

An architectural gem with contemporary design marks the beginning of a new era for Badrutt's Palace Hotel in St. Moritz

The extension designed by ACPV ARCHITECTS Antonio Citterio Patricia Viel comprises 25 contemporary, luxurious guestrooms and suites



Badrutt's Palace Hotel is delighted to announce the opening of the largest hotel extension in its 129-year history, the Serlas Wing. The extension designed by ACPV ARCHITECTS Antonio Citterio Patricia Viel comprises 25 contemporary, luxurious guestrooms and suites as well as an innovative underground pedestrian tunnel system that includes the longest hotel escalator (18,79 meters) in Switzerland. Serlas Wing gives hotel guests discreet and exclusive access to the village square of St. Moritz and to Chesa Veglia, the oldest farmhouse in St. Moritz, which houses four Palace restaurant concepts and a bar.

"With the debut of the Serlas Wing, we open a completely new chapter in the hotel's history, one that architecturally creates a bridge between tradition and the future," notes Richard Leuenberger, Managing Director of Badrutt's Palace Hotel. "The new accommodation, which has been crafted through a unique collaboration with Loro Piana Interiors, enables our highly discerning guests to enjoy the timeless and uncompromising hospitality for which Badrutt's Palace Hotel has been famous since its opening in 1896."

ACPV ARCHITECTS Antonio Citterio Patricia Viel

Serlas Wing was designed by Milan-based architecture firm ACPV ARCHITECTS Antonio Citterio Patricia Viel. The six-storey building blends seamlessly into the existing local architecture.

"The Serlas Wing project was inspired by the hotel's location, the surrounding natural landscape, and the spirit of Badrutt's Palace Hotel," says architect Antonio Citterio, Chairman and co-founder of ACPV ARCHITECTS. "The building has been conceived to offer a unique guest experience through spaces where people can gather and enjoy time together, and interiors that enhance and frame panoramic views of the surroundings."

"We were excited to partner with ACPV ARCHITECTS for the development of our new Serlas Wing, as they echo our commitment to marrying the historic charm of our iconic building with the highest level of contemporary design," adds Leuenberger. "This initiative directly caters to the evolving preferences of our multigenerational clientele, enhancing our accommodation offerings and forging a natural link between Chesa Veglia and the entire hotel complex. We believe this development reaffirms Badrutt's Palace Hotel's position as the pinnacle of luxury and elegance in St. Moritz."

BADRUTT'S PALACE

St. Moritz Switzerland

Wool-fabric wall-paneled corridors and upholstery by Loro Piana Interiors

Each of the 25 rooms and suites is characterized, above all, by two significant features: their expansive size and their contemporary design. All rooms and suites have an above-average amount of space and include wool-fabric wall-paneled corridors and upholstery by Loro Piana Interiors for the curtains, headboards, bed skirts, and chairs. The chosen fabrics utilize natural materials that are strongly representative of the Loro Piana Interiors philosophy, such as wool and cashmere, and which are presented in a way that enhances their extraordinary, intrinsic characteristics. The building features lighting design that highlights the quality of both external and internal spaces and emphasizes the richness of the materials, while the interiors feature furniture by B&B Italia and Flexform. Guests discover the new Serlas Wing through the triple-height lobby, crossed by a sculptural bridge, lit by a large arched window from above.

“The architecture and the interiors of the new Serlas Wing were designed by imagining how people would experience and perceive the space inside,” adds architect Antonio Citterio. “In the guestrooms and the suites, window openings are placed in positions that create intimate connections between guests and the surrounding landscape. The placement of the windows adds a special quality to the facade, which references the traditional architectural volume of the Chesa Planta house in Samedan (Switzerland).”

“We are honored to be part of this project, perfectly blending exclusivity, contemporaneity, excellence and comfort. All these elements are in complete harmony with Loro Piana Interiors` philosophy,” it is explained at Loro Piana Interiors. “Moreover, for the Serlas Wing we developed special colors and special fabrics, building on our flexibility thanks to our 100% in-house production. To be able to respond to the needs of prestigious architects is always a stimulating challenge. Moreover, our presence in the suites and rooms seals a long-term relationship between our brand and the Badrutt's, a relationship going back more than 20 years, when our first store in St. Moritz was located within the hotel's premises”.

The ground floor of the Serlas Wing is home to luxury shops, such as Sabadini, Miu Miu and Yves Saint Laurent.

The rooms and suites can now be booked via the Badrutt's Palace Hotel website: www.badruttspalace.com

Prices in the winter season start from CHF 2.100.

In the summer season, prices start from CHF 1.200.

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ABOUT ACPV ARCHITECTS

ACPV ARCHITECTS Antonio Citterio Patricia Viel is an international collective with the aim of nurturing shared well-being through unique, high-profile architectural solutions worldwide. Founded in 2000 by Antonio Citterio and Patricia Viel, the studio is currently enhanced by the creativity of more than 200 professionals and the leadership of 11 partners. From urban planning to residential and mixed-use developments, from corporate campuses to public buildings and hotels, each ACPV ARCHITECTS project embodies a new vision where nature and the noblest human aspirations can find new centrality.

ABOUT LORO PIANA INTERIORS

The Loro Piana Interiors division designs and creates textiles and accessories for interior decorating, made with the world's finest and rarest fibres. Exclusive furnishings complete the collections. Loro Piana Interiors textiles and fabrics are made of the softest, cosiest cashmere, the finest wools, and linen, cotton and silk, alone or in exclusive blends designed to create unexpected textures. The colours are inspired by the nuances of nature, and play with patterns and weaves, never losing sight of the sense that has always been our guide for every creation: touch. The Loro Piana Interiors division targets both professionals in the sector and end-user customers, offering interior design consulting services as well. We are also a presence in the nautical, private aviation and hospitality sectors.

ABOUT BADRUTT'S PALACE HOTEL

Experience legendary service and an enchanting atmosphere in the heart of St. Moritz since 1896. The Badrutt's Palace Hotel presented unexpected food and drink, joie de vivre and a unique sense of belonging in a historic and iconic mountain resort. In winter, explore one of the most exciting ski resorts in the world. In summer, the sun-kissed Alps of the Engadin beckon with activities. The Badrutt's Palace Hotel has 172 suites and rooms, including 25 suites and guest rooms in the new Serlas Wing. In winter, the hotel has 11 restaurants, two bars and a nightclub. The Badrutt's Palace Hotel is a member of Leading Hotels of the World, Swiss Deluxe Hotels and Swiss Historic Hotels.

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