

NEW SWISS +

AESTHETIC AT THE ALPINE GSTAAD

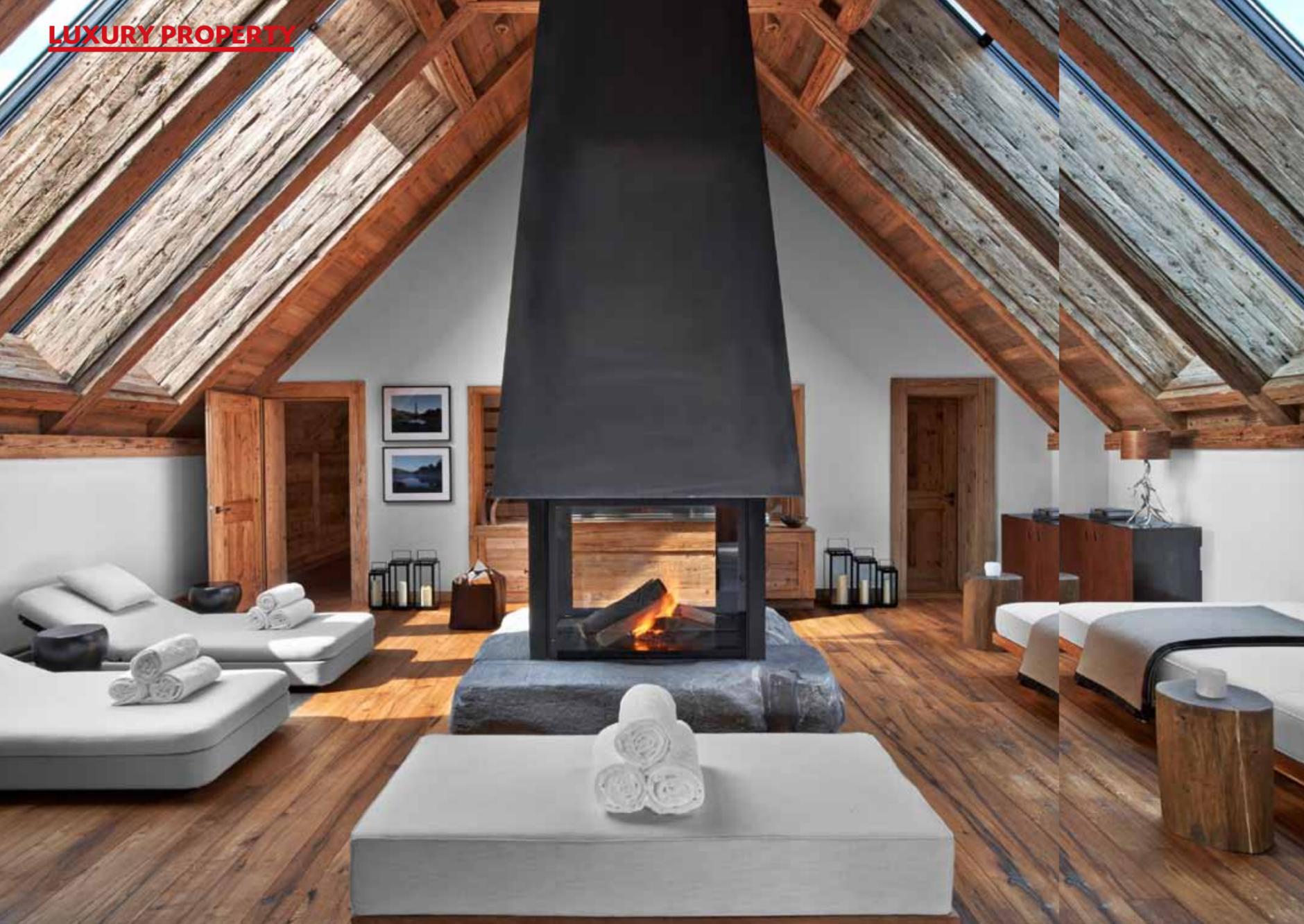
Promoted as 'The birth of a new classic,' The Alpina Gstaad is the first new hotel in more than a century to open in Switzerland's most famous Alpine ski resort village, long beloved by European royalty and international jet-setters.

WORDS LILY ZHANG

The world-renowned interior design company HBA presents an exquisite and sensitive interpretation of chic Swiss Alpine living together with a liberal array of distinctive delights.

The entrance lobby sets the scene for what is to come, with its envelope of warm rustic timbers, hand-crafted pieces, and finely detailed finishes. Timber planks to the walls and ceilings have been reclaimed from old Swiss chalets and individually crafted to fit their new location; the reception table is hewn from a single alpine ash tree trunk - all that remained of a long since felled tree. Above this, a cluster of hanging glass pendants form a delightful display of lighting; these also a unique library of poetry because each one has a Swiss verse etched into it. Rugs are of hand-tufted wool, with all the naturally occurring variations that come with truly organic materials. The structural columns are clad in embossed leather, converting their mass into something more delicate and refined.





When entering the lounge, a very social space with huge and hugely welcoming armchairs with combination of linen, wool and leather upholstery are in front of you. A palette of the fabrics is soft with punches of burnt red colour and lots of stitching and embroidery details in the best of Swiss tradition. Meanwhile, the handsome bar is uniquely crafted with its hammered bronze facia, capturing the lights and its top cut length-wise from a local forest pine, leaving a naturally textured edge. Another uniquely designed piece is the DJ. station – a beautifully crafted consul table by day – by night it transforms into a fully-functioning disc jockey station, replete with the latest equipment.

Cinema is another exceptional experience at the Alpina Gstaad. Located deep within the

building, it is a luxuriously intimate space equipped to support presentations and private screenings, as well as guests' own plug-in content, or by way of a sliding pocket wall to open up to the adjacent function room and become part of a larger event space.

A further unexpected delight designed by HBA is the Kids Room - a unique indoor adventure for toddlers and children from the minute they tumble through the door. In the spirit of a mini-chalet, the area is complete with Alpine timber, the traditional Swiss colour palette of red and white, and joyfully scaled-down furniture.

As in the public areas, the guestrooms are clad in Swiss timber. A custom-designed, hand-tufted carpet covers the floor apart from the timber-floored entrance lobby inside the



door. Each room has a beautiful and unique carved ceiling, some in a rustic manner, others in more contemporary style.

Many rooms also have a unique cocktail cabinet. Made from individually-selected antique Swiss cabinets with their traditionally carved and painted exteriors, they are a charming guestroom feature. Their pretty exteriors however, belie their clever internal planning which integrates a sink, drinks storage, Nespresso coffee machine, and a fridge.

Another delightful feature in some of the rooms is a working fireplace, above which a convex mirror by Ochre plays with the reflections of guests as they pass. The majority of the furniture is bespoke. Guestroom art includes original pieces that re-work natural and reclaimed materials into something new; giving them renewed meaning and value. All the rooms have magnificent views, some to the mountains, some to the meadows, and have large outdoor terraces from which to enjoy those sweeping vistas.

◀◀◀ Above: The suite's top floor boasts a central wood-burning fireplace, and bedroom, as well as a verandah providing breath-taking views of the snowy panorama outside. Above and right: Interiors are decorated with warm rustic timbers and finely detailed finishes.



There are 56 guestrooms in total, 31 of which are suites, and supreme amongst these is the duplex, three-bedroom Panorama Suite spread across the fifth and sixth floors. The living spaces flow from one into another, beginning with the natural wood-burning fireplace with its floor-to-ceiling stone chimney piece and collection of elegant seating. From here, the lounge continues in the style of a lovely private residence, opening out onto a large terrace; on the other side, hidden from view, there is a kitchen.

The master bedroom is a sumptuous experience with its wood burning fire, walk-in dressing room, and a bathroom that contains a large free-standing tub, oversized showerheads, and TV inset into the mirror. An elegant staircase leads up to the suite's extraordinary top floor that reveals a spa, Jacuzzi, a fitness and massage area, a central wood-burning fireplace, and a bedroom, as well as a verandah providing breath-taking birds' eye views of the snowy panorama outside. Once again, the concept of "gimmwand" has been transposed into the space and, through this timber lattice work, light filters and plays with the interior world of the spa.

Other areas of The Alpina Gstaad designed by HBA include: the ballroom, meeting rooms, Cigar Lounge and Wine Room as well as expansive outdoor terraces. ▲

