



Barryland.

**The world
of St. Bernards**

“Opening of the new Barryland: 26 June 2025”

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Purpose of Barryland theme park

Barryland is the first theme park in the world entirely dedicated to St. Bernards, the Swiss national dog. Established by the Barry Foundation, it is fundamental to protecting, breeding and promoting this symbolic breed. Opened in the summer of 2025 in Martigny in Valais, Barryland offers an immersive and unique experience to visitors passionate about these legendary dogs.

This theme park reflects the Barry Foundation's desire to update how it welcomes the public and offer a space appropriate to the needs of St. Bernards. In response to the growing interest of visitors from Switzerland and abroad, it has replaced the old museum located in an historic arsenal.

The Barryland grounds cover an area of 22,000m², including the two-storey main building of 2,400m² designed in the original shape of a dog's paw print,

a remarkable visual feature in the heart of the Alps. This symbolic architectural choice reflects the importance of the St. Bernards and their strong connection to Switzerland.

St. Bernards live here in complete harmony, benefiting from vast areas for their well-being: treatment areas, training areas, rest places, and four outdoor enclosures that form the paws of the print.

↓ Architectural gem serving St. Bernards.

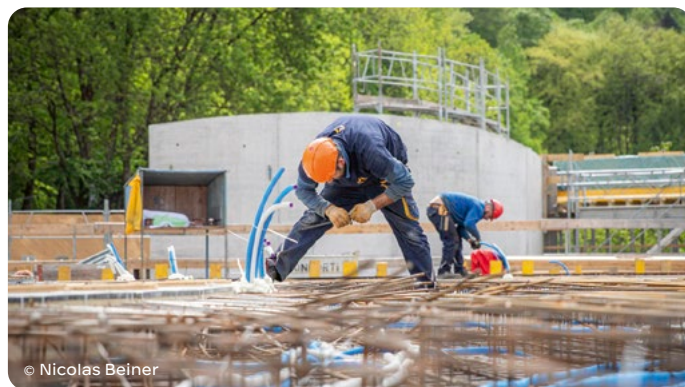


Completion of the park

The Barry Foundation awarded this exceptional project to architect firm GAME in Martigny, winner of the architecture competition, as well as various businesses, 70% of which are local. The park was designed with a twofold ambition: to create a real living museum, with animal welfare at its heart, while offering visitors a unique immersive experience.

Building

The construction of the main building, a bold two-storey design in the shape of a dog's paw print, was a real feat of architecture. The curved concrete walls built across two floors and the entirely self-supporting roof shell are just a couple of examples. The roof rests on a self-supporting wooden structure spanning up to 64 metres. It includes 20 white domes, which fulfil two functions: they serve as both smoke vents and natural skylights, offering lighting up to five times more efficient than a window in the façade.



Durability

Designed in a sustainable process, the building combines innovation with respect for the environment, aiming to limit its ecological footprint and promote biodiversity. Designed to be a healthy and resource-efficient space, it embodies a responsible and foresighted approach.

The building benefits from the solar roof of the neighbouring arsenal that houses the restaurant, which optimises its energy efficiency. For district cooling, the cold water of the cooling system comes directly from the pond in the outdoor play area, supplied by water from the meunière watercourse. The roof garden also helps regulate the temperature and keep the air humid.

Barryland is connected to Martigny's mains and so avails of the district heating network as well as a secure supply of drinking water. Waste water is drained through local infrastructure, while clean water is channelled into two farm drains on the land to optimise water management.

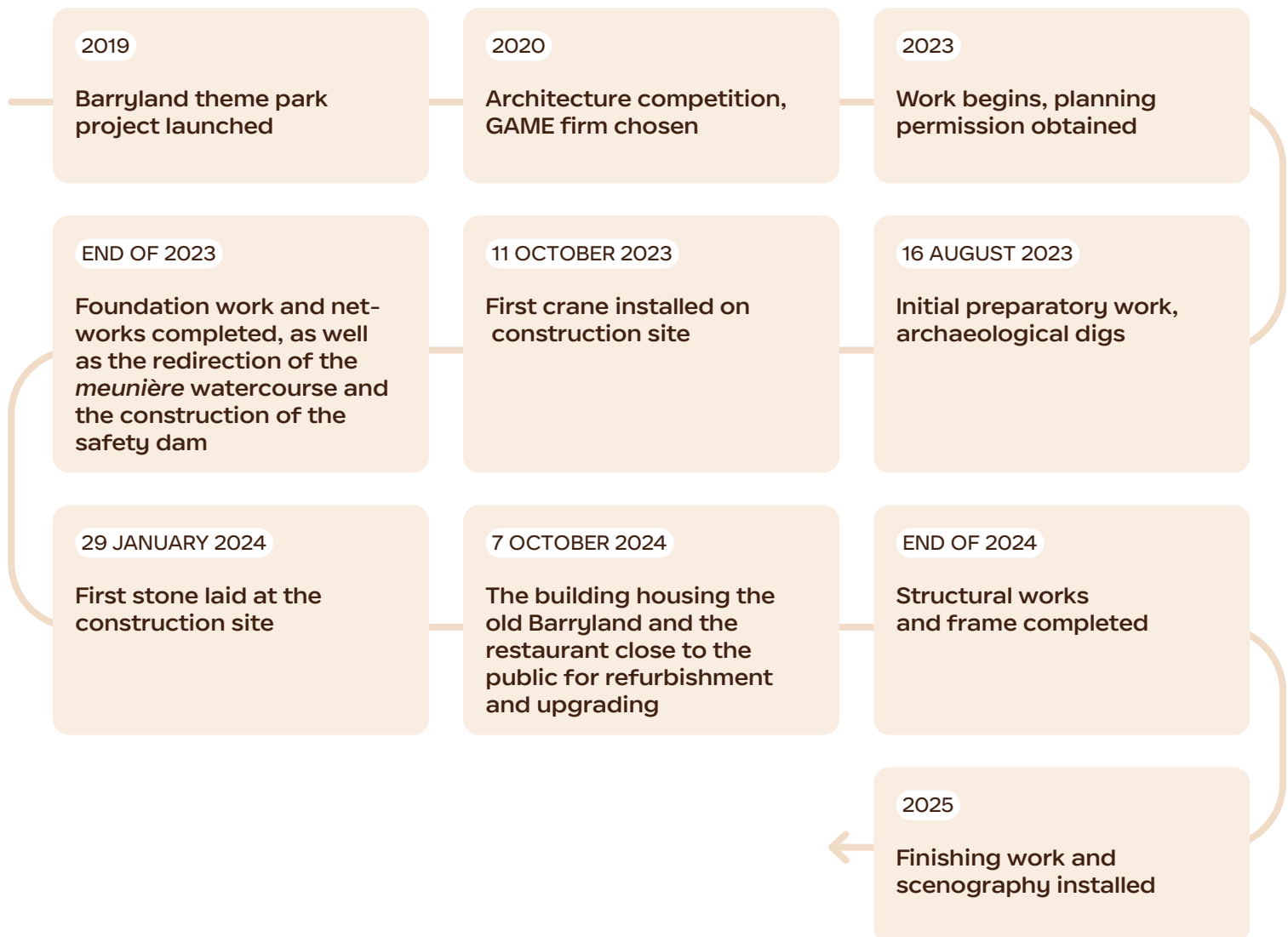
Floors

When designing the building, every element was carefully considered to ensure the comfort and safety of the dogs. The choice of floor covering was no exception. This painstaking decision was guided by durability, ease of maintenance and comfort for the paws. In the public area, a seamless environmentally friendly resin was selected, embellished with crushed cherry stone insets. Three tonnes of stones were required to create these remarkable floors.

Acoustics

The sound environment is key to the visitor experience. Acoustic studies were conducted to ensure maximum comfort. The solutions adopted included triangular stretched canvas fitted between the roof structures, effectively reducing noise and creating a calming atmosphere.

Construction timeline



↓ The technical feat of an original structure.

Works management

- Client: Barry Foundation
- Project manager: Antoine Thétaz
- Client's representative: Gefiswiss SA
- GAME architect firm: Michael Darbellay and Nicolas Meilland
- Civil engineer: Bureau Pini
- Structural works: Conforti-Melly consortium
- Frame: JPF Gabioud Fusay SA



Park map

Barryland is a 22,000m² park dedicated entirely to the St. Bernard dog: the heart of the park is the main building, shaped like a dog's paw print. It is spread out over five symbolic worlds, each reflecting an iconic character trait of St. Bernards: Barry Rescuer, Barry Friend, Barry Star, Barry Bon Vivant and Barry Playmate.

An area of 2,400m² divided into distinct zones

1,135m²

museum space

50m²

per indoor box (4) for the dogs

86m²

canine treatment and
physiotherapy rooms

210m²

shop

32m²

toilets

200m²

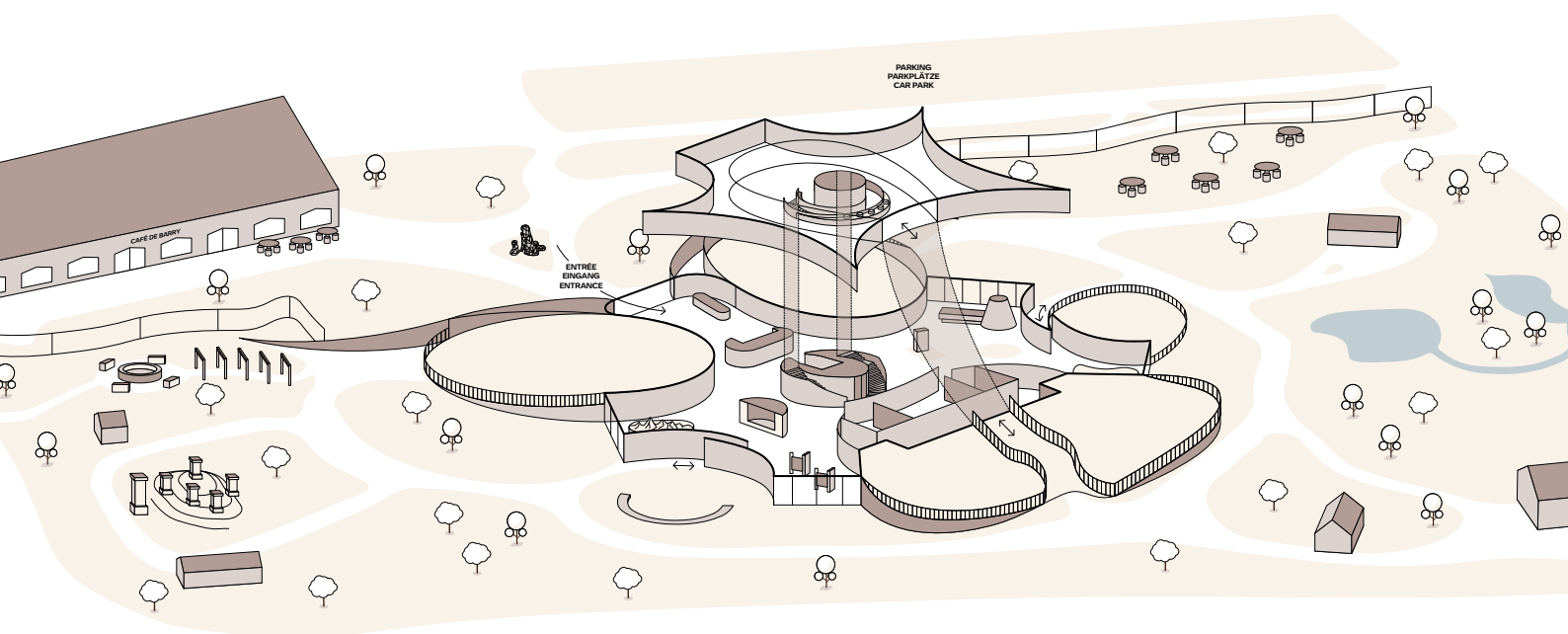
plant rooms

400m²

per outdoor paw pad (4)
for the dogs



Find out more about the
interactive online map



Tourist attraction

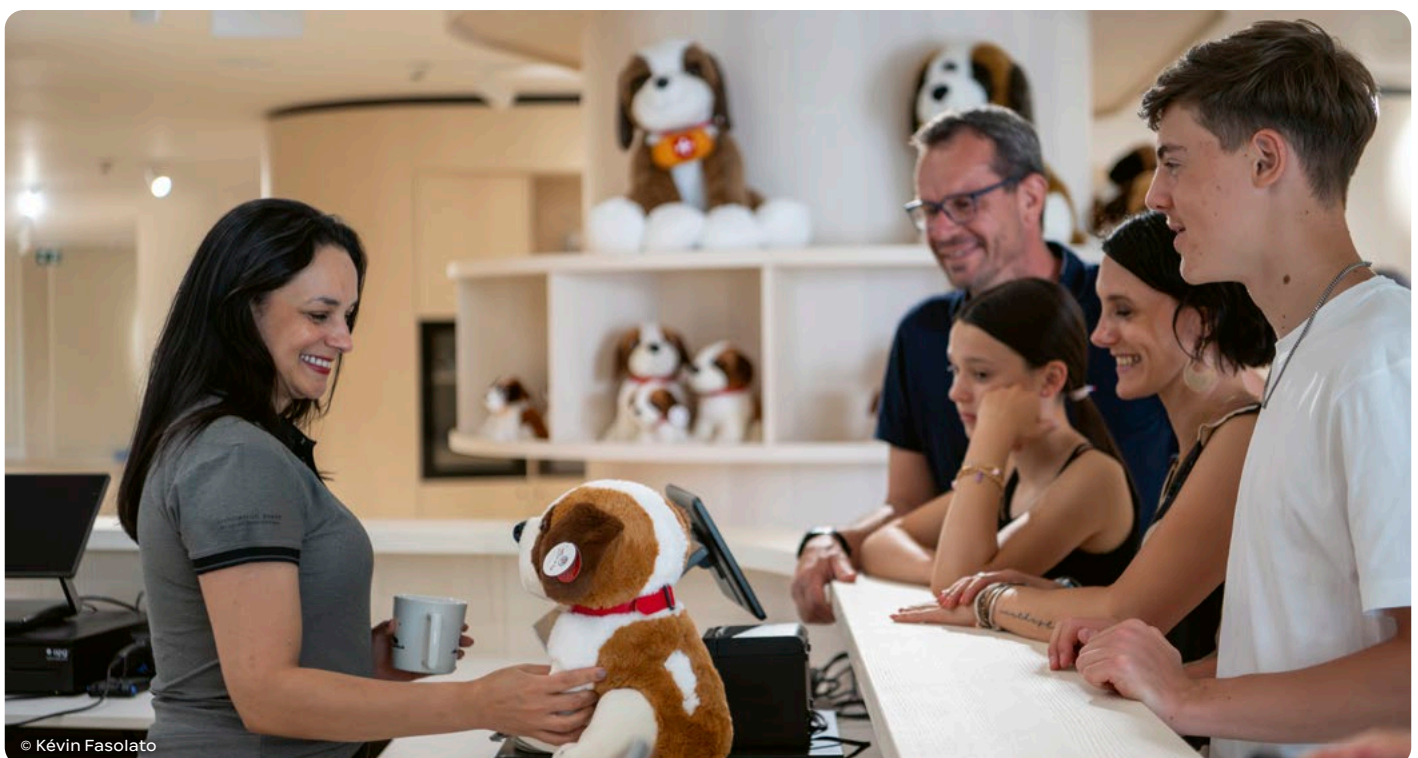
Why visit Barryland

- To enjoy nature
- To meet the St. Bernards
- To discover an iconic breed
- To go back in time
- To dive into a canine world
- To learn more about the treatment of dogs
- To make children happy
- To pose with virtual Barrys
- To share your feelings on social media
- To occasionally see puppies

Ticketing

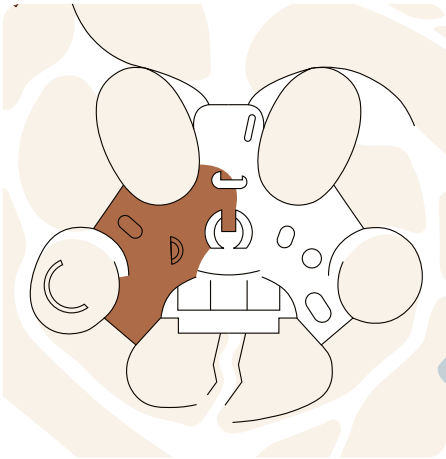
We work with the Smeetz platform to offer innovative and optimised ticketing. Much more than just a simple ticket sales system, Smeetz is a powerful marketing tool incorporating a multitude of functionalities. It is directly linked to the site's infrastructure, in particular

the access controls, ensuring smooth management of visitor flows. Its continuous adaptability means that it can respond to the changing needs of the activities and visitors, ensuring the best possible visit.



Visitor trail

The entrance to the museum is a strategic space that offers a warm welcome to visitors. There is a dynamic screen behind the reception desk that displays prices and highlights museum events: care of the dogs, hydrotherapy sessions and daily and seasonal meets. On entering the main building, visitors learn more about the Barry Foundation, its mission and its activities. At the heart of the building, a symbolic staircase represents the climb from the Great Saint Bernard Pass to the Hospice. A real icon, this stairwell conveys the transalpine ascent, illustrating the passage between Italy and Switzerland.



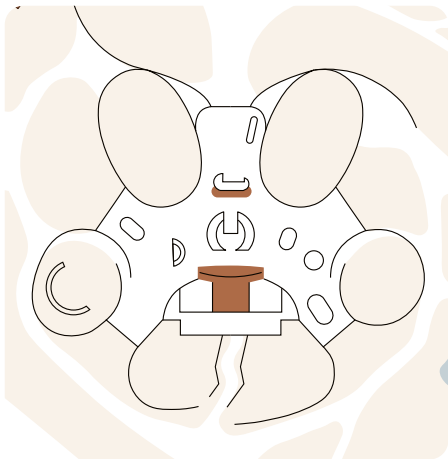
Barry Rescuer

From the entrance, visitors are invited to explore the fascinating world of Barry. To the right of the main entrance, the first area of the museum is entirely dedicated to the history of Barry. This is a captivating immersive experience to learn about his heritage, his role and his importance over the centuries. Here are a few examples...

- **A dynamic and interactive model** recreates the Great Saint Bernard Pass and its natural environment. With the help of augmented reality, 3D graphics and holographic narrators create a captivating experience. Chosen themes: climate, Hospice, crossing the pass, flora and fauna.
- **A telescope** inspired by those used by the Canons in days gone by offers a spectacular 3D view of the Great Saint Bernard Pass and the Hospice with the help of virtual reality. It also allows visitors to admire the dogs running freely around the Hospice, playing and reproducing the lively atmosphere of the site.
- **The fantastic diorama** takes visitors back to the heart of the legendary myths about Barry through stories and scenes from a magical sound and light show.
- **The Infinity Room** offers an unrivalled 360° immersive audiovisual experience, sweeping visitors into the heart of the raw and wild majesty of the Alps. For a minute and a half, groups of up to five people experience intense moments: from the thrill of a heroic rescue by Barry to the unleashed force of a storm at altitude. Every visual and acoustic detail transports them to a place where the mountains come to life, awakening their senses and imagination.
- **Thanks to the Losonnante audio ports**, visitors can listen to historical stories of travellers through the pass in a brand new way. These devices use bone conduction to transmit sound directly to the ear, providing an intimate audio experience. Simply place your elbows on the transmitters and your hands over your ears to be swept away by stories and fully immerse yourself in history.



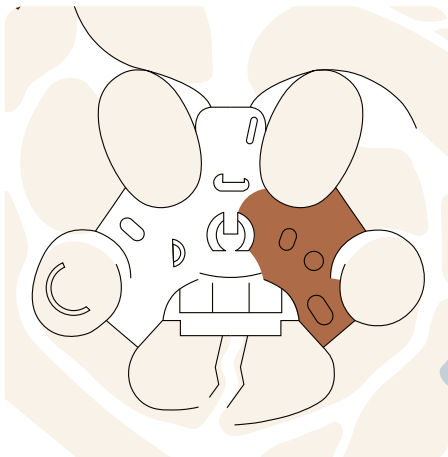
© Kévin Fasolato



Barry Friend

The tour continues in the training room, a multi-purpose space dedicated to canine activities and high-definition screenings.

This cinema, featuring a large screen and mobile rows of seats, offers fascinating screenings and presentations. Occasionally, awareness sessions about how to behave around dogs are scheduled into the park's activities.



Barry Star

As you leave the room, the exhibition dedicated to Barry, ambassador of Switzerland, emerges on a curved wall leading to the patio door. This showcases memorable moments when St. Bernards were in the spotlight, both domestically and internationally.

A few examples of activities in this area:

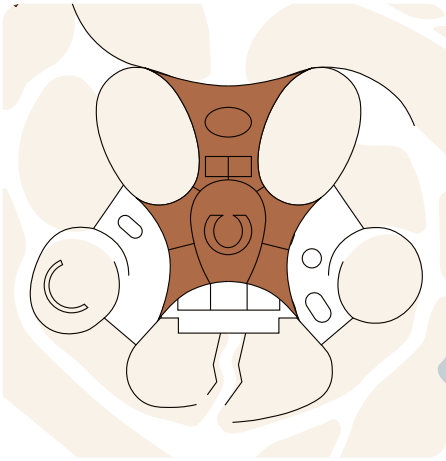
- A sample of a remarkable collection of over **100 stamps** and **4,700 postcards** from around the world, all dedicated to St. Bernards, is presented in a short film where the collector, the son of the Hospice's last mountain guide, shares his passion and anecdotes.
- Here visitors can immortalise their visit **with a souvenir photo** in a virtual scene with a St. Bernard. This activity gives them a memorable souvenir to take away from the museum.
- The youngest visitors can enjoy a unique experience at their own special table. After colouring in **pictures of Barry** or his friends, they can scan them to see them animated on a large wall up ahead, bringing their creations to life in a fun way.



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Barry Bon Vivant

The entire first floor belongs to the St. Bernards from the foundation, a presence that definitely says more than any exhibition. They come here every day to meet the public, offering an authentic and lively experience.

Four huge crates, each measuring 50m², provide the dogs with a comfortable place to rest, while a partially glazed treatment room allows visitors to watch on.

The treatment room features a hydrotherapy pool, a motorised destabilisation platform and an electric treatment table tailored to St. Bernards' joints.

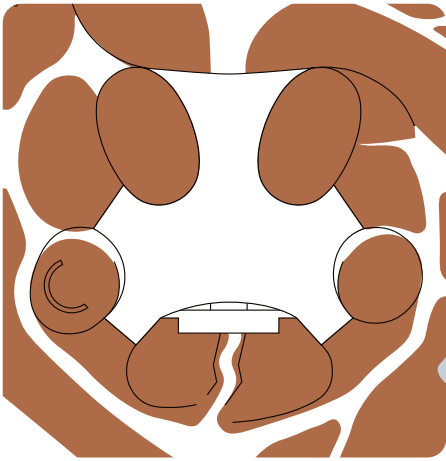
The Sensorama immerses visitors in Barry's sensory world. Each of the dog's senses is reproduced using dedicated interactive tools.

- **Touch:** a device invites viewers to slide their hand into a box and feel the elements associated with the dog's sense of touch.
- **Hearing:** using a manual cursor, visitors can compare human hearing with that of a dog and experience the St. Bernards' unique auditory sense.
- **Smell:** a totem allows visitors to smell a scent inside a box. A gadget accentuates the smell to simulate Barry's exceptional olfactory sense of smell.
- **Taste:** a tube of dog biscuits illustrates the dog's capacity for taste by comparing it to that of a human.
- **Sight:** with the help of a manual cursor, visitors can toggle between human vision and that of a dog, thereby discovering the visual perception typical of St. Bernards.

↓ Hydrotherapy pool.



© Kévin Fasolato



Barry Playmate

The visit continues outside the building, where new attractions await. Here are a few examples...

The outdoor space dedicated to the St. Bernards is divided into four huge enclosures each 400m² in size, which provide the perfect place for play and exploration. The transition between inside and out has been designed to be fluid and natural to ensure a smooth flow for animals and visitors alike.

Created as real miniature Alpine landscapes, these enclosures combine prairies, rocks and shrubs, offering the dogs a natural and stimulating setting. Retreat areas have been included to allow them to rest and withdraw from the public eye when they want.

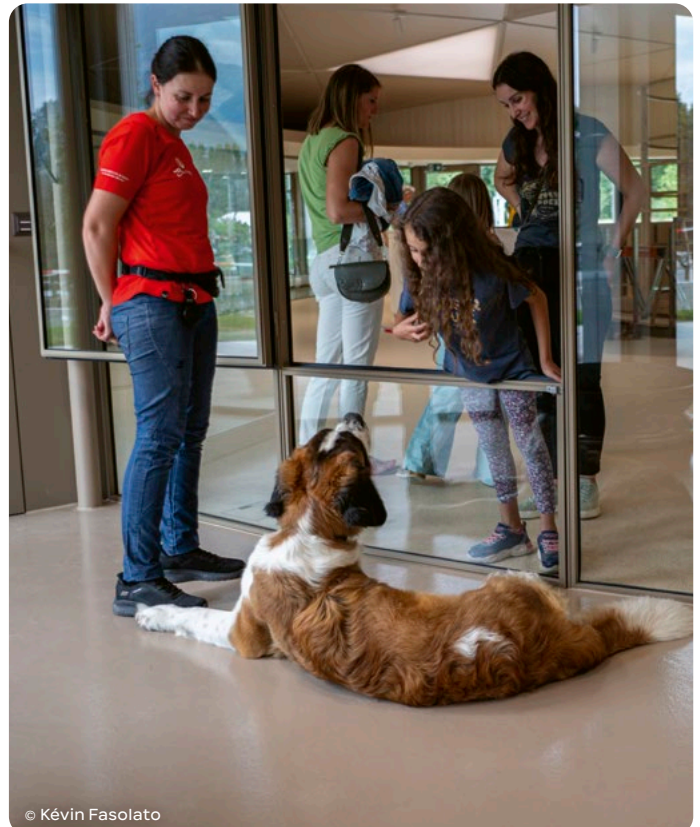
On the motor skills course, older dogs exercise to strengthen their joints and flexibility under the watchful eye of their keeper: a real well-being programme adapted to their needs.

Close by, **a sensory maze** specially designed for young puppies allows them to explore, develop their skills and learn, delighting their audience.

↓ Skills course.



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The huge grounds around the museum add to the open air experience, offering visitors a natural setting to be enjoyed by young and old alike.

In keeping with the story of Barry, which covers a wide range of natural environments, this space recreates the surroundings that are part of his environment in four distinct areas: low-altitude birch forest, moraine glacier, and high-altitude forest interspersed with larches and orchards. These living landscapes evolve through the seasons, compounding the authenticity and ecological richness of the site.

Martigny's **irrigation system** runs through our park, offering a unique opportunity to highlight the value of water in a play area for children. They can explore this precious element via dams, locks and a water pump. Inspired by the canals of Valais, this trail recreates the games of yesteryear, where little ones sailed pieces of bark along the streams. This experience brings back memories of childhood in a safe and enchanting setting.

The site is also home to **a range of animals**, including sheep, goats, hens, rabbits, guinea pigs and tortoises. A bee-keeping area has just been added to this wildlife park, providing an educational and natural dimension.

For a bite to eat, visitors can visit the Guérite food truck, a picnic area or, outside the grounds of the park, they can enjoy a hot meal served every day at the Café de Barry.

The Barry Shop allows visitors to bring back a souvenir of their trip, keeping the magic of their visit alive with a selection of items inspired by the world of St. Bernards.

The Barry Foundation

In January 2005, the Barry Foundation took over the kennels and breeding programme of the famous St. Bernard dogs – hailing from the pass of the same name in the heart of the Swiss Alps – from the Congregation of Canons of the Great Saint Bernard. From the very beginning, the dogs have gone to meet the public and their fans.

For 20 years now, this non-profit organisation based in Martigny in Valais has been dedicated to continuing more than 300 years of breeding at the original location. The main objective of its work is to allow the dogs to lead a healthy life in keeping with the breed. It describes itself as an exemplary canine site that respects animals and their needs.

The expertise that the Barry Foundation has amassed since its creation means that it Foundation is a real centre of excellence when it comes to breeding, as well as for social interventions assisted by the St. Bernards. It has also been awarded the Certodog quality certification for the management of its breeding programme.

Another of the foundation's missions is to bring joy to as many people as possible by allowing them to meet the legendary St. Bernard dogs. It therefore actively helps improve the relationship between humans and dogs, at Barryland for example.

As a charitable trust, the Barry Foundation receives no subsidies from the state and is entirely dependent on private donors to fund breeding, ensure the welfare of the dogs and run its social activities.



Facts and figures

Barry Foundation

PRESIDENT

Claude Moret

DIRECTOR

Mélanie Glassey-Roth

DONORS

Around 60,000 donors involved

STAFF

approx. 60

FOUNDATION BOARD

10 members

FOUNDATION CAPITAL

CHF 13 million

ANNUAL BUDGET

CHF 8 millions

DOGS

Around 40 dogs permanently reside at the foundation

IN 20 YEARS

69 litters and 456 puppies

New Barryland

2,400m²

of exhibition space over two storeys

22,000m²

total surface area of grounds in the main building

4

large outdoor enclosures for the dogs

150,000

While Barryland used to attract more than 70,000 visitors a year, it is ready to welcome twice that number now

3

hours on average per visit

Key dates

2005

Barry Foundation established and takes over breeding of St. Bernard dogs from the Congregation of Canons of the Great Saint Bernard Hospice

2006

Museum and St. Bernard dogs facility are established

2007

Social visits with the St. Bernards begin

2014

Foundation takes over the museum and the St. Bernard dogs facility and changes the name to Barryland

2025

20th anniversary of the Barry Foundation and opening of Barryland theme park

Funding of Barryland

The new park has been financed through a combination of its own funds and a dedicated fundraising campaign. Today, Barryland is opening its doors thanks to the key commitment of many businesses, foundations and public authorities, not to mention the essential support of individual donors.

In accordance with the pledges made, the budget of 24 million was successfully achieved thanks to these efforts. The steering committee allocated another 1.5 million to fund essential aspects of the project.

Main theme park partners

cornercard

This partnership is in line with the Cornèr Group's desire to create unique experiences using innovative payment solutions and lasting relationships based on trust.



The close collaboration between Lidl Switzerland and Barryland symbolises an appreciation for Swiss values, tradition and quality. This partnership represents a unique opportunity to honour the history of St. Bernards while creating an unforgettable experience for the whole family.



Driven by a shared passion for excellence and a deep attachment to Valais's heritage, the Rouvinez family established Cuvée Barry. An exclusive selection of three wines captures the spirit of this collaboration: red, white and a barrel-matured blend.



innovation
tourisme

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Neue Regionalpolitik **npr**
Nouvelle politique régionale **npr**
Nuova politica regionale **npr**
Nova politica regionala **npr**

Barryland supporters

Public authorities

- État du Valais
- Commune de Bourg-St-Pierre
- Commune de Bovernier
- Commune de Liddes
- Commune de Martigny
- Commune de Martigny-Combe
- Commune d'Orsières
- Commune de Sembrancher
- Commune de Trient
- Commune de Val de Bagnes
- District de Martigny
- Interreg

Businesses

- Alpiq SA
- Animalia
- Banque Raiffeisen Entremont
- Baumer AG
- Bestazzoni SA
- Casino de Crans-Montana
- Chicco d'Oro
- Distillerie Morand
- DransEnergie SA
- Egro Suisse SA
- F. Hunziker + Co. AG
- Fidag SA
- Fondation du Groupe Mutuel
- Fonds de donation de la Mobilière
- Forces Motrices du Grand-Saint-Bernard
- Forces Motrices Valaisannes SA
- Froneri Switzerland SA
- Gabioud Fusay SA
- Gefiswiss
- Graber Sportgarage AG
- Helvetia Assurances
- Les Fils de Léon Sarrasin SA

- Maison Hospitalière du Grand-St-Bernard
- Metafa SA
- Mobilière Suisse
- Oppletis Sàrl
- Pays du St-Bernard
- Pfyffer SA
- Purina
- Qualitel Sàrl
- Sauthier Fellay Avocats Notaires
- Siegfried Evionnaz
- Société Suisse des Explosifs
- Tertanium Valais
- TCS Valais
- TMR SA
- Transgourmet Suisse SA
- Tunnel du Grand-Saint-Bernard
- Val Stores Sàrl
- Vaudoise Assurances

Media partner

- Canal 9
- Le Nouvelliste

Foundations

- Alois und Irma Weber-Goldinger-Stiftung
- Anna Lisa Stiftung
- Charities Aid Foundation (CAF)
- Ernst Göhner Stiftung
- Fondation André et Cyprien (Lombard Odier)
- Fondation Gelbert
- Fondation Groupe Mutuel
- Fondation Pierre Gianadda
- Fondation Upsilon
- Liselotte Musfeld-Fingerlin-Stiftung
- Pro Montagna Stiftung
- Stiftung für das Wohl des Hundes
- Vontobel Stiftung
- Werner Dessauer Stiftung



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Useful quotes

What people have said...

Claude Moret,
President of the Barry Foundation

“After the intense sprint that brought our showcase, Barryland, to a fruition, I am now committed, alongside the director and the existing team, to a marathon aimed at ensuring its harmonious and sustainable development.”

Jean-Maurice Tornay,
Former President of the Barry Foundation and project owner

“I am proud to present this project, completed on time and within budget. Barryland is now the only theme park in the world dedicated to St. Bernards.”

Mélanie Glassey-Roth,
Director of Barryland

“An area of 2,400 m² over two floors allows visitors to immerse themselves in the world of these iconic dogs. And that’s not even including the huge outdoor space!”

Manuel Gaillard,
Breeding manager at the foundation

“We now finally have a park where everything has been considered and designed for the welfare of our dogs.”

Jean-Henry Papilloud,
Member of the foundation

“At the heart of these exhibitions is a space dedicated to the rich history of the St. Bernards and their region.”

Karin Keller-Sutter,
President of the Swiss Confederation

“Barry’s name still resonates today as a model of courage. And through him, Barryland honours an entire Swiss tradition.”

Christophe Darbellay,
Member of the Valais cantonal government

“This is the biggest tourist attraction in Valais for the coming years.”

Nicolas Meilland,
Architect and partner at GAME

“We felt it necessary to incorporate a strong reference to the dog with this paw shape, which is not only attractive but also meets the demands of the specifications.”

Michael Darbellay,
Architect and partner at GAME

“There was no point of comparison for designing a living museum dedicated to St. Bernards because there has never been a project of this kind anywhere in the world.”

Anne-Laure Couchepin Vouilloz,
President of the City of Martigny

“This new park is a magnificent addition to Martigny’s cultural and museum attractions. It perfectly fits into this exceptional site that also includes the Pierre Gianadda Foundation and the Roman amphitheatre.”

Practical information

Opening hours

Open from 10 a.m. until 6 p.m.

Every day except 24 and 25 December and by way of exception 14 August 2025, the official opening ceremony

Prices and ticketing

Online discounted tickets

Individual admission
CHF 23 online and CHF 25 on site

Free for children under the age of 6

Media contact Press office

Welcome to the virtual press room, where media representatives can read and download news clip-pings, reports and images relating to our activities.

We provide you with photo and video material for your editorial reporting:
(reproduction and publication are only authorised if the material remains unchanged and the relevant copyright is acknowledged)

www.barryland.ch/en



Filming and photography

if you would like to film or take photos, please contact us beforehand

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