

The tradition lives on

Barryland Theme Park

A new showcase for a Swiss cultural icon



*“From dream to reality...
look forward to 2025 and the
chance to plunge into the world
of St. Bernard dogs at the heart
of the Barryland Theme Park”*

Content

The Barry Foundation

- The institution is recognised to be of public utility in accordance with the Swiss Civil Code
- Mission : to ensure the continuity of the original breed of the dogs of the Great St. Bernard Pass

Origins and tradition

- Barry's legend and legacy are still alive and kicking today

New park project

- “Barryland” is a project of the Barry Foundation
- 20 000 m² of canine happiness

Construction of a truly unique park

- Building in the shape of a paw print
- Immersive tour with emotional content

The park's thematic worlds

- Five distinct thematic worlds
- Extensive outdoor parks
- Indoor and outdoor activities

Key dates

- Foundation and project

Funding of the park

- A budget of CHF 24 million



View of the park from the new restaurant



Visitor reception



Souvenir shop

The Barry Foundation

In January 2005, the Barry Foundation took over the kennel and the breeding of the famous St. Bernard dogs – from the eponymous pass in the heart of the Swiss Alps – from the Congregation of Canons of the Great St. Bernard Pass.

Based in Martigny in the canton of Valais, the non-profit organisation is committed to maintaining the breeding of these dogs, dating back more than 300 years, in its place of origin. Its main objective is to enable the dogs to lead a healthy and species-appropriate life. It defines itself as an exemplary cynological site, respectful of the animal and its needs. Backed by a wealth of expertise gained since its founding, the Barry Foundation has moulded itself into a veritable centre of excellence – not only with regard to breeding St. Bernards, but also in terms of the social interventions that the dogs are involved in. It has also been awarded the Certodog quality label for the exemplary management of the breeding kennel.

Another objective of the Foundation is to bring joy to as many people as possible by providing them with an opportunity to interact with the legendary St. Bernard dogs. In doing so, it actively contributes to improving relations between humans and dogs.

Organisation

As a non-profit organisation, the Barry Foundation does not receive any state subsidies and depends entirely on the generosity of private donors to finance the breeding programme, ensure the well-being of the dogs and carry out activities in the social sphere. Some 60 employees work for the Foundation every day under the leadership of President Jean-Maurice Tornay. A team of animal keepers is responsible for the development, socialisation and training of the dogs and guarantees species-appropriate keeping and professional care for the St. Bernards.

Origins and tradition

The first presence of St. Bernard dogs at the Great St. Bernard Hospice is attested by documents dating back to 1695.

These dogs were adopted as companion dogs and above all as rescue dogs for travellers who lost their way in the snow and mist. Barry lived at the Hospice from 1800 until 1812. He is without a doubt the most famous rescue dog. He alone saved the lives of more than 40 people. Barry's story earned him global fame and is shrouded in legend, greatly contributing to the St. Bernard's good reputation.

In the space of a few generations, these dogs were bred according to specifically defined ideal criteria to make them into the breed that exists today. Barry and his descendants have become the symbol of Switzerland par excellence, a cultural asset representing the traditional values of solidarity, stability and safety.

Barry's legend and legacy are still alive and kicking today. The name of the Foundation itself was chosen in honour of the legendary rescue dog, Barry. In addition, within the breeding kennel, his name is traditionally attributed to the most beautiful male in the pack... in his memory.

New park project

To introduce the public to the world of Barry in a fun, educational way in a new, extended and modern centre, the Barry Foundation has launched the Barryland Theme Park project.

The current cramped and outdated museum leaves little room for new attractions and the growing number of visitors while still respecting the dogs' well-being. With the new 20 000 m² park, visitors will be able to familiarise themselves with and learn all about their four-legged friend: from the myths

and legends surrounding its 300-year history to the particularities of its character. A living museum and a fun, interactive and educational centre close to nature is being created.

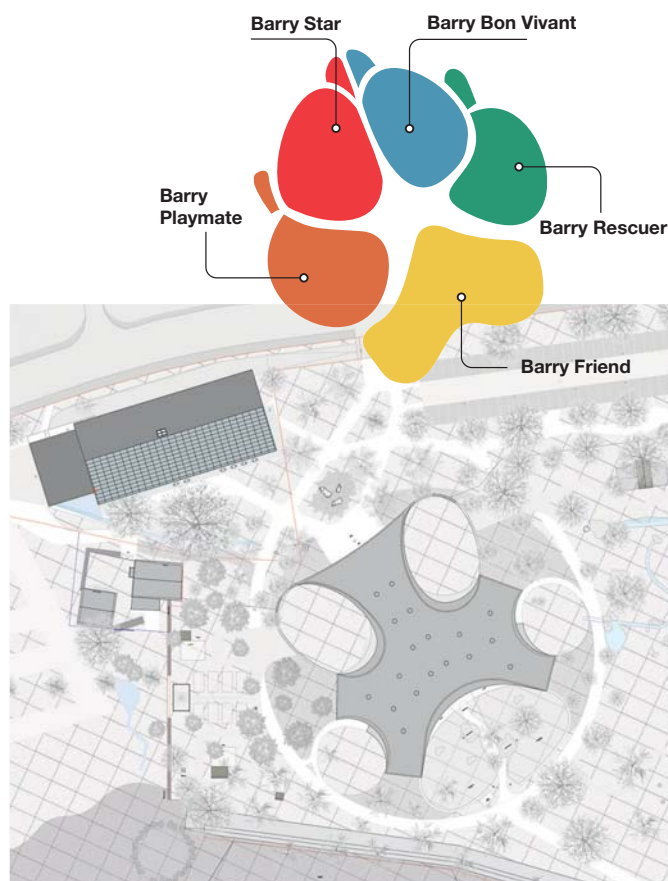
The needs of the St. Bernards and breeding conditions adapted to their species are at the very heart of the project. The dogs will feel comfortable and have enough space to move freely, be cared for and trained, but also to withdraw and rest in peace.

Construction of a truly unique park

The Martigny-based GAME architecture office won the competition to design this new site nestling in the Valais countryside. The only park in the world dedicated to the St. Bernard will be a prime location where visitors can meet the ambassador of the cultural and historical heritage of Switzerland.

The building is designed in the shape of a dog's paw print. Visitors will learn all about St. Bernard dogs in five themed worlds presenting its main character traits: Barry Rescuer, Barry Friend, Barry Star, Barry Bon Vivant, Barry Playmate. These themes will accompany visitors throughout their visit, offering them a unique and unforgettable experience.

The outdoor amenities around the museum will enhance the experience. An authentic landscape will be created around the main building, with enclosures for small animals and plenty of activities for children.



THEMATIC WORLDS

Barry Rescuer
Barry Friend
Barry Star
Barry Bon Vivant
Barry Playmate

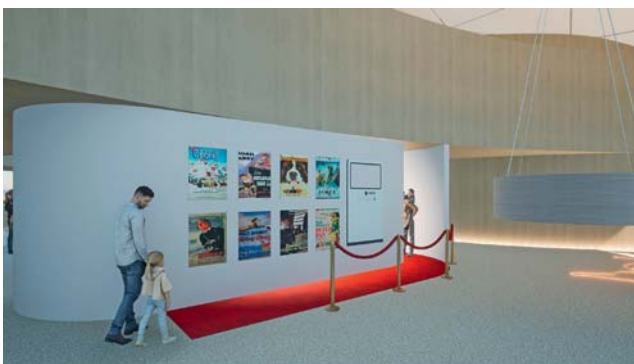
OUTDOOR AREAS

The different landscapes
The animal areas
The play area
The new pets
The food truck area
Les Jardins de Brigitte



The park's thematic worlds

To present the St. Bernards to visitors in a modern and interactive way, the new Barryland Theme Park will offer an immersive tour with emotional, fun and educational content. The global rescue icon will find a showcase that lives up to its reputation.



On entering the building, visitors get to know the Barry Foundation together with its mission and activities. At the heart of the building is the staircase that symbolises the climb to the Hospice of the Great St. Bernard Pass.

Barry Rescuer

This section traces the origins of the legend of Barry. The existing classic diorama is reinterpreted in this part of Barryland by means of a high-resolution curved screen.

At the beginning of the visit, the visitor is introduced to the history of the breed at its birthplace, the Hospice of the Great St. Bernard Pass. Numerous objects of historical value are presented in a dynamic and partly interactive way.

Barry Friend

This space introduces Barry in his new role as a social and therapy assistance dog. A room is available for the training of social dog teams. There will also be special activities for children, such as awareness-raising on how to behave with dogs.

Barry Star

Countless representations have been created over the centuries including engravings, postcards, stamps, advertisements and films. These have been instrumental in raising Barry's profile as a Swiss cultural icon, both at home and abroad, and will be attractively presented.



Barry Bon Vivant

Upstairs, visitors encounter the St. Bernards in their daily lives, in their stalls and in the treatment and physiotherapy room. Visitors can see up close

how the dogs live, are cared for, handled and trained. They learn about the physical, biological and social characteristics of the St. Bernard breed. They can enjoy a unique multi-sensory experience that is both surprising and fun. It allows you to put yourself in the shoes of a St. Bernard for a few moments in order to better understand him and to use your senses as he does.

Barry Playmate

The four outdoor enclosures offer dogs a wide range of activities and games, as well as rest and relaxation areas.



The Barry Foundation

St. Bernard dogs: 3 centuries of history
About thirty dogs permanently at the Foundation
More than 60 000 donors
More than 80 000 visitors in 2023
Number of employees: 60
Board of Trustees: 10 members
Foundation capital: CHF 13 million
Annual budget: CHF 8 million

Barryland Theme Park in figures

20 000 m ² of land
5 themed worlds to visit
Budget of CHF 24 million
Objective: 150 000 visitors per year

Key dates

2005	Creation of the Barry Foundation and takeover of the St. Bernard dog breeding activity from the Congregation of Canons of the Hospice of the Great St. Bernard
2006	Creation of the museum "Musée et Chiens du Saint-Bernard"
2007	Start of social visits with the St. Bernards
2015	Takeover of the Museum and name change to Barryland
2018	Inclusion of the St. Bernard dog on the UNESCO Intangible Cultural Heritage List
2019	Launch of the "Barryland Theme Park" project
2020	Architecture competition
2023	Start of work, building permit
Summer 2025	Opening

Funding

The cost of building the new Barryland is close to 24 million Swiss francs. After taking into account the foundation's own assets and financing provided by Loterie Romande, the canton and the municipalities, as well as contributions from companies and private donors, the Barryland Theme Park project requires a further CHF 5.6 million.

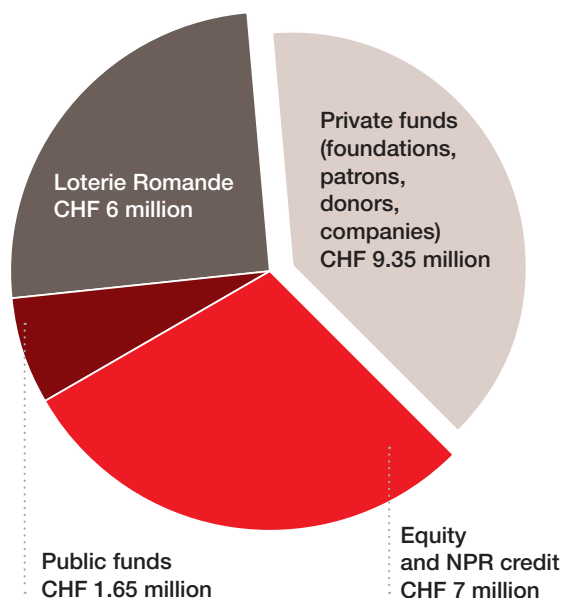
The main sponsor is Cornèrcard. This collaboration is perfectly in line with the Cornèr Group's strategy of creating unforgettable experiences while offering an extensive range of products and services combined with innovative technologies in the field of payment cards in order to meet all the requirements of its clients, with whom Cornèrcard is committed to building lasting relationships based on mutual trust.

About Cornèr Group

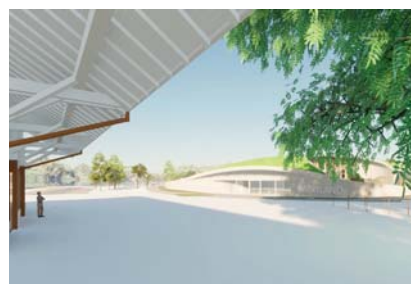
Founded in Lugano in 1952, the Cornèr Group is an independent Swiss private bank group operating as a full-service bank. Lugano is Switzerland's third-largest banking center, after Zurich and Geneva. Active across the whole range of traditional banking services, the Cornèr Group specializes in the private banking sector, as well as in the areas of lending, Visa, Mastercard and Diners Club pay-

cornèrcard

ment cards (Cornèrcard) and online trading (Cornèrtrader) – the core businesses on which the growth of the Cornèr Bank Group is based. The Cornèr Group comprises the Lugano-based parent bank Cornèr Bank Ltd., the four branches in Chiasso, Geneva, Locarno and Zurich, and the affiliates Cornèr Bank (Overseas) Limited, Cornèr Europe Ltd. and Finpromotion. Information at cornergroup.ch.



A selection of photographic material



If published, these photos must mention the copyright (name of the photographer indicated in the file).
You will find a wide selection of images in the “Media corner” of our website:
<https://fondation-barry.ch/en/mediacorner>

Logos



Contact

Address

Fondation Barry
du Grand-St-Bernard
Rue du Levant 34
CH-1920 Martigny
+41 (0)58 317 77 00
info@fondation-barry.ch
www.fondation-barry.ch

Media Contact

Andrea Zollinger, Corporate Communications Officer
+41 (0)58 317 77 25

Marilyne Emery, Communications / Marketing Officer
+41 (0)58 317 77 27

media@fondation-barry.ch