



# Swissair Aerial Photographs (Pictorial Worlds. Photographs from the ETH-Bibliothek's Image Archive)

*Ruedi Weidmann*

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Aerial photography held a special place in the business of legendary airline Swissair. Before founder Walter Mittelholzer entered the field of civil aviation, he trained as a photographer, and the airline had a subsidiary photo company, Swissair Photo AG, which continues today as BSF Swissphoto though the airline ceased operations in 2001. The company has taken upwards of 100,000 pictures of landscapes, towns, and villages, along with industrial plants and individual buildings in Switzerland and around the globe.

*Swissair Aerial Photographs* reproduces these beautiful, striking, and informative photographs. These images reveal the changes in landscapes and towns over nearly a century, documenting the growth of city infrastructures and urban sprawl as this idyllic agricultural country has evolved into one of the most densely inhabited places in the world. The photos are also an inventory of untamed rivers, orchards, receding glaciers and moors, shrinking agricultural areas, and vanished historical buildings. With an introductory essay that explores the contents of the collection now held at ETH Bibliothek and what can be read from these images today, *Swissair Aerial Photographs* provides an illuminating look at the history of aerial photography in Switzerland.



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Why? Because this Swissair Aerial Photographs (Pictorial Worlds. Photographs from the ETH-Bibliothek's Image Archive) is an unordinary book that the inside of the book waiting for you to snap that but latter it will zap you with the secret this inside. Reading this book next to it was fantastic author who have write the book in such awesome way makes the content inside easier to understand, entertaining means but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this anymore or you going to regret it. This book will give you a lot of positive aspects than the other book get such as help improving your ability and your critical thinking way. So , still want to postpone having that book? If I were you I will go to the publication store hurriedly.

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now. This particular book was represented how does the world has grown up. The terminology styles that writer make usage of to explain it is easy to understand. The writer made some study when he makes this book. Honestly, that is why this book suited all of you.

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