

# BAUR AU LAC



## Step into spring at the Baur au Lac

**March 2023** - Located within the heart of Zurich, the [Baur au Lac](#) hotel has been welcoming guests with unrivalled luxury, spectacular views, elegant style and award-winning gastronomy for nearly 180 years. This spring, in addition to a host of cultural city events, the Baur au Lac team unveils a revitalised rebranding project, along with 20 brand-new rooms and suites.

Boasting 70 green spaces, colourful and historic architecture, a flourishing food scene and a plethora of exciting activities, Zurich epitomises the best of Swiss charm and beauty, lending itself to the perfect spring getaway.

### CULTURAL EXPERIENCES AND EVENTS IN ZURICH

This spring, Zurich will see a host of exciting events and activities, which include:

**Sechseläuten Spring Festival** - Zurich's traditional spring celebration will take place on the 17<sup>th</sup> April this year, marking the end of winter and heralding in the beginning of spring. The colourful parade features historical costumes, music ensembles, horses and The Böögg- a symbolic snowman.

**Zurich Art Weekend** - This year's festival will take place between June 9<sup>th</sup>-11<sup>th</sup>, home to three days of exhibitions, tours and talks in the city's many galleries and museums.

**Banksy art exhibition** - Running until 31<sup>st</sup> May, visitors to Zurich can visit "[The Mystery of Banksy- A Genius Mind](#)" exhibition, which is displaying more than 150 works by the celebrated anonymous graffiti artist and painter. Graffiti, photographs, sculptures, video installations and prints on various materials such as canvas, fabric, aluminium, forex and Plexiglass have been reproduced and assembled especially for this special show.

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**Spring blossoming-** Each spring, Zurich becomes adorned with the beautiful pink and white flowers which bloom from the many magnolia, Japanese cherry and cherry plum trees around the city. This colourful spectacle occurs as early as mid-March and is particularly impressive on Bertastrasse, at Stauffacher, in Rieterpark, or in the garden of Villa Patumbah

## BAUR AU LAC CONTINUES PARTNERSHIP WITH THE KUNSTHAUS ZURICH MUSEUM

This spring, the hotel is continuing its partnership with Switzerland's largest art museum, [Kunsthaus](#), which will give guests **complimentary access to the museum and its new extension throughout the year**. The Kunsthaus Zurich is the city's largest and most celebrated art museum and is home to one of Switzerland's most important art collections, with 4,000 paintings and sculptures as well as 95,000 prints and drawings from the 13<sup>th</sup> century to the present day. Until the 21<sup>st</sup> May, visitors to Kunsthaus can explore the 'Fuseli and the Modern Woman' exhibition, which showcases over 60 innovative and exciting works by the Swiss-born 18<sup>th</sup> century artist, Henry Fuseli.

## BRAND-NEW RENOVATIONS UNVEILED

Last summer, Baur au Lac unveiled its final stages of the largest renovation project in the recent history of Baur au Lac . In May, the hotel revealed the first stage of its developments with a brand new stylishly designed [Terrace restaurant](#), which features a vibrant new look and menu. In July, the hotel showcased the grand finale of its latest grand new renovations and refurbishments with the completion of the hotel's façade, Lobby, and Concierge area - all designed by renowned French Interior Designer **Pierre-Yvès Rochon**.

The inspiration behind the hotel's renovations were for guests to feel as though they were entering a private home; ultra-luxurious, while still remaining understated. This new feel has been carefully achieved by the addition of new colour, such as subtle pops of red, dark blue, gold and yellow, and an eclectic mix between antiques, Art Deco furniture and some contemporary pieces throughout the hotel's public areas. A newly commissioned contemporary painting by Swiss artist, Nicolas Party, now features behind the reception desk, whilst French antiques from the Louis XVI period furnish various areas of the room, creating a homely yet elegant feel when first entering the hotel.

Each material used as part of the hotel's refurbishment has been hand selected by Baur au Lac's founding family, including the hand-crafted Tuscan Calacatta Michelangelo and black Nero Carrara for the chess patterned marble floor, with each tile weighing 120 kilograms, as well as the ornate brass gold frame around the fireplace, handcrafted in a Swiss art foundry. Another of the hotel's key restorations was of the hotel's unique Gobelin tapestries, which were handcrafted especially for the Baur au Lac at

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the renowned “Manufacture nationale des Gobelins” in Paris, and have adorned the walls of the lobby since its opening in 1844. The Lobby’s oak wood panelling has been lovingly restored to its former 1844 glory by talented Swiss craftsmanship.

At the end of March, Baur au Lac is excited to unveil brand-new renovations to 20 of its rooms and suites. Every year, Baur au Lac renovates approximately 10% of its rooms and suites to ensure that all meet the latest guest requirements regarding technology, comfort and style. Inspired by recent interior trends in combination with Baur au Lac’s love of contemporary art and antique furniture, the new rooms and suites boast a fresh and luxurious style in each room.

## BAUR AU LAC’S REBRAND

Launched in December, Baur au Lac has been excited to unveil its latest re-branding project, in partnership with Construct London. As Zurich’s heraldic animal, the lion has adorned the hotel logo for over 100 years, symbolising the Baur au Lac’s connection to its surroundings. Detached from the logo lettering, the Baur au Lac lion now stands with a freshly styled mane and polished shield, independently representing the hotel in the form of an emblem. A new colour palette has also been key to the hotel’s rebranding, which now ranges from a selection of light and deep blues to reflect the shimmering tones of Lake Zurich, and splashes of bright red to symbolise the Swiss flag.

The results of Baur au Lac’s revitalised new branding can be found throughout its website and marketing materials, as well as throughout its soon-to-launch 1844 hotel products, available online for UK deliveries.

## BAUR AU LAC’S ‘TRAVEL FIT’ PROGRAMME IN COLLABORATION WITH MARK ARNALL

Baur au Lac has been welcoming frequent travellers from all around the world for almost two centuries. In response to an ever-growing global interest in health and wellbeing, the hotel has newly entered the quest to provide an innovative and effective service to help all guests stay healthy and perform at their best while they travel. On this mission, Baur au Lac has teamed up with world renowned British Formula 1 performance coach, **Mark Arnall**, who channels 25 years of health and fitness knowledge and experience into an exclusive and carefully curated ‘TRAVEL FIT’ programme, designed to help guests maintain peak wellbeing during their travels.

Until recently, Mark has been working with Sebastian Vettel. While travelling the world with Formula 1, Mark soon realised that business travellers and racing drivers face similar challenges with frequent travel, leading to his creation of “TRAVEL FIT”; an exclusive travel-based health and fitness programme

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bringing the elite level solutions used in F1 to a wider audience of hotel guests. These exclusive solutions will now be available to guests at the Baur au Lac which focuses on everything from exercise, healthy, performance boosting nutrition, sleep, jetlag management and support for the immune system. In-line with the British trainer's holistic mindset, Baur au Lac's 'TRAVEL FIT' concept extends from pre-arrival travel-related recommendations via video and Mark Arnall's ebook travel guide, to training and recovery programmes at the hotel.

The hotel's incredible top-floor state-of-the art fitness centre, with breathtaking views across Lake Zurich, provides a perfect environment for this balanced programme. Guests who prefer to train in the comfort of their own room will find all the equipment they need ready and waiting for them, with training and recovery videos instructed by Mark Arnall accessible on all guest TVs and in-room tablets.

*Stay at the Baur au Lac from CHF 695 per night, based on two adults sharing a Deluxe Double room on a room-only basis. <https://www.bauraulac.ch/en/>*

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## ABOUT BAUR AU LAC

Zurich with its private park and views of Lake Zurich and the Alps is truly unique. The 119 rooms and suites at Baur au Lac showcase an exquisite, timeless design inspired by Art Deco and Louis XVI, skillfully blended with contemporary elements, modern art, and a touch of glamour, creating a refined eclectic style.

Baur au Lac's dining options are among the most exclusive in the city. Guests can indulge in a modern interpretation of haute cuisine at the Michelin-starred restaurant Pavillon, while the Brasserie and Bar "Baur's" celebrate European culinary classics. Whether you prefer cocktail classics or trendy highballs, elegant champagne or robust wines, sparkling aperitifs or warming digestifs, the diverse drink menu offers something special for every palate.

In October 2020, Baur au Lac was ranked #1 among the best 50 hotels worldwide and was named the best hotel in Europe for the third consecutive time at the Readers Choice Awards by the US travel magazine Condé Nast Traveler. For more information, visit [www.bauraulac.ch](http://www.bauraulac.ch).