

BAUR AU LAC



New Year, New Era At The Baur Au Lac

January 2023 - This year sees the start of a brand-new era for the Baur au Lac hotel, as the team unveils **impressive renovations** to the hotel's public façade and Lobby, a **revitalised rebranding project**, as well as **significant recent leaderships changes** with the ushering in of the seventh generation family ownership and new General Manager.

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.

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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 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.

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 result's 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.

A NEW ERA OF MANAGEMENT

Last summer, the Baur au Lac announced two significant leadership changes with the ushering in of the seventh-generation family ownership, along with the arrival of a **new General Manager**.

Throughout its impressive 178-year history, the Baur au Lac has been in the hands of the Baur-Kracht family who continue to run the hotel with a keen sense of innovation and unique understanding of tradition. Last summer saw the hotel move into its **seventh-generation of family ownership**, as Marguitta Kracht joined her father, Andrea Kracht, working side-by-side to guide the Baur au Lac into this exciting new era. In July, the hotel also introduced its fifth General Manager, with the welcoming of Christian Von Rechenberg, who took over from Wilhelm Luxem. In their new roles, both Marguitta Kracht and Christian von Rechenberg have been focused on continually driving innovations in digitalisation and sustainability; and optimising the highest level of experience for both guests and employees.

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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.