

ART, EXHIBITION, NEUCHÂTEL

SUCHARD ON DISPLAY

The Neuchâtel Museum of Art and History presents a new “focus exhibition” dedicated to the Suchard-Tobler collection. A true archive of the economic, social and cultural history of the Neuchâtel chocolate company, this unique collection brings together over 35,000 objects and documents, including an exceptional set of advertising posters.

A symbol of seduction, elegance and sometimes stereotypes, the depiction of women held a central place in early 20th-century advertising. The exhibition is built around this perspective, presenting a selection of spectacular works – some reaching nearly three metres in height or length. These iconic posters highlight the avant-garde spirit of the Suchard company in visual communication, while inviting visitors to reflect on a cultural and iconographic heritage whose echoes still resonate today.

The exhibition also marks a double anniversary. In 1825, Philippe Suchard opened his confectionery in Neuchâtel, before founding the chocolate factory in Serrières one year later. A perfect opportunity to revisit the legacy of a company that left a lasting mark on the entire region.



CONTACT

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OPENING HOURS

From 20 Nov 2025 to 6 Apr 2026

Tuesday - Sunday

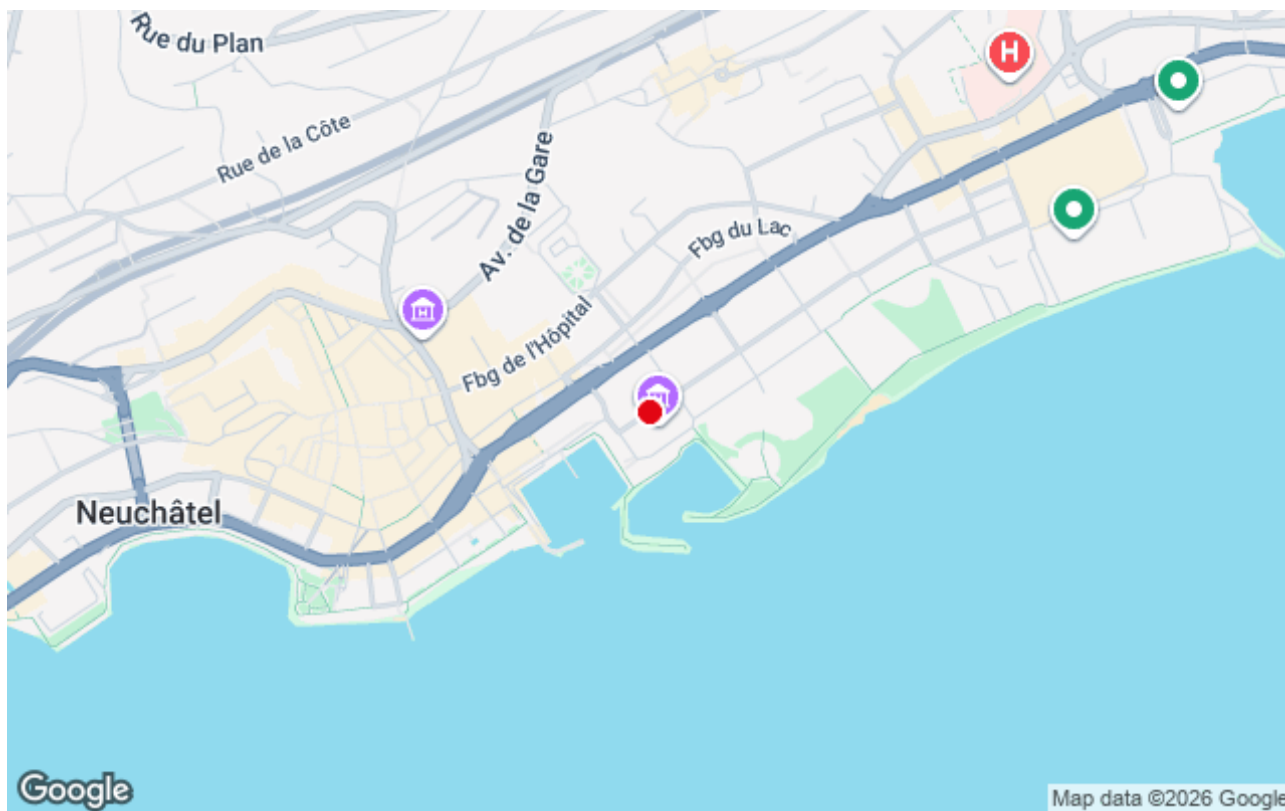
11:00 - 18:00

PRICES

Single price

Entrance

CHF 4.-



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