated lodge door with a Latin "Est" (here it is). In Montefiascone he even wrote the exclamation three times on the door beam of the lodge door. According to the legend, the clergyman did not travel any further from there on. He stayed there, feasted and enjoyed.

The English and their love to the continent.

Since the Renaissance the Grand Tour became an almost obligatory journey for the noble offspring, going through middle Europe, Italy, Spain or the holy land according to the motto that a prudent person finds the best education when travelling (or an absence of one or two years disarms a too early infatuation). The term Grad Tour extended to the adult members of this class. In the course of the 17th and 18th century the nobility started to go on journeys: Primarily England was a pioneer here, the island kingdom developing itself to a successor of Rome in terms of global power. With couch potatoes no empire is being founded or managed. As a wealthy Englishman, who is anybody, one travelled "the continent". Guides and travel diaries made recommendations and awoke longings so that an own service sector was created: From travel outfitters, dressmakers, language teachers till coachmen as well as the local tour and mountain guides. Transportation means were horses and carriages, ships and barges or one's own feet, the travel speed totally different from today. Of crucial importance was the choice of the chaperon (tutors or Governors), the selection of the same not only depended of his organizational skills, language skills and education but also of his maturity in order to preserve the travel charge from all kinds of eventual threats, be they of physical, financial or moral nature.



The famous philosopher and political philosopher Thomas Hobbes (1588 - 1679) was one of the most famous tutors, he accompanied 1610 the charge of Lord Cavendish and later the son of Earl of Devonshire on the Grand Tour. Such a chaperonage could grow to a proper retinue with doctors, servants, court painters, musicians, art experts and with young ladies a chaperone.

A room with view.

Already in the 18th century two major travel guides were released at an average of every year. "The Baedeker" from 1846 was the first guide with professional cartography and starlet awarding of the German speaking area for particular recommended travel destinations. His author and inventor, the in Essen born publisher Karl Baedeker was infamous for his dainty investigation work concerning cathedral steps and others. On the other side the literary processing of travel adventures and experiences grew constantly, an immense collection of books, accumulated in the last two and a half centuries. Arbitrarily named from this is E.M. Forster's Florence novel "A Room with a view", also made into a terrifically good film like Henri-Pierre Roché's "Two girls from Wales and their love to the continent". Some of the travel-loving Englishman had strange sports in their luggage as, for instance, "Goalie" and "Cresta-Run" testify in Switzerland. Who today travels with books in its luggage is in good historical society. Reading is one of the means to modify the speed while traveling. Same as the reading also the travel gear has a development story: Be it articles of daily use, such as a portable bed and writing material, clothing, toiletries or according sheaths, repositories and sewing bags. To take a beautiful journey it required and still requires the zest for the new and strange – as well as good things, as they are also found in our Shop.