

THE BAUR AU LAC HOTEL LAUNCHES AN “ARTFUL VIBES BY GERHARD RICHTER” PACKAGE TO CELEBRATE ITS NEW PARTNERSHIP WITH KUNSTHAUS ZURICH



April 2021 – As we begin to plan our post-lockdown escapes, those craving a cultural *séjour* should head to Zurich where the city’s “grand-dame” [Baur au Lac](#) is excited to announce a new partnership with [Kunsthaus](#) art museum. 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 around 4,000 paintings and sculptures as well as 95,000 prints and drawings from the 13th century to the present day. Under the new partnership, all Baur au Lac hotel guests will receive complimentary access to Kunsthaus as well as the hotel creating special exhibition-based experiences and packages throughout 2021.

Over Baur au Lac’s 177-year history, the hotel has become deeply rooted in the city’s art and cultural scene, frequently hosting artists such as Marc Chagall and Henry Moore, and in October 1856, Richard Wagner celebrated the world premiere of the first act of his Valkyrie opera at the Baur au Lac. Today, Baur au Lac is home to an impressive array of original artworks by world-renowned artists, owned privately by the hotel’s six-generation family owners. The hotel is delighted to deepen its ties to Zurich’s art scene with the creation of this new partnership between two of the city’s most highly-acclaimed cultural institutions.

This spring and summer, Zurich’s art scene is excited to be celebrating the work of Gerhard Richter for the first time, who is widely considered to be one of Germany’s most important contemporary visual artists. On display are 140 works of art, most of which are being shown for the first time in Switzerland or have not been seen in public for decades. The exhibition marks his first solo exhibition at Kunsthaus, focusing on one of the genres that is central to his oeuvre: landscape painting. Over 80 paintings are accompanied by drawings, prints, photo collages, overpainted photographs and artist’s books.

To mark the newly-launched partnership between the hotel and the art museum, Baur au Lac has created an “*Artful Vibes by Gerhard Richter*” package, celebrating Richter’s much-anticipated landscape exhibition at Kunsthaus Zurich until 25th July 2021. The package includes:

- 1 night in a Junior Suite with breakfast
- Complimentary tickets to the Gerhard Richter landscape exhibition
- A private transfer to/from Kunsthaus Zurich in Baur au Lac’s Bentley Flying Spur
- CHF 100 food & beverage voucher redeemable at one of the hotel’s three restaurants
- Artsy welcome amenity
- Complimentary minibar and WiFi internet access, VAT and service

- Added-extra inclusion: a private tour of the exhibition upon request only. *CHF 220 for an English-speaking guide for an hour for a maximum of 20 people.*

Price starts at CHF 1,140 per room

On Friday and Saturday evenings, guests with an appetite for art will have the opportunity to enjoy a Chef’s menu at 2-Michelin starred Pavillon restaurant inspired by the multifaceted artworks of Gerhard Richter. Introducing his new menu, Pavillon Head Chef Laurent Eperon invites guests on a unique and exclusive culinary journey through Richter’s works. *The food & beverage voucher, which is included in the package, can be partially redeemed for this [menu](#).*

In autumn the Kunsthaus will unveil its much-anticipated new extension designed by the highly-acclaimed architect David Chipperfield. The modern glass geometric extension aims to be a new landmark building for Zurich. Together with the existing Kunsthaus building it constitute Switzerland's largest art museum. The project will be distinguished by four core elements: its focus on art of the 1960s and later, the Emil Bührle Collection, medium-sized temporary exhibitions, and its central entrance hall, a new form of public space in which to experience art. The New Kunsthaus is a gateway to the world of art, in all its rich and varied forms. It reflects and shapes contemporary trends and builds on the existing strengths that make the Kunsthaus Zürich collection unique. Baur au Lac is delighted to partner with Kunsthaus' Gerhard Richter exhibition during this exciting year in the museum's history.

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

Imagery of Gerhard Richter's Landscape exhibition can be downloaded from the Kunsthaus media room here: <https://www.kunsthaus.ch/en/medien-bereich/image-database/>

Baur au Lac imagery can be found here:

https://www.dropbox.com/sh/mnz00fyh05vnxjh/AACUlfHPI8XiIoa_GvJkCN8Ka?dl=0

For further information, please get in touch with Clare at Mason Rose: clare@masonrose.com

About Baur au Lac:

Since its opening in 1844, Baur au Lac has been run by the Baur-Kracht family, now in its sixth generation. Johannes Baur founded the hotel in 1844, providing Europe's nobility and aristocracy with a new "home" in Zurich. Some of the most powerful people in the world considered the Baur au Lac the leading address in Switzerland. In addition to King Ludwig I of Bavaria, King Carl XVI of Sweden, Queen Sonja of Norway, Emperor I. Haile Selassie of Ethiopia and Empress Elisabeth of Austria, were just a few regular guests. Before long, they were joined by the rich and the famous. In October 1856, Richard Wagner celebrated the world premiere of the first act of his Valkyrie opera at the Baur au Lac. Artists such as Marc Chagall and Henry Moore stayed, and Thomas Mann and Alfred Hitchcock were also among regular guests. It was at the Baur au Lac in 1892 that Bertha von Suttner convinced the Swedish industrialist, Alfred Nobel, of the need for a Nobel Peace Prize. Sophia Loren, Gina Lollobrigida, Audrey Hepburn, Jayne Mansfield and Brigitte Bardot personified the glamour of European cinema in the 1960s and 70s, and today, the hotel plays regular host to Hollywood stars, presidents and CEOs.

Notes to Editor

Baur au Lac's carefully-maintained heritage building, perched on the edge of Lake Zurich, has a legendary status as one of the most historic 5-star hotels in the world. A stone's throw from the Paradeplatz, Zurich's bustling financial district, the hotel is located within its own landscaped park and offers 119 rooms and suites individually decorated in styles such as Art Deco, French Louis XVI and English Regency. Baur au Lac is home to the 2-Michelin starred [Pavillon](#) with Head Sommelier Marc Almert, ASI Best Sommelier of the World 2019; [Le Hall](#), home to elaborate afternoon teas; and [Baur's](#) brasserie and bar, opened in September 2019 and designed by Martin Brudnizki whose famed UK establishments include Annabel's, Soho House and Sexy Fish. Baur au Lac was named Winner of 'The Best Hotel in the World' and 'The Best Hotel in Rest of Europe' in the *Condé Nast Traveler Readers' Choice Awards 2020*.