



Trifecta: The Gallery HBA London Wins Three 2013 European Hotel Design Awards for The Alpina Gstaad

(London – 5 December 2013) The Gallery HBA London’s design of The Alpina Gstaad swept this year’s European Hotel Design Awards, winning three accolades a fortnight ago before an audience of some 900 people at Europe’s longest-running and most prestigious architecture and design awards for the hospitality sector. In addition to receiving the top honour of the European Hotel Design of the Year, the internationally admired design studio was also bestowed with Interior Design of the Year awards for the Lobby, Lounge & Public Areas and the Bedrooms & Bathrooms.



The first new hotel in Switzerland’s most discretely glamorous destination for over 100 years, The Alpina Gstaad is an exquisite and sensitive interpretation of stylish Swiss Alpine living. Immediately hailed as “the birth of a new classic” upon its opening in December 2012, it embraces legend, location and Swiss provenance in equal measure with modernity and a generous array of idiosyncratic delights. The Gallery HBA London’s design objective was to create an authentic, captivating and luxurious alpine experience, which celebrates the beauty of all the seasons in the Saanenland region.



The result is a totally new interpretation of Alpine chic, with the thoughtful luxury and individuality of a very special private residence melded into an extraordinary hotel through a design vision informed by the past while understanding the future of the luxury hotel experience.



Matt Turner, Event Director and Editor of *Sleeper*, which organised the Awards, has commented on why the hotel deserved to win: “An impressively intimate space despite its scale, The Alpina Gstaad was described by the judges as elegant and luxurious with immaculate attention to detail. Authentic materials have been mixed with the highest quality of finishes to form a modern yet warm and beautifully executed take on the traditional Swiss chalet.”



This trio of wins adds to the wealth of honours the designers have been awarded in 2013. Inge Moore, Principal and Creative Director of The Gallery HBA London, was celebrated in NYC last month with the Gold Key Designer of the Year award co-sponsored by *Boutique Design* and *HOTELS* magazines. The Alpina Gstaad also won a Gold Key Best Suite prize, adding to its bevy of accolades including being named by *Wallpaper** as the Best Winter Retreat 2013; to *Travel + Leisure's* "It List" for 2013; to *Condé Nast Traveler's* "Top Hotels Hot List 2013"; *Elite Traveler's* "Coolest 10 Suites in the World 2013"; and *Gault Millau's* Swiss Luxury Hotel of the Year.

Ends





About The Gallery at HBA London

The Gallery is the studio within HBA London that is dedicated to high-concept bespoke interior design for the hospitality and residential sectors. As imaginative storytellers and intuitive inventors, The Gallery's designers excel at weaving spirited narratives into couture décor. They stand out in their talent for creating unique experiences shaped by designs that are a fusion of tradition and innovation, the hand-crafted and the finely engineered. The Gallery is at ease within all design idioms, translating clients' objectives into interiors that are relevant and enriching and, as a result, the team's work is acclaimed around the world.

Current and recent projects by The Gallery/HBA London include: Mena House Oberoi in Cairo; Hotel Alfonso XIII, a Luxury Collection Hotel in Seville and Hotel Maria Cristina, a Luxury Collection Hotel in San Sebastian, Spain; Waldorf Astoria Ras al-Khaimah, UAE; the spa and restaurant at Raffles Istanbul Zorlu Center; the Couture Suite at the St. Regis Rome; Omkar 1973 Worli, Mumbai; the Royal Suite at the InterContinental London Park Lane; Hilton Schiphol, Amsterdam; La Stejarii, Bucharest, Romania; Kempinski Minsk; Sea Hotel, Bat Yam, Israel; Conrad Cairo; Westin Florence; ESPA at the Istanbul EDITION and the Ritz-Carlton ESPA, Hong Kong; and the Ritz-Carlton Tunis, Tunisia.

About the European Hotel Design Awards

Now in their 16th year, the European Hotel Design Awards are widely acknowledged as the leading pan-European awards to focus on excellence in hotel architecture and design. Sponsored by *Sleeper* magazine, they are affiliated to Sleep, the two-day event which immediately follows the awards evening, attracting some 3,500 people to its conference, exhibition and showcase of concept room sets.

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