
HUUS GSTAAD

Press Kit





OPEN HOUSE



A literary great once questioned, “What are men to rocks and mountains?” A valid point, especially when considering the staggering magnitude of the Alpine peaks. Yet it is here, in the glorious Swiss Alps, amid supreme natural wonders that it becomes clear exactly what man’s status is—explorer, adventurer, humble houseguest.

Set 1,111 meters above sea level in the heart of the Bernese Oberland, the spectacular surroundings of HUUS Gstaad permeate every aspect of the hotel—from the tangible to the experiential. Housed in a traditional wooden-clad chalet, the 136-room hotel transcends simple Swiss hospitality to embody the home of a close friend, albeit one with impeccable taste in mountain abodes.

Striking the delicate balance between a restful retreat and acting as a community hub for like-minded adventurers and adrenaline junkies, HUUS Gstaad is the ultimate house for all seasons. From the adventure lounge, restaurants, spacious spa, and fully fledged family area to the all-inclusive activities and complimentary equipment, HUUS Gstaad is the sheer embodiment of Bernese bonhomie. And one things for certain—you’re all invited.



DESIGN FOR LIVING

Defined by pine lined valleys, snow-capped peaks and clusters of impossibly picturesque gingerbread-house chalets, HUUS Gstaad's design concept is influenced by the centuries-old traditions and legendary hospitality that permeate this pocket of the Swiss Alps. And it fell to Erik Nissen Johansen—the visionary architect and designer behind Swedish design studio Stylt Trampoli—to form HUUS' visual identity and create a tangible celebration of the Alpine way of life. Accordingly, Johansen's first move was to replace walls with enlarged windows, flooding the rooms and guest areas with natural light and exposing the region's craggy beauty, while ensconcing guests in an inviting, home-like setting. "We want guests to feel like they are staying with a friend," says Erik Nissen Johansen, "a friend with a gorgeous home who takes you on incredible outdoor experiences and then serves you a delicious meal fireside."

Built in the classic Swiss chalet style, the original building has undergone a comprehensive renovation that holds onto the quintessential styles of the local architecture, while at the same time infusing it with a sense of modernity. Nestled on a rolling hillside between the villages of Saanen and Gstaad, and sloping into an innovative wild meadow garden conceptualized by master-gardener Nico Wissing, the seven-story structure boasts unparalleled panoramic views over the majestic Bernese Oberland. Designed to blend seamlessly into the surrounding landscape, the hotel's wood-clad façade mimics the local woodlands, while the use of natural, locally-sourced materials throughout the interiors, further blurs the lines between inside and out. Driven by Johansen's passion for engaging experiences and visual storytelling, the aesthetics of HUUS Gstaad represent an authentic take on contemporary Alpine living.

THE LIVINGROOM

At the heart and soul of the hotel is The Livingroom. Furnished using a mix of contemporary materials and styles, the lounge evokes a sense of familiarity amid a setting of warmth and wonder. Rich colors and textured patterns mix with a scattering of curiosities and objet d'art, while cozy corners invite one to get lost in the hotel's timeless mountain environment.

Naturalists can indulge their twitching tendencies through the lens of an iconic Zeiss telescope, while deep sofas invite guests to curl up with a book from the adjacent library which boasts a 500 plus collection. Ranging from cookbooks and travel guides to design and lifestyle journals and poetry books, with the odd philosophical classic thrown in for good measure, like the hotel, the library has something for everyone—including musical instruments, for when the epic view inspires a melodic impulse. During the summer months, The Livingroom extends out onto the terrace, which wraps around the length of the building, overlooking the picturesque town of Saanen and the mountains beyond.





THE REGION

With just 7,000 inhabitants, Gstaad-Saanenland is known for its secluded, relaxing retreats, yet it is its world-class cultural programs, outstanding skiing, and “chalet-chic” exuberance that makes it one of Switzerland’s premier destinations. The area around the hotel offers 220 kilometers of slopes and trails for skiers of all levels and a full immersion into nature through river rafting, family canyoning, rappelling, rope park adventures, bike tours, and more.

Guests that share the hotel’s love of the great outdoors—and those who want to make the most of the inclusivity of equipment and set activities in the accommodation price—can speak to the hotel’s very own Mountain Concierge for advice. Thomas Rüegger, ‘Thomi’ to his friends, has been a resident of Saanen since 1994. With a keen interest in adventure and the surrounding region, Thomis is on hand to offer an insider knowledge on the local area and all of the pursuits that Gstaad-Saanenland have to offer. For a full list of all-inclusive activities please see page fifteen.

THE LOCAL ASPECT

With the philosophy ‘think global, act local’, community integration is as ingrained in the DNA of HUUS Gstaad as its sense of adventure. From working with regional suppliers when stocking the kitchen pantry, to employing neighboring artisans and local businesses during the renovation process, the hotel blends seamlessly into its locale.

Regionally-sourced materials played a key role in the renovation of the property, highlights include the hotel’s unique front desk is made from sustainability-sourced stone from the river Saane. Handpicked by the hotel’s architect and designer Erik Nissen Johansen, the stone was fashioned into the hotel’s front desk by local craftsman Mike Hauswirth and his team. “We wanted to bring the stunning Saanenland nature and all the adventures it offers into the hotel,” says Erik. “When sourcing the stone for the reception counter, we waded around in the river until we found the perfectly shaped boulder, giving you a taste of the outdoors right from the minute you arrive.”

FOOD FOR THOUGHT

With a conceptual focus on seasonal, wholesome cooking, and with celebrated gourmet, Giuseppe Colella at the helm, HUUS Gstaad’s four restaurants easily carve out a name for themselves in the region’s highly competitive culinary scene. Colella brings with him 24 years of experience working in some of Europe’s most exclusive hotels (including Grand Hotel Park Gstaad, Four Seasons Milan and Kempinski Adlon in Berlin).

Ingredients are organic and sourced locally, ensuring every helping served at HUUS Gstaad meets Colella’s award-winning standards. Meat is sourced from farms in the Gstaad/Saanenland region, where the free range livestock graze on a diet of hay and grass, free from synthetic chemicals.





La Vue – a culinary journey across the Alps

Architect Erik Nissen Johansen's vision for the renovation of HUUS Gstaad was 'to bring the outdoors inside'. He achieved this by replacing most of the ground floor walls with windows, thus dramatically framing the surrounding Saanen Valley. And there's nowhere better to take in this magnificence than the hotel's restaurant, aptly named La Vue.

The interior of the restaurant effortlessly blends into its setting through the use of unpolished raw materials combined with subtle details and panels of interlaced decorative fretwork. The partially open kitchen allows guests a glimpse into Giuseppe Colella's culinary world, while the custom-made, oversized plaid tiles show a more playful side. Guests can choose from a number of seating options from long family-style tables to private corners for a more intimate atmosphere. The menu at the 60-seater restaurant marries Swiss and Italian influences with modern flourishes, offering fresh, simple dishes such as hand rolled pastas and regional meats. The emphasis is placed on sharing and family-style eating, so guests get to sample as much of the menu in one sitting as their appetites will allow.

HUUS Gstaad Restaurant – food for thought

Offering a wide and varied range of culinary-styles and serving over 300 products, HUUS Gstaad Restaurant and terrace is open to guests morning, noon and night. Ranging from breakfast staples to organic and specialist health foods, the 200-seater restaurant—also under the charge of Giuseppe Colella—has its focus firmly placed on three things: eat, drink and be merry.

La Stollen – the first tapas restaurant in the Gstaad region

Rustic and full of Continental charm, the interiors of the 60-seat Tapas y Vino complement its homely Mediterranean menu. The grotto serves a modern take on traditional Spanish and Italian cuisines, with dishes like patata bravas, cod and potato croquettes and bruschetta served with creamy mozzarella, anchovy and grilled sweet pepper.

HÜÜSLI – indulge in a Swiss classic

A trip to Switzerland wouldn't be complete without sampling the local fondue. At HUUS Gstaad, guests can experience the celebrated alpine cuisine at HÜÜSLI, the hotel's very own fondue hut. Set within the hotel's garden, the cozy mountain chalet invites guests to snuggle up in front of a roaring fire and dine on fondue and raclette made from a wide range of local cheeses.

Children's dining – family first

Designed and furnished with the younger guests in mind, the children's restaurant at HUUS Gstaad offers a healthy, balanced menu in a sporty, playful environment. Parents can rest assured that their children are being supervised by professionals while enjoying their evening meal close by. Children are also welcome in the other restaurants at HUUS Gstaad at any time.



HUUS Bar – cocktails with a view

For the best in classic and contemporary home-inspired cocktails, pull up a stool at the HUUS Bar. Here, the mood centers on flexibility, resulting in a space where informal gatherings meander into the small hours and relaxation is an art form. Demonstrating the trademarks of stylish Scandinavian design, the earthy tones of local timber rub shoulders with warm, natural leather. Home to an extensive selection of whiskeys and gin, the floor-to-ceiling bar holds some 450 spirits, making it the highest bottle wall in the region. The bar team serve top quality drinks complimented by only the finest ingredients. Open to both guests and locals, the hotel's bar is the ideal place to meet and enjoy a glass of local wine or an après-ski hot chocolate.

ADVENTUROUS HOSPITALITY

At HUUS Gstaad the feeling of staying at the home of a friend is evident throughout, from the layout of the property, to the room design and friendly staff. This feeling is only heightened by their commitment ‘to make the Alps accessible to everyone’. With this in mind, the hotel’s “Alpinzentrum Gstaad” offers a range of all-inclusive activities, (including equipment), so guests get the most out of their stay.

All-inclusive activities range from ‘soft’ sports such as mountain walking and trekking, cycle tours and sledging to more adventurous activities such as climbing lessons, canyoning and river rafting. For those who came to experience what the Alps does best, the hotel’s ski school offers sessions to suit all levels. Led by an expert team of local guides, the ski school hold separate classes for children with professional instructors.

Wellness – A healthy balance of the mind and body

Those needing a break from the outdoor adventuring are encouraged to explore the hotel’s spa—spread across 2,000 square meters and three floors—which takes the concept of relaxation to another level. Here, the Finnish sauna, offers panoramic views of the gardens below, while the aromatic sauna allows guests to unwind after a long day on the slopes. Other features include an ice fountain, herbal steam bath, panoramic swimming pool, children’s spa and yoga classes. The two treatment rooms offer invigorating massages and facials to rejuvenate weary bodies and minds.



ROOM WITH A VIEW

All of HUUS Gstaad's 136 rooms and suites have been designed with the surrounding Alpine location at centre stage. The idea was to open the rooms up to face the magnificent windows, thus putting the focus onto the mountain view.

Rooms have been furnished with large, inviting beds by Swedish brand Hästens. Natural woollen blankets and warm pendulum lights add to the cosy chalet-like atmosphere. The four room categories all feature a balcony or terrace with either north or south facing views so guests can sit and soak up the mountains cape.

Specially crafted storage units have been installed in each room and feature a mirror, ample storage and a mini bar. Backpacks from climbing stalwarts Mammut, have all been provided so guests are ready to explore their new home.

Bathrooms are fitted with oak shelves, slate black hexagonal tiles and grey pebbles, offsetting the copper fixtures and fittings. A window, positioned for views out to the room and through to the surrounding woodland, allows in natural light. The hotel's own brand amenities have been carefully selected to compliment the aroma of the local flora. Mixing blends of premium organic plant oils and mineral extracts with natural fruit acids, the products radiate a fresh, zesty fragrance.

Each room also comes with its own SuitePad Samsung tablet, which features more than 150 complimentary newspapers and magazines.



MADE BY ORIGINALS

Partners amid the peaks

Men from different mountains will always have different perspectives. Luckily for Günter Weilguni and Marwan Naja, they both have the same soaring ideals that have led them to open HUUS Gstaad together. How do two hoteliers who seem to be at opposite ends of the spectrum manage to find a meeting point and create something extraordinary?

Although they are both self-proclaimed men of the mountain, Günter Weilguni's confession "I knew I wanted to be a hotelier since I was a young boy" sits at stark odds with that of his business partner Marwan Naja, who admits "I never thought I would be a hotelier." Despite starting out on different footing, their convergence came about through a mutual love of a mountainous location and a shared interest in reanimating the legend of the Steigenberger Alpenhotel and Spa Gstaad-Saanen under a fresh and renewed identity—HUUS Gstaad, in Switzerland's Bernese Oberland. "I think HUUS Gstaad is partly driven by my love of the mountains and partly as a way to show my love and appreciation for my adopted country of Switzerland and the opportunities it has given me." Beirut-born Naja credits the hotel's look and feel to his business partner, Weilguni. "He came up with the concept," Naja explains. "I think I had some good suggestions which he incorporated [Marwan modestly cites the hotel's terrace and high-tech services as examples], but my role is to build on his concept, to keep us focused, and to make sure that this ends up being a successful investment." Weilguni concurs, attributing his innately hospitable nature to his upbringing in Tyrol, Austria, which was cherry-topped by his education in business and hospitality in Zurich.

"I grew up with tourism all around me. I have always had friends and colleagues who were in the hospitality or tourism sector, which has always had a positive influence on me and helped push me in the right direction." While Naja didn't grow up in a world of hospitality, he did develop a skillset that was vital in transforming the Steigenberger Alpenhotel and Spa into the gleaming HUUS Gstaad. "In my late teens, I received a scholarship and moved to the U.S. where I attended Indiana University and then Dartmouth College. I then went to Wall Street and London, specializing in Latin American and Eastern European investments, respectively, before moving to Switzerland in 1999 to set up my own investment company, Manixer." It seems that the pair realized their compatibility early on, which ensured that the conceptualization process of HUUS could be long and thoughtful, leaving no stone unturned.

"We wanted to come up with a concept that was different" explains Weilguni. "We wanted people to feel at home." They decided to include a variety of additional "add-ons" in the room rate, such as guided winter hikes, canyoning, climbing, and mountain biking, by working closely with the "Alpinzentrum Gstaad" and another ski school in the area. This led to the pair settling on a concept that can be neatly summarized in two words: adventurous hospitality.



DATES & FACTS

HUUS Gstaad

ADDRESS

Schönriedstrasse 74
3792 Saanen-Gstaad
Switzerland
www.designhotels.com/huus-gstaad

OPENING DATE

December 2016

ACCOMMODATION

136 rooms and suites

INTERIOR DESIGNER & ARCHITECT

Stylt Trampoli & Erik Nissen Johansen

GUEST ROOMS FACILITIES

- Bath and/or shower
- Seating area
- Box-spring beds from Hästens
- Mini bar
- Flat screen HD TV and radio
- SuitePad – Samsung Tablet featuring more than 150 complimentary daily newspapers and magazines
- High-speed Wi-Fi internet access
- In-room safe
- Heated towel rack
- HUUS toiletries and hair dryer
- HUUS Spa Bag containing sauna towels, a bathrobe and slippers
- Backpacks from Mammut
- Extra beds/ baby beds
- Dog blanket and bowls

FOOD & DRINK

- La Vue
- Tapas y Vino
- HÜÜSLI
- HUUS Kids
- HUUS Bar
- The Livingroom and Library
- HUUS Terrace

RECREATION

- HUUS Spa
- Children's Spa
- 135m² panoramic swimming pool
- Gym

CONFERENCE FACILITIES

- Seven meeting rooms
- High-speed Wi-Fi

DATES & FACTS

HUUS Gstaad

All-inclusive activities:

WINTER

- Ski school lessons for children up to 9 years at the HUUS ski school
- Ski-tickets up to 9 years
- Ski-equipment up to 9 years
- Free-Ride days with the certified HUUS Gstaad mountain guides
- Exploring the Gstaad ski-area with certified HUUS ski guides
- Guided winter walking tour (7 days per week)
- Guided snowshoes hiking tours including equipment and a cheese fondue-party
- Ski-shuttle-service to the ski lifts

SUMMER

- River rafting
- Family canyoning
- Indiana Jones (Flying Fox, abseiling, via ferrata)
- Free entrance to the rope park
- Nordic walking lessons including equipment
- Mountain bike tours at different levels with free bikes and E-MTB
- Stand up paddling lessons including equipment
- Seven guided walking tours

FREE EQUIPMENT

- HUUS sledges
- Skis
- Walking shoes
- Nordic walking sticks
- Backpacks
- Scott E-Mountain bikes
- Scott Road bikes
- Scott Mountain bikes
- ZEISS Binoculars
- SuitePads tablets from Samsung
- Test drive of a Range Rover

- Players lounge with a large selection of games
- Games room with billiard tables, table tennis and table football
- Natural adventure playground with climbing wall and slides
- Children's Spa
- Large selection of painting materials and toys as well as a craft corner
- HUUS children's club 7 days a week
- HUUS world of adventure outdoor program – every day a new experience
- Cinema and disco evenings
- Cocktail mixing courses
- Campfire evening at the HUUS hotel garden
- Trips to the bunker in Saanen
- Children's swimming courses

RESERVATIONS:

For reservations, please refer to the webpage:
www.designhotels.com/huus-gstaad

DESIGN HOTELS™ RESERVATIONS:

+49 39 884 94 00 40

All-inclusive children's activities:

DESIGN HOTELS™ PR

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DESIGN HOTELS™ PRESS RELEASE

HUUS GSTAAD OPEN FOR SUMMER SEASON

Taste, Comfort & Adventure



Berlin, XX, 2017 – With just 7,000 inhabitants, Gstaad-Saanenland is known for its secluded, relaxing retreats, yet it is its world-class cultural programs, outstanding skiing, and “chalet-chic” exuberance that makes it one of Switzerland’s premier destinations, and not just during the ski-season. Once the snow melts, Gstaad can be seen in a very different, verdure light. The lush rolling hills and abundance of flora and fauna, paired with sweet-scented alpine air and brilliant sun, makes Gstaad the perfect summer getaway, sure to revitalize body and spirit.

Striking the delicate balance between a restful retreat and acting as a community base for likeminded adventurers, Huus Gstaad—one of a handful of hotels open in Gstaad during the summer and autumn—is the ultimate Alpine hub. And through Huus Gstaad’s commitment to ‘make the Alps assessable to everyone’, and with the help of their own *Mountain Concierge*, the hotel has designed an all-inclusive summer program allowing hotel guests to experience the absolute best of the region.

Set 1,111 meters above sea level in the heart of the Bernese Oberland, the spectacular surroundings of Huus Gstaad permeate every aspect of the hotel—from the tangible to the experiential. Housed in a traditional wooden-clad chalet, the 136-room hotel transcends simple Swiss hospitality to embody the home of a close friend, albeit one with a taste for adventure and impeccable taste in mountain abodes.

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Huss Gstaad's all-inclusive Summer Program* is a seven-day schedule of activities:

Monday – Friday - guided bike tour with the latest models from Rocky Mountain Bicycles

Monday – Saturday – guided nature walks through the region

Tuesday – Abseiling and Tyrolienne

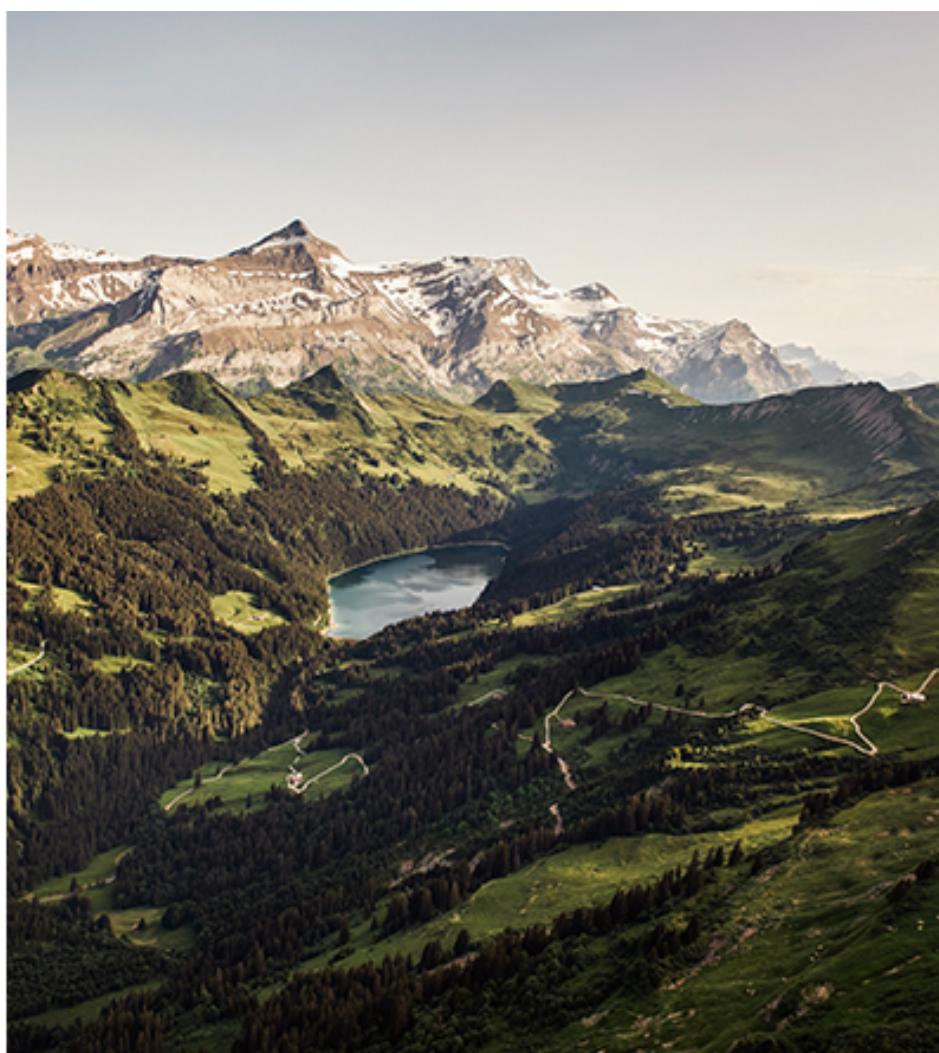
Wednesday – Rafting along the Saane or Simme River

Thursday – High Rope Course

Friday – Guided bike tour with the latest models from Rocky Mountain Bicycles

Saturday – Canyoning

Sunday - High Rope Course



DESIGN HOTELS™ PRESS RELEASE

Evenings at Huss Gstaad can be spent in one of the hotel's four restaurants where Head Chef Giuseppe Colella and his team serve a range of dishes made with the best organic, locally sourced ingredients. Then it's onto the hotel's roof top bar or garden, where guests can enjoy a sundowner to the sounds of resident DJ Ewald Klassen, playing a mix of electro and chilled beats.

The Summer Program will also incorporate many of the sporting and cultural events taking place in Gstaad, including the Swatch Beach Volleyball tournament (July 4-9), Gstaad Menuhin Festival (July 13 – September 2), the Swiss Open Gstaad (July 22-30), and the Hublot Polo Gold Cup (August 17-20).

*All activities include equipment hire. Activities are carried out with experienced, qualified instructors, certified in Health and Safety and First Aid and are geared for all ages and levels of ability.

Made By Originals

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