

**QUEEN OF THE MOUNTAIN**

At her lofty Alpine home, legendary PR guru Karla Otto talks fashion talent, travel tips and how she's staying at the top of her game in the age of the influencer

**GIDDY-UP!**

St. Moritz is the birthplace of snow polo, a fast and furious game that takes place on the town's frozen lake. We get the adrenaline going at the world's premier competition

# St. Moritz

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VIEWS FROM THE TOP

LAUNCH EDITION: ISSUE 1





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ST. MORITZ

# St. Moritz

WELCOME TO OUR TOWN

There's nowhere quite like St. Moritz. The name is synonymous with style, elegance and sophistication. Its unique blend of elevated living, world-class culture, exhilarating sports and pristine nature continues to inspire and draw a discerning international crowd to this city in miniature.

St. Moritz boasts a legendary status, yet its story is always evolving. The launch issue of the new *St. Moritz* magazine marks the next chapter in its prestigious history – one that speaks to new audiences through a fresh voice, a distinct style and global distribution. We enlisted the editorial expertise of Winkreative to help realise this vision and bring the extraordinary stories of St. Moritz to life. We hope you enjoy reading them.

**Gerhard Walter**  
CEO, Engadin St. Moritz Tourismus

**HANDS ON**  
Spend some time with our fine selection of Swiss watches, all set for outdoor life in St. Moritz (page 64).

**TRAVEL TIME**  
Trains, planes and automobiles: there's more than one way to get to St. Moritz. Hop on board the Glacier Express Excellence Class (page 26).

**HOME GROWN**  
Savour Swiss wines and learn about their unique characters from local connoisseurs (page 98). Viva!

**WHAT A CATCH**  
Follow St. Moritz's seafood on its journey from the market to the mountain and meet the chefs and suppliers that serve it up (page 88).

**MOUNTAIN METROPOLIS**  
The places to see and people to know at 1,856 metres, plus all the news and views from about town (page 12).

GERMANY  
FRANCE  
AUSTRIA  
LIECHTENSTEIN  
SWITZERLAND  
ITALY

BASEL  
ZÜRICH  
BERN  
GENEVA  
ST. MORITZ

Illustration: Albert Terecno



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la prairie  
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COVER IMAGES: CLOCKWISE FROM TOP LEFT: Benjamin Schmuck, Frederic Ducout, Yves Bachmann, Jonas Unger

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BEHIND THE SCENES: LIKE A GLOVE  
Creative producer Charlotte Wenman on set with  
Karla Otto and photographer Frederike Helwig (page 48)

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ST. MORITZ

CONTRIBUTORS

We asked our esteemed collaborators,  
"Which book or song do you turn to get in the mood  
for going up into the mountains?"

**Benjamin Schmuck**, a Paris-based photographer, says his favourite mountain read is "*Paris est une fête*, where Ernest Hemingway wrote about his winter escapade in Montanan valley in Austria with his wife Hadley." Schmuck is also photo editor at *Itineraries* and *Entorse* magazines, and contributes to the creative team of Bureau Kayser.

**Annick Weber**, a Luxembourg-born, Paris-based writer who covers travel, design and lifestyle, recommends "Bruce Chatwin's *In Patagonia*, because it teems with anecdotes from far-off mountain lands." Her work has been published in *Monocle* and *Neue Zürcher Zeitung*, among other titles.

**Laura May Todd**, a Canadian journalist based in Milan, writes about design, architecture, fashion and travel for publications far and wide. She loves "*Carne de Montagne*, a wonderful book of photos, sketches and plans detailing Charlotte Perriand's mountain projects."

**Tom Morris**, a journalist and design consultant in London, writes for *FT Weekend*, *AD*, *CNN Style* and others. His third book, *New Wave Clay*, was published in 2018 by Frame and Thames & Hudson. He recommends "*Whole Life* by Robert Seethaler, a soft, spare and compelling tale of one man's lonely lifetime in the mountains packed into something barely longer than a novella."

**Leonie Bos** lives in Amsterdam and studied fine arts before starting out as a graphic designer, but now dedicates all her time to illustration. "*Legend of a Suicide* is my all-time favourite book," says Bos, "and its setting feels appropriate for the mountains somehow: it takes place on an uninhabited island in Alaska."

**Yves Bachmann** is a commercial and editorial photographer hailing from Zürich. His clients include Adidas, Audi, Swiss, *Neue Zürcher Zeitung* and *L'Officiel*. When he is on the slopes in St. Moritz, you will likely find him listening to the song "Ghostwriter" by Rjd2." Says Bachmann, "It feels like going down the mountain in really deep powder."



BEHIND THE SCENES: PRIME POSITION  
Photographer Benjamin Schmuck is head and shoulders  
above the rest at the snow polo (page 30).



# From the top

Majestic mountains, capital culture and the highest hospitality: St. Moritz has it all. Welcome to life at the top

### Top to bottom

Zoom from the highest point at 3,303 metres above sea level down to 1,716 metres

Limber up! Ready to hit the slopes?

Let me finish my spritz!

### Home from home

St. Moritz has approximately 5,000 registered residents, 40 per cent of whom are foreign nationals

### Bed down

There are 13,000 hotel beds in the town (many at five-star hotels)

### Lean in

At a 5.5-degree incline, the town's tower tilts more than Pisa's

### Ski-don't

Forget the salopettes: world-class restaurants, shops and galleries abound

Ciao!

Hallo!

Allegra!

### Champagne, madame?

First-class hospitality is second nature in this town

### Eis Eis baby

The Norman Foster-designed Eispavillon in the Kulm Park is one of many local architectural marvels

### Whoosh!

Ride this way to the Olympia Bob Run

### Whiz kids

From skating to swimming, the area is full of good sports

Take a peak  
Read this way for the full story



## ABOUT TOWN

# Natural high

by Pico Iyer

Travel writer Pico Iyer has spent much of the past 45 years in the mountains – in the US, Japan, the Andes, the Himalayas and the Swiss Alps. In an age of frenzied distraction, it's where he returns to reclaim his sense of focus, balance, perspective and peace

I step out into the high, clean Alpine air and something in me is clarified, opened up, elevated. Not just because of the sharp blue skies, the lack of clutter, the startling outlines made by winter (or summer) sun. Not even because distractions fall away at higher altitudes and we can more clearly see what's essential. But mostly because something in us is simplified and purified when high above the world, so (I blush to say it) we really do feel closer to the heavens.

For four decades now I've been reflecting on how high altitudes confer this sense of natural high. Having regularly travelled and talked with the Dalai Lama since 1974, I'm always reminded how the elevation of his native land gave him a higher perspective (as well as a strong constitution and a love of snow and rivers and animals). Whenever

I'm around him up high – whether watching him get out of a plane in Colorado, chatting with him in his living room, standing under the snowcaps of the Himalayan foothills, or spending a week with him in Zürich, the imminence of high mountains all around – I feel myself in rarefied air, protected, at some level deeper than when simply talking with him in Tokyo or Los Angeles.

But even for us less exalted mortals, mountain air clears out the system. By "air" I mean the knife-edge sunlight, picking out flowerpots on whitewashed balconies, shadows across pine-covered slopes; I mean the fact one tends to live more simply and to register the chop of wood and the call of birdsong; I mean the way we often touch a kind of intimacy (mountain-climbers know this) as if we're back in some pre-fallen time

when things were less complicated and we had greater access to the open spaces within.

Every season of every year for 28 years now, I've climbed into my battered Toyota and driven three hours north from my mother's house along the California coastline and then followed a road two miles up to the top of a mountain. It's not high by Swiss (or even Californian) standards, and it poses no challenge for casual hikers. But as soon as I'm near the summit, proportions come into focus and I remember what I care about.

The cars on the coastal highway far below look like ants; the stars are so profligate, I give up trying to count them. And the expanse of sky becomes so liberating that I feel I've entered a more spacious universe within.

This place I visit in California happens to be a monastery, but even if it were a holiday home, the effect would be the same: high mountains take us to the mountains we carry inside of us. We all know St. Moritz has glamour, elegant shops, ski slopes to beguile professionals; but maybe what it most brings us is that rarest sense of fresh air that belongs only to natural spas and rock-hewn meditation halls.

## WHO RUNS THE WORLD?

by Sonia Zhuravlyova

The first Cresta Run, completed in January 1885, was constructed by members of the British winter residents' Outdoor Sports Committee. The natural ice toboggan track has been rebuilt from scratch every year. It begins in St. Moritz and winds down a narrow valley to what was once the village of Cresta (now part of Celerina). Riders negotiate 10 treacherous corners to complete the exhilarating 1,212-metre-long run without being jettisoned.

But not all tobogganing fans have been created equal, it seems. Women had been allowed to race until the late 1920s but then the track was deemed too dangerous. Finally, as of December 2018, the 89-year ban has been lifted and women have been welcomed back as equals. On hearing the news, Swiss bobsleigh pilot Eveline Rebsamen said, "In my opinion, it doesn't matter what gender you are to do a sport. I'm sure there will be lots of brave female athletes who will enjoy the drives down the Cresta Run." [cresta-run.com](http://cresta-run.com)

Illustration: Golden Cosmos



# Quest for rest

by Claudia Baillie

You're not dreaming – research proves that you really do get a better night's sleep in the Alps

In a world where we're more likely to find a melatonin-suppressing smartphone than a sleep-inducing book next to our beds, the struggle for sleep is increasingly real. In fact, even wellness spas are now offering sleep clinics alongside their health and beauty programmes.

"Sleep wasn't really an issue until the end of the last century," says Dr Mark Däppen, specialist pneumologist. "Focus shouldn't just be on food, exercise and stress reduction but on

relaxation too. Spa sleep programmes are a step towards that." There are simpler ways to encourage a better night's rest. Quality bed linen, for example, can make all the difference. "Our Swiss manufacturers use 300 or 350-thread count Egyptian cotton, which is light and silky," says Christian Biel, managing director of St. Moritz textile specialist Ebnetter and Biel. "My favourite is natural linen, which is warm in winter and cool in summer. It wicks sweat away from the body

and regulates temperature as you sleep." Mountain air is particularly conducive to restful slumber – Däppen recommends between 16C and 19C – as is banishing electricals from the bedroom. And, interestingly, Swiss pine is scientifically proven to affect how we sleep. Studies show that a bed made from the timber, which is rich in essential oil, can speed up resting recovery and reduce the heart rate, saving about 3,500 beats per day – the equivalent of an hour's work. Try Dormiente, which makes Swiss pine bedframes, and Hefel, which adds sleep-inducing wood shavings to their pillows and mattress toppers, both of which will make sure you sleep, quite literally, like a log. [ebnetter-biel.ch](http://ebnetter-biel.ch); [dormiente.com](http://dormiente.com); [hefel.com](http://hefel.com)

## DESIGN

### Chic chalets

by Josh Fehnert

Thinking of setting up a new outpost in the Engadin? Get to know these expert St. Moritz-based architects

You won't get far on the berry-red Bernina Express train that travels up the mountain between the towns of Chur and St. Moritz before you see the vernacular of the buildings beyond your window shift from urban to Alpine. As you continue your ascent, the houses' gabled roofs start to slope more to spread the weight of the heavier snowfall, eaves extend further and colourful weatherboarding and folksy frescoes abound.

But there's more to mountain architecture than the clichés. In fact, in St. Moritz – alongside Bauhaus stadiums, grand old hotels and space-age apartments – there's a new generation of canny architectural studios rethinking mountain living for the modern day. Here's a list of our top picks for who we would hire to design a new space – be it a business or a bolthole – on the slopes.



#### 1 RUCH & PARTNERS For an appealing apartment

St. Moritz-based Ruch & Partners has an approach that is – forgive the cliché – Swiss in the extreme. Its residence buildings and revamps are precise, built to last and often look as if they've been hewn whole from a freshly felled tree. Take the larch-clad Chesa Campanile apartment building in the somewhat landslide-prone Brattas-Fullun area – it's a winsome structure that can withstand the most unforgiving of environments and still feel homely. [ruch-arch.ch](http://ruch-arch.ch)

#### 2 GIULIANI HÖNGER For a snug chalet

Don't let the fact that this firm's clients include universities and train stations throw you. If you're in the market for a contemporary crash-pad then Lorenzo Giuliani, Christian Hönger and the team can help. For proof of what the firm can do look no further than the Giuliani House, Lorenzo's own family home in a rehabilitated 1960s structure on the western reaches of Lej da San Murezzan with a stunning view towards the summit of Piz Languard. [giulianihoenger.ch](http://giulianihoenger.ch)



#### 3 KÜCHEL For a smart shop

A St. Moritz-based studio whose credits include collaborations with international talents from Foster & Partners to Italian maestro Antonio Citterio. Its projects range from petrol stations to mixed-use developments and shops for Audi and Moncler. For evidence of the practice's perfectly pitched take on Alpine architecture, take a look at its revamp of the seemly interiors at the fêted Olympic Stadium, now home to artist Rolf Sachs (see story on page 56). [kuechelarchitects.ch](http://kuechelarchitects.ch)



Küchel designed the interiors of Moncler, one of St. Moritz's most popular labels

Giuliani Hönger photography: David Willen



## A life of its own

by David Marquardt

Swiss architect David Marquardt, partner at Mach, explains how the Bauhaus movement came to his nation (including St. Moritz) – and still shapes the world of design

Few architecture, art, craft and design movements are the star of big birthday festivities but the Bauhaus, founded by Walter Gropius in Germany, is being roundly serenaded on its 100th anniversary with numerous books and exhibitions. Yet while it may have started in the town of Weimar in 1919, the Bauhaus anniversary has been the cause for celebrations in Switzerland too. It was here after all that the young movement crossed the border and headed to Zürich where, in 1933, Adolf Steger and Karl Egender built the

Museum für Gestaltung, a landmark Bauhaus building that reopened last year after a major renovation.

The Swiss link was further strengthened when Basel-born architect Hannes Meyer took over from Gropius as the Bauhaus's director in 1928 (before Mies van der Rohe stepped in two years later).

The influence of the Bauhaus in the country, however, goes beyond architecture: artists such as Johannes Itten, Paul Klee and Max Bill were all influential figures in the movement.

Even today much of modern Swiss graphic, product and architectural design is built on Bauhaus foundations: clear and crisp forms, a rational link to function and roots in craftsmanship. You can see why it took root in this precise country.

When I was studying at the ETH (Swiss Federal Institute of Technology) in Zürich in the early 1990s, my professors represented the second and third generation of this modernist movement, schooling me in its innovative and experimental approach. (Don't think of it as a style. It's not; it's more a method.)

This Bauhaus way places the product at the centre of the conversation, asking, "What does the house want to become?" The design process is seen as an ongoing dialogue between function and form and among architect, client and craftspeople. This inter-disciplinary approach remains the guiding principle of my professional life at Mach, our Zürich-headquartered practice. My heart still beats in a Bauhaus rhythm.

Over the years the Bauhaus has been neglected, challenged and reimagined and now, on its centenary, it is coming back to our collective attention because the complexity of modern building needs this teamwork and sharing of ideas.

I'm particularly looking forward to the Bauhaus Imaginista, a major programme of events and exhibitions taking place in nine global cities from Moscow to Tokyo, which makes its way to Bern in September 2019. Why? Because in an increasingly volatile world, the Bauhaus still has much to teach us. Its fundamental aim – improving the quality of people's lives by merging art, design and architecture on a human and handcrafted level – is as relevant today as it was in 1919.

Grounded in rules of natural beauty, the legacy of the Bauhaus will probably endure for another 100 years. The Bauhaus carries on being important. The Bauhaus is still alive. [bauhaus.de](http://bauhaus.de)

Stand here to watch riders of the Cresta Run zoom by on the legendary luge.

### FIVE SWISS BAUHAUS ICONS



1 Lehrerseminar St. Michael Zug, 1959–1961  
by Leo Hafner and Alfons Wiederkehr



2 Museum für Gestaltung Zürich, 1930–1933  
by Adolf Steger and Karl Egender



3 Freudenberg School Zürich, 1958–1961  
by Jacques Schader



5 Cresta Run Clubhouse St. Moritz



4 Haus Staehelin Feldmeilen, 1957–1958  
by Marcel Breuer



### THE LEGEND OF TONI SPINAS' JUMPER

by Paula Wik

In 2010, Toni Spinas handed in his favourite jumper for repairs at the Faoro clothing store in St. Moritz. Toni was a mountain guide in his nineties and something of a local legend. He had made 400 ascents up the towering Piz Palù, each time wearing the same jumper, which had been knitted by his mother in the 1950s. Sadly, Toni passed away before his jumper could be collected so Renato Faoro – the grandson of the original shop owner and a friend of Spinas – decided to remake it in homage to the great mountaineer. Made in Italy from 100 per cent lambswool, Faoro's V-neck design features two numbers on its logo. The first is 1927, the year Faoro was established. The second is a tribute to Toni. Before the new jumper went on sale, Renato climbed the mountain with Toni's original one last time, bringing its total mountain ascents to 401 – the other number proudly displayed. [faoro.ch](http://faoro.ch)

Photography: Peter Ammon LHA, Leo Hafner Archiv / Umberto Romito / Archives of American Art, Smithsonian Institution

The Cultural Gallery, Tea Pavilion at Chesa Planta, Nomad St. Moritz 2019. Photography: Fabrizio D'Alò, Massimo De Carlo Gallery showing Rob Pruitt, Carsten Höller and Gellitin, Nomad St. Moritz 2019. Photography: Filippo Bamberghi

## CULTURE

### Small wonder

by Giorgio Pace

Giorgio Pace is the co-founder of Nomad, a travelling salon for contemporary art and design that returns to St. Moritz for its third edition in February 2020

I started Nomad with my business partner, Nicolas Bellavance-Lecompte, because we noticed that seasoned collectors were getting tired of the existing fairs. They don't feel special anymore – there are too many people. I thought we should create a more memorable experience. We scout for considered destinations all over the world, looking for where there is already an existing base of collectors, such as Monaco, St. Moritz and Venice. The houses have to be both architecturally and historically interesting, but they don't have to be open to the public. Maintaining a level of exclusivity is an important part of



Nomad co-founders Nicolas Bellavance-Lecompte (left) and Giorgio Pace.



this project's success. We rent these properties and invite galleries to fill the rooms with contemporary art and collectable design. This year, we took over Chesa Planta, and invited 19 galleries. Each gallery curated a room: a living room, a dining room, a kitchen, a library, a pantry. We wanted people to feel like they were entering a private house. Last year, I had an exhibition in the library where it was completely dark, so guests had to discover the works with a lantern. It was completely magical.

We invite clients to visit, but members of the public can come as well – they just have to register, because it's a private event. We also entertain VIPs at Chesa Planta. This is a private house, so it's wonderful to have it transform and become a place where people can enjoy luxurious dinner parties.

Nomad always brings a great international crowd. We want to expand to other cities (the US is on our list), but Nomad will never have more than 30 galleries. Instead of trying to get bigger, we're trying to get more intimate. People want something more, but we're showing them how to do that by being more selective.

[nomadstmoritz.com](http://nomadstmoritz.com)





## The hills are alive

by Joel Todd

The Festival da Jazz brings music to the mountains each summer. We take a look at the stars of the 2019 line-up

From 4 July to 4 August, the Festival da Jazz brings the highest-calibre jazz musicians to the Engadin for a month of melody, merriment and mountain vistas. From intimate indoor gigs to open-air concerts in the surrounding forests, the festival is an opportunity to catch the industry's top talent in the unique environs of St. Moritz.

The fabled Dracula Club, a cosy 150-seat venue, has many of the event's big names gracing its stage. This year's highlight acts include American-born, German-based singer-songwriter Marla Glen; noted violinist Nigel Kennedy (*pictured, centre*), who returns to the festival after the swimming success of playing to a crowd in the pool of Hotel Bären in 2018; and German comedian, author, director and musician Helge Schneider, who will close the festival with an entertaining (and largely improvised) set. Elsewhere, the legendary Brazilian singer and songwriter Gilberto Gill



will play at the Rondo, Europe's highest convention centre (which happens to lie at the foot of a glacier and offers panoramic views of the Alpine scenery beyond). For the night owls, let the music play on while sipping on an Old Fashioned at the lively midnight concerts at the Sunny Bar at the Kulm Hotel. The next day, soothe away the night before on the terrace at Hauser Hotel, whose Sunday Brunch Concerts champion the jazz stars of tomorrow.

Last – but by no means least – Ladysmith Black Mombazo will play a free open-air gig at Lej da Staz. It's a rare opportunity to see South Africa's leading male chorus group in such spectacular surroundings. [festivaldajazz.ch](http://festivaldajazz.ch)

## Cinema and chill

by Sonia Zhuravlyova

Film aficionados, rejoice! St. Moritz's famed cinema, Kino Scala, is finally receiving a long-awaited revamp

Kino Scala, St. Moritz's historic and much-loved cinema, has been rescued from oblivion by Swiss businessman Fritz Burkard. In August 2016, the ornate cinema had to shut after 85 years of faithful service due to structural problems. Until recently, its future remained uncertain and its bereft patrons formed Cinefilm, a members' film club that has been organising pop-up film nights and has enjoyed an occasional residency at the Hotel Reine Victoria. "You might think having a cinema is not so important but Kino Scala was a real meeting point," says Susi Wiprächtiger, co-founder of Cinefilm.

St. Moritz has long been intertwined with the movie business. It was a favourite of Audrey Hepburn and Alfred Hitchcock (*pictured, above left*) and the town itself made cameos in films such as *The Man Who Knew Too Much* and *The Spy Who Loved Me*. Cinefilm has been keeping



the tradition alive by showing films in unusual locations, such as the Ovaverva swimming pool, the town church and the Olympic Eispavillon.

Burkard, who is also vice-president of the St. Moritz Bobsleigh Club, is now planning to rebuild Kino Scala and add a museum, café and rental apartments. Meanwhile, Cinefilm members are considering installing a temporary cine-box in the town while the new cinema is being constructed. "A cinema is very important for a village community," says Burkard. "It's the smell of popcorn, where you meet people, where you have your first kiss – and that's what the next generation should experience." [cinefilm.ch](http://cinefilm.ch)



## ALL THAT JAZZ

by Saul Taylor

At this year's edition of the Festival da Jazz, audiences will meet Theo Croker (TC), one of the festival's most exciting talents and the grandson of Grammy Award-winning trumpet player Doc Cheatham. Witness Croker take the stage with his innovative compositions on 25 July at the Dracula Club.

### How did you get into jazz?

TC: I've always been attracted to music and improvisation, so I just fell into it. Of course, my grandfather was Doc Cheatham, so the world was pretty receptive.

### How did you end up living in Shanghai?

TC: I was offered to play three shows a night, six nights a week in a club for three months. A lot of my mentors at the time – people like Marcus Belgrave and Gary Bartz – told me that was the way things used to be "back in the day". I took the opportunity to really put in the infamous 10,000 hours honing your craft.

### Did that experience influence your playing and composing?

TC: There were always more venues and audiences than there was music, so there were a lot of opportunities. You didn't have to spend years competing to get a chance to experiment and you could tap into money to do large projects.

### How do audiences differ when you're touring around the world?

TC: Oh man, they're all so different. How they respond, how they listen, how they treat you varies vastly. You can get on a plane in one hour and be in a totally different place.

### What about the Swiss audiences?

TC: They can be quite reserved at times, but other times when they open up, you can feel them. [festivaldajazz.ch](http://festivaldajazz.ch)

## BUSINESS

## WINDS OF CHANGE

by Joel Todd

The single-runway Engadin airport in Samedan (the highest airport in Europe) is set to spread its wings. Plans to expand and modernise have been drawn up by Zürich-based architects Hosoya Schaefer with building work due to start in 2021 and be completed in 2023.

Alongside this revamp another initiative is underway to bring in charter flights (currently the airport exclusively services private-corporate jets and private propeller aircraft). One aim of the move is to boost off-season visits to St. Moritz.

The key cities targeted for these new links are London, Hamburg and Paris, and return tickets should cost about €500. The new routes would halve the travel time from Saint-Germain-des-Près to St. Moritz. And while we love the train journey up the valley, direct to slope has definite appeal.

[engadin-airport.ch](http://engadin-airport.ch)

### WEATHER TO FLY

Samedan is one of the world's more challenging airports to land at due to its topology and the thin air. Until now it's operated under visual flight rules (VFR), whereby pilots can only take off and land in fine weather. Come December 2019, the airport will upgrade to a satellite-based navigation that will allow pilots to land safely in less favourable conditions, meaning cancelled or diverted flights will soon be a thing of the past. But the thrill of the plane descending along the valley, with mountain peaks at eye-level, will always be a bonus.





## Working life

by Tyler Brülé

St. Moritz resident Tyler Brülé is chairman of design agency Winkreative and Monocle magazine, both of which have bureaux around the world – but it's here in the mountains that he feels most efficient and productive

For the better part of the last 20 years St. Moritz has been the town I call home. While I'm on the road for most of the year and don't get to spend as much time in the Engadin as I would like to, my apartment there is the place where I feel the most relaxed, secure and somehow on top of things.

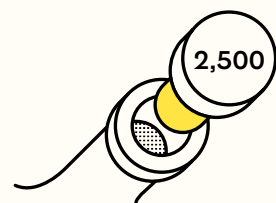
On the odd Monday or Thursday morning where I find myself with a working day to spend in St. Moritz, I get this satisfying feeling that I'm the most efficient person in the world. The local kiosk in the town centre gets

all the newspapers from across Europe first thing in the morning, the internet connectivity speeds are fast, my bankers are attentive and the same can be said for my lawyers. Given everyone I need to meet is within 100 metres of each other, I can sign contracts, meet a notary, review finances, grab a coffee and digest the *New York Times* well before 11.00 in the morning. I've often wondered if it's the altitude and crisp air that puts an extra snap in my step or if it's the sense that everyone in St. Moritz has

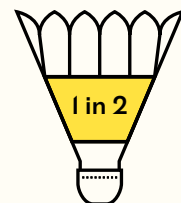
a unique vista on things given the high altitude. Could it be the relative peace and silence and lack of urban distractions that allow for a more seamless work day? Or could it be that I also know that there is a little red train that can get me down to Zürich comfortably and that I can reach most of the world from Kloten? In a pinch there's also Samedan and a trusty Pilatus PC-12 aircraft for when I need to make short hops around Europe.

At the start of the year I made a loose pact with myself to spend Mondays and Fridays working from the mountains but sadly this didn't quite happen. Nevertheless it's certainly a resolution I'm going to stick to for next year as I know I'm more productive when I'm sitting in the cosy corner of my apartment with everything at my fingertips.

### ST. MORITZ BY NUMBERS



Number of whisky brands at Devil's Place, the world's largest whisky bar, located at Hotel Waldhaus am See.



The number of toboganners who wipe out at Shuttlecock, a bank about halfway down the Cresta Run.



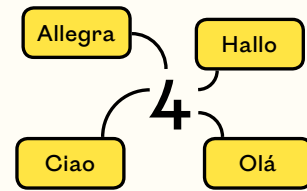
Number of art galleries in and around St. Moritz, including newcomer Hauser and Wirth (see page 21).



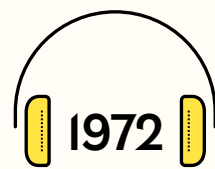
The year the sun legally became the emblem of St. Moritz, making it the oldest tourist trademark still in use.



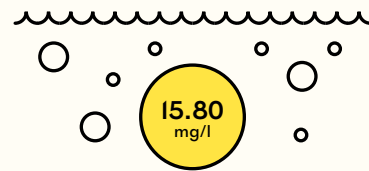
The year St. Moritz hosted the first golf tournament in the Alps.



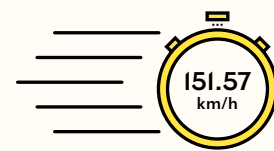
Number of most-spoken languages: Romansh, German (the two official languages), Italian and Portuguese.



The year the inventor of the Walkman, Andreas Pavel, first tested his device – in the woods of St. Moritz.



The amount of iron in St. Moritz's naturally sparkling spring water (see page 133 for where you can bathe in it).



The fastest speed ever achieved on a snowboard, by Jamie Barrow in 2018, who was towed by a car in St. Moritz.

### FOOD AND DRINK

## Michelin man

by Paula Wik

We pull up a chair at the top table with celebrated chef Tim Raue, who has brought his consummate culinary skill all the way from Berlin to St. Moritz with his pop-up restaurant The K at the Kulm hotel



After being open for just one season, Berlin-based chef Tim Raue's (TR) pop-up restaurant The K at the Kulm hotel earned its very own Michelin star and 17 Gault Millau points – but Raue insists he's just following in the long tradition of high-end cuisine in St. Moritz. We spoke to the celebrity chef about why every gourmand must pay a visit to the Alps to eat in this Swiss "gastronomic hotspot".

### How has St. Moritz's culinary scene evolved?

TR: The perception of luxury has changed dramatically in the last decade. I was first invited to attend the St. Moritz Gourmet Festival in 2006 when luxury was not what you ate, but how expensive it was. We now know that the most important thing is not bling, gold or caviar – it's the people and how you get treated. St. Moritz attracts a new kind of guest now: people who are more interested in food on a cultural level instead of molecular cuisine or one fermented radish on a plate. There are so many diverse Michelin-starred restaurants in St. Moritz, where what they present on the plate, the service they give and what you get in the glass are all outstanding, but these places are still

very relaxed. There's also a great casual dining scene in St. Moritz now, serving local food, which didn't exist when I came there for the first time.

**In the last few years, you've been featured in an episode of Netflix's hit series *Chef's Table* and earned the most coveted culinary accolades from Michelin and Gault Millau. What's affected your business more?**

TR: Back in the day there was only the Gault Millau and the Michelin Guide and, although the Michelin Guide is still important for international recognition, *Chef's Table* and the World's 50 Best Restaurants list have had a much bigger impact. They are probably responsible for 50 per cent of our guests at Tim Raue restaurant in Berlin these days. These people travel from all over the world to eat at your restaurant, and they want to have the dishes they know from social media; this is different to the regular local guests, who want seasonal dishes.

### Is St. Moritz on the food lover's world map?

TR: For sure. St. Moritz started its gourmet festival at a time when gourmet festivals were pretty rare.

#### TIM'S TOP PICKS

**THE K**  
Asian-inspired fine dining in the Alps. Choose either the à la carte or the eight-course Ruam Gan menu.

**DAL MULIN**  
Local food, great wines and a casual atmosphere. The restaurant is packed every night.

**CHESA AL PARC**  
The best place for Engadin-style cheese fondue. On sunny days I recommend sitting on the terrace.



Tim Raue (pictured, right) celebrates being awarded a coveted Michelin star.

Nowadays, the St. Moritz Gourmet Festival is still the place to be. To get invited as a chef is like getting an award – the greatest people in the industry are there. And, instead of having that buzz just for the two weeks of the festival, St. Moritz has evolved to have that buzz for the entire year. It means St. Moritz has become an absolute hotspot – the gastronomic hotspot – of Switzerland. [kulm.com](http://kulm.com)



## ART IN THE ENGADIN

## Alpine art grotto

by Rosie Prata

Find boundary-pushing art in every nook of this new contemporary art museum hewn from mountain rock

The Engadin's robust cache of world-class art institutions has acquired a new addition. Located just 40 minutes by car outside of St. Moritz in the charming village of Susch, a disused 12th-century Alpine monastery has been transformed into Muzeum Susch, a haven for both contemporary and experimental art. The sensitive restoration of the medieval buildings is the latest major philanthropic endeavour from Polish art collector Grazyna Kulczyk, who employed Zürich-based practice Voellmy Schmidlin Architektur to lead its construction. The team began by

excavating 9,000 tonnes of rock from the hillside to carve out a bright, airy complex that houses an academic research organisation, a restaurant, an experimental choreography programme and expansive, adaptive exhibition spaces. Kulczyk, who is Poland's wealthiest woman and a world-renowned champion of feminist art, opened Muzeum Susch with *A Woman Looking at Men Looking at Women*, an exhibition featuring 30 seminal women artists, which runs to 30 June. Up next, from 27 July to 30 November, is *Emma Kunz: Visionary Drawings*, an exhibition by the late artist, healer, researcher and Swiss counterpart to Swedish artist Hilma af Klimt. From its remote hillside perch, the museum promises to energise the Engadin, establishing it as a point of creative convergence that will attract the international art scene. [muzeumsusch.ch](http://muzeumsusch.ch)

## FACTS AND FIGURES

1157  
Year the original monastery site was established

1,500  
Square metres of exhibition space in the renovated former brewery

14  
Height in metres of Monika Sosnowska's "Stairs", the museum's first permanent installation

3  
Total number of restaurants in Susch, now that the museum's bistro has opened



Natural rock remains exposed on both the interior and exterior of the museum.



## Art comes home

by Rosie Prata

Hauser and Wirth doesn't follow the scene – it shapes it. The gallery's decision to open its ninth location in St. Moritz was a very personal one

With nine locations and an estimated 1,000,000 visitors a year, Hauser and Wirth is one of the biggest galleries in the world – but its origins are right here in St. Moritz. In April 1987, when co-president Iwan Wirth was 17, his father drove him from his village of Oberuzwil, near St. Gallen, to open his first pop-up exhibition in St. Moritz. "I decided to go where the collectors were spending their holidays," says Wirth. He selected the Hotel Carlton as his venue. "Unfortunately my budget only allowed for a week-long exhibition out of season," he says. "It's fair to say it was a mild failure, but it taught me an important lesson: timing and location are everything."

With the opening of their newest location in St. Moritz in December 2018, Iwan and his wife, Manuela Hauser, have got both right. Set up in the centre of town across from their landlord, Badrutt's Palace Hotel, the gallery promises to be open whenever the hotel is, and all parties involved hope this will help prolong the peak seasons. The homely and inviting

atmosphere of the gallery, with warm-toned mid-century furniture and design touches from architect Luis Laplace, will certainly help to bring in clients. Hauser and Wirth also plans to work collaboratively with other local institutions, including Muzeum Susch (*see opposite page*), and develop an educational programme that will invite schools, charities and other organisations to come and learn about art. "We want to engage with the local community as much as possible," says associate director Henriette Lefort. "We are working out the part we can play in St. Moritz's rich tradition of cultural dialogue," says James Koch, the gallery's executive director. "When we opened, we installed a Paul McCarthy sculpture overlooking the town's lake. We'll continue to look for opportunities to take art outside the gallery and into the community." [hauserwirth.com](http://hauserwirth.com)



The third floor is set up like a living room for a more intimate experience with art.



## IWAN WIRTH

Before it opened its space in St. Moritz, Hauser and Wirth took over an 18th-century farm in Somerset and a historic flour mill in Los Angeles. We speak to the gallery's co-founder and president about why it's better to do things differently.

## What made you want to return to St. Moritz?

St. Moritz and the Engadin are very much a part of both my personal story and of the gallery's. My father took me to the mountains for climbing vacations from an early age, and to visit the Bergell, where Giacometti lived and is buried in Stampa. When a prime space became available in the centre of St. Moritz we jumped at the opportunity to finally open a permanent gallery in one of our favourite places.

## What are some of your ambitions for the gallery?

We're always interested in pushing the envelope and helping to shape ideas about what galleries can be, so we are constantly looking for new ways to engage audiences outside of the obvious art world enclaves. While the Engadin has a rich cultural heritage and boasts many fascinating arts spaces, we still felt there was room for us to bring something unique to the landscape.

## What are some of your favourite things about St. Moritz?

There is a small hamlet called Grevasalvas just half an hour's hike from Hotel Cristallina, Plaun da Lej, high above the Silsersee. My family used to rent one of the houses there from the early 1980s. There was no running water and only an outdoor toilet, but it was incredibly cosy, even when the rooms were ice cold. It's where the original Heidi film was shot and our house was the grandmother's place. It is one of the best places in the world.



# Hospitality on high

In the 19th century, visionary hotelier Johannes Badrutt established St. Moritz as the peak provider of five-star service. What are hotel owners, designers and chefs doing now to maintain the town's stellar reputation?

WORDS: Jessica Bridger  
ILLUSTRATION: Cynthia Kittler



In the panel discussion that follows, we hear from hotelier Reto Candrian, restaurateur Jason Atherton and designer Virginia Maissen about how hotels in St. Moritz can provide guests with exceptional service, authentic local experiences and a memorable sense of atmosphere in a market that is becoming increasingly globalised, homogenous and digital.

**How has high-end hospitality evolved in recent years?**

RC: The five-star hotel industry has become more accessible, and to do this it has had to become standardised. There are more chains that try to get as much out of the market as possible. But with standardisation, you can lose that local edge – those elements that differentiate and set you apart. There exists a certain clientele who feel that the five-star experience has become

too much of a commodity. They expect a level of differentiation.

JA: Everybody is looking for what's new now, and everything seems disposable. I think that's a bit of a shame. I like that there are restaurants that have been around for 50, 70 or even 100 years! But I'm also constantly working to come up with new ideas – something can be fantastic, but some elements always need to evolve.

**How important are heritage and authenticity for hospitality in the 21st century?**

VM: Having a story is definitely an advantage, and those who have a story should make sure to communicate and publish it well. Today's guests want to know how winter tourism started in the Engadin valley, for example, and how 19th-century European

## MEET THE PANEL

### JASON ATHERTON (JA)

A British restaurateur famous for his fine cuisine and his global restaurant empire, which now includes King's Social House at Badrutt's Palace Hotel in St. Moritz.

### RETO CANDRIAN (RC)

The seventh-generation family owner and operator of Suvretta House in St. Moritz. Founded in 1911, it is one of the most iconic grand hotels in the world.

### VIRGINIA MAISSEN (VM)

A native Graubündener who has been working in design for more than 20 years. Her eponymous studio is responsible for a range of hospitality-centred projects, including the redesign of Hotel Walther in Pontresina.



Skiers and tobogannners reach high speeds, but can they anticipate a guest's every need? Now that's quick thinking

aristocracy travelled with great effort to benefit from St. Moritz's healing waters. I think every restaurant and hotel in St. Moritz should serve St. Moritz's iron-rich mineral water; people used to travel for weeks to drink it, yet today St. Moritz hasn't made a brand out of it. That's a missed opportunity.

RC: I think it is valuable for a hotel to have a history. I'm grateful to have that at Suvretta House. But the story has to evolve and people should be proud of the present and the future ahead of us, too. With the growth of an urbanised global community, places such as St. Moritz have their best days ahead. Great stories happen every day; a new myth evolves.

**What is the importance of the local aspect in the global market?**

JA: When we first sat down to work on the concept for the revamped King's Social House at Badrutt's Palace Hotel, we started to think Alpine – the mind can't help it – but they've already got that in St. Moritz. I was asked to add a bit of London to King's Social House, but I think about the local elements too – it's important to know the likes and dislikes. As an outsider you would be a fool not to listen to locals: what are people looking for, and what has come before?

RC: I think people increasingly want to have local experiences. I think they want more than that actually: they want to feel locally integrated. Real leaders in hospitality cater to their guests – they care about being good hosts, about providing visitors with local experiences and local exposure. They offer the kind of

entertainment and experiences that are different from what people are used to at home or at a chain hotel.

**We hear a lot about people wanting to purchase experiences now. What does this really mean?**

VM: In fact, a big focus today is sharing the experience on social media. The new status symbols are experiences, adventure and art.

RC: I think it's important to create memories. This can be through simple things, such as being greeted in a personal, heartfelt way, or just sitting in the lobby and looking out the window. People value these moments and they become happy memories. Even with new inventions and technological disruptions, there's always an opportunity to enjoy the moment, and in this way I don't think the experience of high-end hospitality will substantially change.

**How does this experience evolve, given demographic shifts and globalised outlooks?**

VM: As a designer, I see public spaces as the centres of attention. Individualised and diverse design is important to me. Many of the new hotels are too uniform and therefore seem boring.

JA: Social spaces are so important. At King's Social House, for example, we have a beautiful central bar that becomes a meeting point. That's what my company has always been about.

**Service is at the heart of five-star hospitality – how is this changing?**

VM: Today's guests like to be able to access service or spa treatments at any time of the day or night. They want to



On the specials board this evening, we have a singular destination for impeccable hospitality with a side of Alpine charm



A classic day-spa-to-evening look for the multi-tasker who wants to relax as efficiently as possible

be able to learn and experience more, and we have to respond to this demand and deliver memorable experiences.

**“Today, people don't define luxury by everything being served; they define luxury by feeling comfortable, and that can mean being able to do certain things themselves”**

RC: We recently had a long debate about whether or not we should include espresso machines in the rooms. Older generations of hoteliers would say that guests should not have to make their own coffee, but from the moment you have the desire for coffee to when room service arrives, it is never quicker than getting up and hitting the button on a coffee machine yourself – while still wearing your bathrobe. Today, people don't define luxury by everything being served; they define luxury by feeling comfortable, and that can mean being able to do certain things themselves.

VM: High-end hospitality does not necessarily equal five stars. You can do great hotels that look cool but have less service, where you can help yourself to tea or cookies in the lobby. We need both: fun three-star hotels and traditional five-star hotels.

RC: To sum it all up, what we offer in our industry is eating, drinking and sleeping: basic needs for everyone. If you link these needs to experiences it creates great memories, and great memories make all of us happy. ✨





riposa

SWISS SLEEP

## SWISS SLEEP DESIGN.

New from riposa: The bed Ais – by Swiss designer Jörg Boner, manufactured in our carpentry workshop in Glarnerland.

All aboard! Join us on a journey through the mountains as we pull into town in first class, catch the action at the Snow Polo World Cup St. Moritz, go for a bracing dip in the lakes and meet some local personalities

### MODEL RAILROAD

pages 26–29

“On the Glacier Express Excellence Class, comfort is akin to a grand mountain hotel – with an ever-changing panoramic backdrop,” writes Annick Weber

### GIDDY-UP!

pages 30–39

From the Snow Polo World Cup St. Moritz, Alex Moshakis writes, “Mallets fly. Hooves kick up snow. A player breaks free from the pack and storms goal-wards. The crowd roars”

### A BIGGER SPLASH

pages 42–47

“A cool swim gives you a disproportionate sense of achievement,” says Sophie Grove on the invigorating benefits of cold-water swimming, a way of life in St. Moritz

### QUEEN OF THE MOUNTAIN

pages 48–55

“There is an energy that I feel in St. Moritz, even after all these years. To me, the sensation is sparkling,” says PR maven Karla Otto in conversation with Joel Todd

# THE ASCENT

### A GOLD MEDAL HOME

pages 56–63

“Everything has to have a little bit of humour, always. That is really my main goal,” artist Rolf Sachs tells Laura May Todd of his home, the town’s former Olympic stadium

### TIME OUT

pages 64–71

The world has woken up from its winter slumber, so it’s time to greet the newly arrived flora and fauna. Here are the best watches to wear while you wander

### COSY CLASSICS

pages 72–75

“The unique style of the Alps has been an evergreen influence,” writes Tom Morris on how mountain living has shaped modern furniture design

### FREEZE FRAMES

pages 76–85

On a perfect winter’s day in St. Moritz, we capture the breadth of life around town – starting on the slopes and ending with a budding romance



# MODEL RAILROAD

WORDS: Annick Weber  
PHOTOGRAPHY: Yves Bachmann

Connecting St. Moritz and Zermatt, the Glacier Express offers the most spectacular journey into and out of town. This year, it elevated its service further by adding the Excellence Class to its first-class offering. We booked tickets to be the first to ride the rails

The locomotive's cogwheel kicks in with a faint clatter as it makes the ascent over the Oberalp Pass. Locked into a toothed rack rail, the train slowly hauls uphill. A snowglobe version of Switzerland glides past the windows, the blanket of white thickening as the signs of civilisation thin out. Lulled by the scenic serenity and the train's gentle sway, you barely register the waiters balancing trays as they move through the carriage. Once on the table, crystal glassware and a carefully plated lunch are held firmly in place by indents in the table, while power-adjusted seating allows for an upright position during meals (and a snoozier incline afterwards). On the Glacier Express Excellence Class, comfort is akin what you might find at a grand mountain hotel but with an ever-changing panoramic backdrop.

By the time the main course has been eaten, we're at the top of the pass in a shimmering snowscape. It's 2,033 metres above sea level and the highest point of the journey, the onboard concierge tells me. This is not a typical train. While the term "express" might imply speed and directness, journeying aboard the Glacier Express means slowing down. The eight-hour scenic ride from St. Moritz to Zermatt takes passengers across 291 bridges and through 91 tunnels, past lakes, rivers, gorges, forests, viaducts and sleepy villages. There are more direct routes connecting the two ski resorts but none offer quite the same immersion into Swiss geography, engineering – and food.

The Glacier Express has been running since 1930, and even though the

Opposite:  
Completed in 1902,  
the Landwasser  
viaduct is a feat  
of engineering

1  
Panoramic views  
of the breathtaking  
landscape

2  
Engineers make  
sure the train  
functions to its  
full potential

3  
A Glacier Express  
train attendant  
checks his daily list  
of passengers  
and stops



..... STADLER RAIL .....

The panoramic carriages on the Glacier Express are produced by Swiss company Stadler Rail, which supplies high-end trains across most of Switzerland, much of Europe and other locations worldwide. If you like to travel by rail (and who doesn't?) you've likely interacted with Stadler technology.

**Smooth ride**  
Established in 1942 and family-owned, Stadler Rail is the world's leading manufacturer of rack railways, used for steep grades. Its lightweight vehicles are capable of crossing extreme terrain and steep gradients, thanks to its variety of rack systems, drive systems and track gauges.

**Beautiful inside and out**  
On top of enjoying panoramic views of unspoiled mountain landscapes, passengers can choose to tune in via headsets to commentary about significant sites they are travelling through. Further Stadler innovations inside the carriages include a central lighting strip that guarantees a pleasant distribution of light, HVAC units that ensure a year-round temperate interior climate, and pneumatic suspension for a quiet ride.





1  
Combined leather and fabric seats in glacial shades are designed by Czech manufacturer Borcad

2  
The bar's gilded compass dome recalls the golden era of travel



2

..... THE LOWDOWN .....

Thomas Wyer and David Wiegratz are project managers in rolling stock engineering at Matterhorn Gotthard Railway (MGBahn) and Rhaetian Railway (RhB), the operators that formed the Glacier Express.

**How was the Excellence Class built?**  
Both railway companies contributed a second-class Glacier Express carriage each, which were upgraded in RhB's Landquart workshop in just 18 months. The team was expanded to meet the designers' high-end specifications – external experts installed the compass dome and the table lamps.

**Did the new carriages have to be made compatible with the historic railway?**  
All Glacier Express trains are built for operation on Switzerland's narrow-gauge tracks and are equipped with cogwheel brakes, without which the ascents of up to 128 per cent couldn't be made. Apart from the additional gold stripes on the Excellence Class carriage livery, it has been an interior design job.

**What's next for the Glacier Express?**  
By 2021 we'd like to refit all carriages with similar materials, such as natural wood, to add "Swissness" throughout.

Albula track is now Unesco-protected, it isn't a historical train. Modern Swiss-made rolling stock operates on the 291km line and, since March this year, a premium class enhances both the first- and second-class offers.

As citizens of a nation with trains and mountains inscribed in its DNA, the Swiss don't shy away from innovative ways of combining both. Railway tunnels have been drilled through high mountain passes from the Furka to the Gotthard Base Tunnel (the world's longest and deepest). The Excellence Class is testimony to Switzerland's love affair with Alpine rail travel. From the outside, there is little to differentiate the carriage from the other members of the Swiss-cross-liveried Glacier Express fleet, but it is on the inside where the train's upmarket makeover shines.

"Alpine motifs and highest-quality materials were incorporated to elevate the experience of each individual guest," says Christian Harbeke, partner at Nose Design Experience, the Zürich-based agency in charge of interior design. "Designing the Excellence Class carriage was as complex as designing an entire train." The process involved using two existing carriages, stripping them completely and rethinking every detail to root the car in its mountain setting. The designers took what passengers see

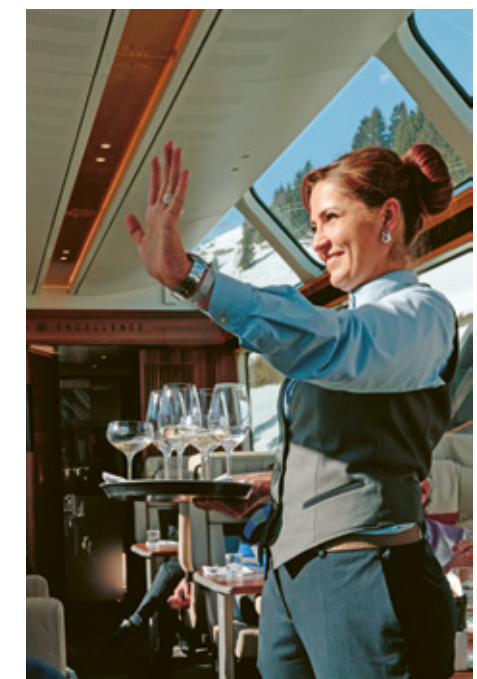
- 1  
Savoury snacks and refreshing drinks are served on board
- 2  
When time allows, the Glacier Express sometimes stops at Nätschen for a quick photo op
- 3  
Expert service aboard despite unpredictable train movements

on the journey and transplanted it inside the carriage. The outcome is captivating; it's as though you're in a miniature version of the vastness unfolding outside. A Rhine Valley quartzite bar counter nods to the canyons of the Rhine gorge, walnut tables to the expansive forests, the cool colour palette to the glaciers above. Cream leather seats and blue-and-grey textiles installed in the individual lounge compartments are complemented by warm backlighting and gold-plated mountain silhouette friezes. Perhaps the most striking element is a giant gilded compass adorning the dome above the bar area; its needle always points north, even when we are in the depths of the Furka Tunnel, which stretches for 15km.

On the other side of the tunnel, the Glacier Express emerges into a different world, marked by a milder climate. We criss-cross patchwork fields, dotted with picture-postcard hamlets basking under the sun. It isn't until the final leg from Brig to Zermatt that the snow gets deeper again. Mountains are towering above us and the iconic shape of the Matterhorn appears. Marking the end of our journey, the majestic peak serves as a humbling reminder of how the ancient, immovable mountains have always acted as signposts for travellers carving their trails through the Alps. ✨



2



3



# GIDDY-UP!

WORDS: Alex Moshakis  
PHOTOGRAPHY: Benjamin Schmuck



St. Moritz is the birthplace of snow polo, a unique winter sport that is fast and furious. But the world's premier competition, which takes place on the town's frozen lake every January, is about much more than the players and their trusty steeds. Reporter Alex Moshakis joins the throng





#### COLD PLAY

Snow polo players chase the ball across the frozen pitch. Established in 1985, the Snow Polo World Cup St. Moritz championship was the first and is still the biggest of its kind.



1  
Argentinian Adrian Laplacette represents the Azerbaijani team at the World Cup



2  
Spectators wrapped up against the cold. About 18,000 of them attended the three-day event in January 2019

Adrian Laplacette is a tall man with long arms and an even longer reach. Growing up in Argentina, he learned to ride horses, like every other man he knew. His father introduced him to polo, and he became very good, somehow able to strike a small, hard ball with a wooden mallet while galloping at 64kmph. Later, Laplacette began to play in polo competitions around the world – in Dubai, Thailand, Azerbaijan and across Europe – and made a name for himself as a critical thinker with an eye for tactics. Because he is now so much in demand, Laplacette can be away from his home in Argentina for eight months of the year, a situation he describes as “difficult, sometimes – but I play as much as they want me”.

In January, Laplacette was asked to take part in the Snow Polo World Cup St. Moritz, an annual event held across a single weekend in which four teams compete for a series of trophies. He has played at the World Cup before, though only in recent years. The competition has been running since 1985 – this is its 35th year – and for many years it was the only event of its kind. Polo is usually played on grass. In St. Moritz it is played on the town’s lake, which in the winter is frozen solid. In January, the lake becomes a kind of snow-covered sports arena: as well as the polo field there are ice rinks, horse races, car events, cricket matches and a cross-country skiing circuit, all overlooked by the town and the mountains. Though other snow polo competitions have since appeared, notably

in Kitzbühel, in the Austrian Tyrol, they remain few, and the St. Moritz event is celebrated as the game’s premier competition. Because the championships take place outside of the regular polo season, organisers are able to draw some of the sport’s top talent. Players come from the UK, the US, France, Germany and Argentina. This year, the roster included Juan Martin Nero, another Argentinean, who is widely considered one of the greatest players in the game.

Three of the teams are sponsored by luxury brands: Cartier, Maserati and Badrutt’s Palace Hotel. (Nero lined up for Team Cartier.) But the fourth team is a kind of outlier. In 2012, Laplacette visited Azerbaijan to offer polo training to local horsemen and he had been impressed by their ability. At the World Cup he’d been asked to represent an Azerbaijani team that included two players he had mentored. “They’re very good,” he says, “and they’re getting even better.” When the call came, he said yes.

Spectators fly in for the event from around the world. The weekend has the giddy atmosphere of a festival, perhaps on account of the thin air, or the champagne. There are grand galas and extravagant dinners. There is shopping and caviar. Hotels and restaurants fill up. “This is where the sport was born,” says Reto Gaudenzi, the competition’s founder, and the event has now “become a part of the culture of St. Moritz”. Gaudenzi describes the World Cup as being “like a cocktail”,



1  
The ball used in snow polo is lighter and larger than its field polo equivalent

2  
Melissa Ganzi, the only woman player in the competition

in that “you need all of the ingredients. You have the sport, you have St. Moritz, the lake, the snow, the people, fantastic food, champagne. You have everything all together. That creates a unique atmosphere.”

On the competition’s opening day, three large bandstands are packed and, in sub-zero temperatures, fans line the field. Where in the summer people sail, spectators now watch teams battle in the world’s leading snow polo competition.

Snow polo is exceptionally hard and its difficulty level makes it entertaining to watch. Players use a wooden mallet to strike a ball between goalposts, from on top of a horse, while controlling that horse, often at high speed and sometimes from the middle of a throng that includes several other horses moving as fast as cars. (Bad news for lefties: players can only use their right hand.) All of that is made more difficult by the snow, not because the surface is slippery – it is not – but because the ball used in this version of the sport is nec-

essarily bigger than the field polo equivalent, and it is lighter, filled with air. That makes it difficult to control. It might unexpectedly soar into the air, or veer suddenly right or left or launch into the crowd, who normally have only a brief moment to react. The surface doesn’t help. As hooves pound the snow, divots appear, making it almost impossible to determine in which direction the ball will fly. It might flick up or come to an unexpected stop. Field polo is a quicker game in part because it is easier to anticipate the ball’s movement. In snow polo, fresh air shots are common. A very good player can suddenly look very average. Which is exciting.

From the sidelines the game looks fast and perilous and run on adrenaline. Mallets fly. Hooves kick up snow, creating dramatic plumes of powder. Every now and then a player breaks free from the pack and storms goal-wards, leaving despairing opposing players in their wake. Whenever this happens, a commentator shouts, “We have a horse race!” And the crowd roars. Gaudenzi describes snow polo as “fast”, “sexy” and “fun to watch and play”. As a younger player, he won the tournament five times. The horses, which each weigh about half a tonne, race so close to each other their hides clash. It’s not uncommon for players to come off their horses or for the horses themselves to tumble. Snow polo injuries are commonplace, though some are worse than others; it is usually the humans that get hurt. Before one of his games, I meet Laplacette at the Championship’s stables, where

**“You have the sport, you have St. Moritz, the lake, the snow, the people, fantastic food, champagne. You have everything all together. That creates a unique atmosphere”**



**EYES LEFT**  
Spectators in the stand are glued to the action. Snow polo might not be quite as fast as field polo, but the unpredictability of the ball is what keeps things exciting





**MANE EVENT**

Just like the players, the horses that compete in the Snow Polo World Cup St. Moritz fly in from all over the world. This one has had a special close-clipped haircut for the big day

1  
Each team has four players.  
The captain usually wears the number  
three on their jersey

2  
Horses are looked after in the stables  
and also on the ice

3  
Mallets, saddles, a helmet and  
a ball: the tools of the trade are lined  
up in readiness



2



3



**THE WORLD CUP IN NUMBERS**

Across the weekend, 16 jockeys from around the world rode 100 horses, which in turn came from Argentina, France, Germany, Spain and the UK. In total, more than 18,000 spectators attended the event over three days, and in that time approximately 2,000 bottles of champagne and 15 litres of Royal Salute whisky were consumed in the VIP tent. In the thin air, that led to some wobbly knees, but no one worried about the ground disappearing beneath them – the ice on which the snow polo was played was a robust 40cm thick.

the event's organisers are keeping 100 thoroughbred horses, and ask him if he considers the game dangerous. He shakes his head, though he wears a wry smile. When I later ask Gaudenzi the same question, he replies, "It's more dangerous than chess." A version of polo was first played in Mongolia, around 2,000 years ago. (The word "polo" comes from a Persian word, *pulu*.) The modern game was rediscovered by the British army in the 1860s while its forces occupied India. The sport took off in the army, and it was soon exported around the world. The first official set of rules, drawn up in 1868, are essentially the same as those used today. Teams appeared in England, Scotland, France and the US, but it was in Argentina, where there were great swathes of flat land, and people grew up riding horses, where the game really took off. "Argentina is the modern birthplace of polo," Malcolm Borwick, a former England player, says before the second round of games. "Now the polo is dominated by the Argentineans."

At the 2019 World Cup there are Argentinean representatives in every team. (The teams each field four players.) But there are also local heroes: Tito Gaudenzi, who was born and grew up in St. Moritz; and crowd favourite Melissa Ganzi, the only woman in the competition and a patron of the team from Badrutt's Palace Hotel. In a game between Team Badrutt's Palace Hotel and Maserati, Ganzi scores twice, prompting huge cheers. "Bravo, Meli," a team trainer shouts. "That was insane!" says another. Later that game, Ganzi cleverly manoeuvres her horse between her team's goalposts, blocking



an opponent's shot and likely rescuing her team from a loss. Team Badrutt's Palace Hotel eventually wins the competition, thanks in part to Ganzi's heroics. It's a historic result: she becomes the first woman ever to win the championships.

Laplacette, meanwhile, isn't having as much luck. In a game between Azerbaijan and Badrutt's Palace Hotel, he is forced off halfway through, and his team loses by three and a half points – a not insignificant amount. When I see Laplacette a few hours later, he seems subdued. He is one of the tournament's most respected players. Whenever the event's announcer, Jan Erik Franck (the "voice of polo", fans tell me), calls Laplacette's name, the crowd thrills, expecting a manoeuvre or piece of skill above the level of other players. And it can be tough to live up to the pressure, although he mostly rises to it. He's just happy to be here, playing alongside the talent he'd unearthed during his trips to Azerbaijan. And besides: it's fun, the snow polo in St. Moritz. It's a championship through which the greatest respect flows: for the players, the horses, the spectators. "It looks aggressive," Laplacette had told me at the stables the previous day. "But among the players it's not like that. We all know it's dangerous if you overdo it, so we take care of each other and the horses. You know, they say it's a gentleman's game." ❁



1  
Crowds strain for a glimpse, and a snapshot, of their favourite players

2  
Enjoying the game, the sunshine and the scenery from the spectator stand

3  
Champagne, Glühwein and lots of whisky is needed when you are watching sport in sub-zero temperatures



## Meet the players

Three familiar faces from St. Moritz's snow polo scene tell us what drives them and what makes the sport so special

..... ADRIAN LAPLACETTE .....  
Player



**You come from a polo family. When did you start playing?**

My grandfather, my father and my uncle and all of his kids played. In Argentina, in the countryside, everyone rides horses. It's very natural. It's like how people in St. Moritz ski.

**What's the difference between playing on snow and grass?**

The main thing is the ball. The snow polo ball is bigger. It's plastic, more like a football. And it's very difficult to control. You cannot hit it too hard, because the ball tends to spin a lot and fly everywhere. And then, of course, the quality of the surface. When we play on grass, it's like playing on a football field. The ball runs nicely. But the snow tends to break, so it's much more difficult to anticipate what's going to happen.

**Does it affect the horses?**

It's a different kind of intensity. There is not so much running but there is a lot of stopping and turning, which makes the horses get tired.

**Why does polo – on grass and snow – appeal to you?**

It's a lifestyle. It's friendly. It's healthy. It's social. You get to travel. But I was brought up with this, so it's natural.

..... RETO GAUDENZI .....  
Founder and CEO



**You set this event up 35 years ago. Why did you decide to do it?**

It had never been done before. But polo is fun and exciting. People didn't believe in it in the beginning. They thought the idea was crazy, but now it's embraced and has become a part of the culture of St. Moritz. It was born here, like bobsleigh. And it's become a big economic positive for the region.

**What makes the tournament unique among sporting events?**

We play on snow on a frozen lake, where in the summer we go fishing and sailing. We have some of polo's best sportspeople and we bring in the best horses – and of course we have the best guests.

**Who are the guests? And what makes snow polo so appealing as a spectator sport?**

The audience comes from all over the world. St. Moritz is extremely international. They come because polo is the most spectacular sport in the world and here we play it on snow. We have beautiful weather. We have the mountains. It's a sexy sport. It's fast, it's tough and it's fantastic to play and to watch.

..... MELISSA GANZI .....  
Player and patron (Badrutt's Palace Hotel)



**How do you prepare for this kind of event?**

We played our horses in Kitzbühel first, which helped. And our team has been functioning very well. Yesterday was the first time we played together, and today our strategy worked. I'm very proud that we managed to gel.

**What makes snow polo unique?**

It's beautiful and it's wonderfully elegant. And it takes place in this amazing setting. It's a fun thing to do in the winter. And I just love St. Moritz.

**What differences are there between snow and field polo?**

This is the largest snow polo event in the world – it has the largest pitch – so it's similar in that way to grass polo. But it's slower, and the strategies are different. You can play off the boards here. And the ball is bigger. I don't have the muscle strength of the men but I can strike this ball truer.

**What is it like to score a goal?**

It's a huge adrenaline rush. It's a lot of fun. I'd describe it as a kind of euphoria. When you're out in front of the other players and you have a chance to score...it's amazing.



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ST. MORITZ

# Big cheese

WORDS: Paula Wik  
PHOTOGRAPHY: Maurizio Di Iorio

After a long day in the hills, what could be better than cheese fondue? A *pizza* inspired by fondue, that's what. Find just such a masterpiece at Pizzeria Heuboden at Chesa Veglia. First created 28 years ago, the wood-fired Dama Bianca eschews tomato sauce in favour of taleggio, parmesan and buffalo mozzarella, then is completed with freshly shaved truffle. "Regulars from all over the world count the days in the off-season until the pizzeria opens," says head chef Andrea Panatti. Over St. Moritz's seven-month season, Panatti and his team prepare 7,800 Dama Biancas. We recommend washing one down with a frosty Fürstenberg beer. ✱





# A bigger splash

WORDS: Sophie Grove  
PHOTOGRAPHY: Alex Strohl and Marvin Zilm

An invigorating dip in the fresh waters of the Engadin is a panacea for body and soul. Strip off, dive in and chill out







Previous spread:  
With the bare essentials packed in his bag, this man is gently cooling off after work in Lej da Staz

Left:  
The big blue: plunging into the clear refreshing waters of the Engadin. In the height of summer water temperatures range between 16C and 20C

I love a mountain vista. But I'd much prefer to submerge into a landscape. Whether it's a loch, tarn, spring or high-altitude lake, I never really feel I've experienced a place until I've dived in and become part of it. Floating on my back looking at the sky, the trees, snow-capped mountains, smelling and tasting the waters, I feel I've truly arrived. There's a freedom, a thrill and a sense of abandon to leaving your clothes on a grassy bank and leaping in.

During the summer, the clean, cool waters of St. Moritz and Engadin valley's lakes (or Lej, in Romansh) offer swimmers a new perspective on a Swiss landscape so often associated with snowy pursuits. St. Moritz may have its elegant Ovaverva Hallenbad (and a host of hotel pools), but there is nothing more liberating than walking down the wooden jetty of Lej da Staz and diving into its fresh waters.

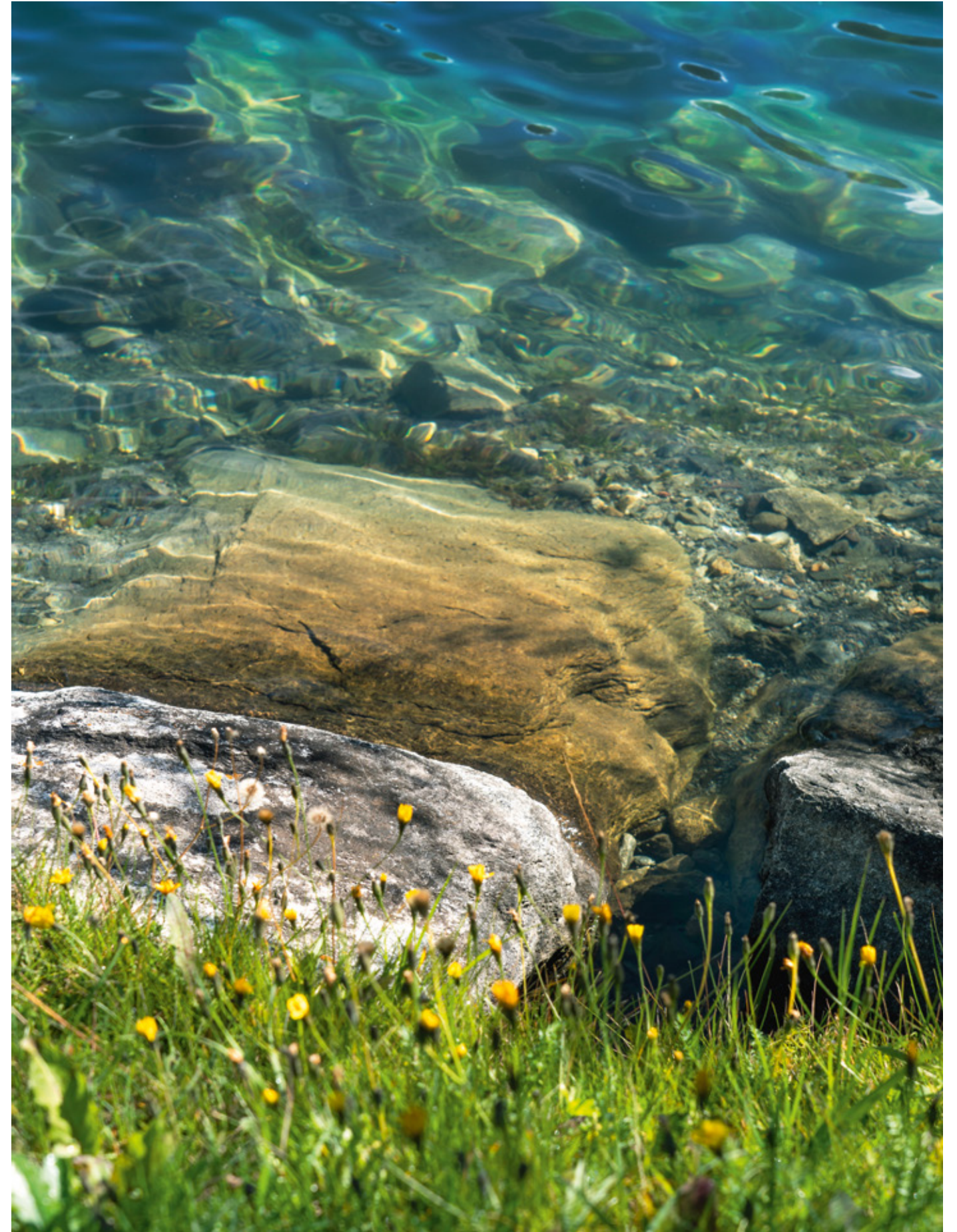
"What about the cold?", I hear you cry. Yet cold is the point: it's a tonic. There's the initial shock but then a surge of endorphins as your body gets accustomed to the chill. A brisk swim across a lake to a suitable basking platform or grassy bank and you can lie like otters taking in the sun. Post swim, the surrounding wild forests take on a more brilliant hue, the mountains beyond an even more sublime effect. The water might be bracing, but it's an antidote to the stuffy *longueurs* of modern travel, an elixir even.

A cool swim gives you a disproportionate sense of achievement. Even just a single jump into fresh water, with a speedy exit, feels like grounds for reward. Anything you do post-plunge feels somehow well-earned. Food will taste a thousand times better, which is perhaps why locals at Lej Marsch set up log fires around its cool, peaty waters so that swimmers can eat a hot, post-splash lunch.



The serenity of the mountainscape is really floating this woman's boat

Photography: Peter Marlow/Magnum



#### CRYSTAL CLEAR

The shimmering and crystalline waters of Lej da San Murezzan in the morning light. Motor boats are not allowed on any of the Engadin lakes, making St. Moritz a pristine and unpolluted bathing spot – a true luxury in today's world





#### PARADISE FOUND

Surrounded by majestic mountains and dense forest, the Engadin is home to several smaller lakes offering secluded bliss, as well as larger ones that act as aquatic adventure playgrounds for those looking for some wind in their sails

## Take the plunge

by Saul Taylor

Whether you're looking to dip a toe or fully immerse yourself, these five local lakes have clear appeal

### 1. Lej Silvaplana

The widest of the big lakes, Lej Silvaplana is known for its kites and windsurfers. But for more seasoned wild swimmers it's a thrilling option. Test the waters in the protected bay next to Beach Club Sils, which also offers beach volleyball, a trampoline and a restaurant.

**GO THE DISTANCE:** Swim in the morning before the Maloja wind picks up – the water is often completely calm before 12.00.

### 2. Lej Nair

Lej Nair means “black lake” in Romansh. Located a brisk 15-minute walk from Lej Marsch, it is only accessible by foot, making it an enclave for lovers engaged in aquatic trysts.

**PACKED LUNCH:** Pack a bottle of chilled Petite Arvine, fresh bread and sliced cervo from Hatecke for a romantic picnic.

### 3. Lej Marsch

Sheltered from the wind by the forest and moorland that surrounds it, Lej Marsch may be miniature by Sils standards but its proximity to town and well-equipped facilities are in its favour. As well as barbecue areas, picnic tables, toilets and sunbathing lawns, there's even a small sandy beach on the north shore.

**FIRE IT UP:** Don't forget to bring some sausages (or fresh fish if you're feeling adventurous) to throw on the stone fire pits.

### 4. Lej da San Murezzan

The busiest body of water in Graubünden, Lej da San Murezzan is alive with sailing boats, rowers and stand-up paddlers in the summer. Deeper than other lakes, it offers a more invigorating dip. For athletes, the 500-metre swimming leg of the St. Moritz triathlon takes place here on 11 August.

**IN THE LOOP:** The 4.4km path that loops the lake makes for the perfect morning run. Dive in after you've worked up a sweat.

### 5. Lej da Staz

Lej da Staz lies in a wide forest clearing between St. Moritz and Pontresina, fringed by reed banks. Its warm, shallow waters make it popular with local bathers, earning it the title of “the lido in the mountains”. Two wide jetties for easy access, while sun loungers line the front of the namesake hotel.

**STAY THE NIGHT:** An overnight bag might come in handy once you see just how homely the hotel Lej da Staz and its 10 rooms are.



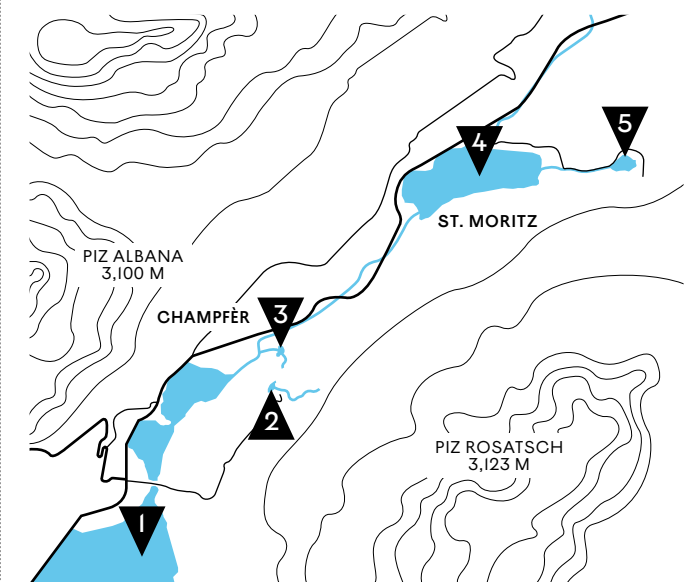
Seen from the hillside perch of the dome-roofed Segantini Museum, Lej da San Murezzan – also known as Lake St. Moritz – reflects the surrounding mountains. The lake plays host to sporting events in all seasons

“They are mostly grilling bratwurst and cervelat,” says Susi Wiprächtiger, a local who runs the Ovaverva Hallenbad's swim club but favours Lej Marsch for alfresco summer dips. “In the evening, too, it's very nice to have a fire. People come here after work. Some locals catch the silence very early in the morning. The afternoons have the atmosphere of the beach.” The scene here is bucolic and convivial – but decidedly civilised. The wooden logs and natural stone fire pits are helpfully provided by the municipality and it's rare to find a single piece of discarded litter at the end of the day.

Wiprächtiger insists these dark peaty waters have health benefits. “When you swim in this kind of water it's very good for you. It's a kind of pond, but this kind of peat is very healthy.” (See page 133 for where to get a peat treatment.) These moorland plateau ponds are much warmer than the four large blue fjord-style lakes that have come to define the region; Lej da San Murezzan, Champfèr, Silvaplana and Sils. It has to get rather hot indeed for most locals to dip more than a toe into their cooler waters but those willing to do so are rewarded, and swimming in its big lakes is becoming more popular.

Surrounded by larch forests, the vast Lej Sils (which famously inspired German philosopher Friedrich Nietzsche) has beautiful clear waters. Here, a dip is about contrasts – a brisk swim followed by a hot bouillon in the bright sunshine.

For many a lake swim is not just about health; it's a philosophy. “When you swim in these lakes, you see the mountains reflected in the water. There are these beautiful colours. There is freedom, peace,” says Wiprächtiger. “People say, ‘Oh, it's so expensive in St. Moritz’, but nature is everywhere. In the summer a swim in one of our mountain lakes, a sunbathe, a fire, if you like – this is all free. This is our way of life.” ☼





# QUEEN OF THE MOUNTAIN

WORDS: Joel Todd  
PHOTOGRAPHY: Frederike Helwig

Karla Otto has helped to create the careers and images of a host of high-profile designers. On a sunny afternoon in Zuoz, where she keeps a home, the legendary PR guru talks talent, travel and how she's staying at the top of her game in the age of the influencer







Opening spread:  
At her apartment in Zuoz, Karla Otto wears pyjamas by FRS For Restless Sleepers and sandals by Birkenstock

Left:  
Standing on the Felsenbad bridge, designed by artist Tadashi Kawamata at Hotel Castell in Zuoz, Otto wears a vintage cape, gloves by Marni, hat by Prada and dress by Céline

### You fell into fashion PR through modelling. Can you tell me about the early days?

While I was studying in Japan in the 1970s, I started to work on the side as a model. My agency said, “OK, now you should go to Paris and Milan.” One day in Milan I met Elio Fiorucci and we started to talk. He would cast people; when he met somebody he liked, he would try to involve them in the business. He said, “You should be doing our communications.” That was 1980, so Fiorucci was a very interesting brand. He was quite a visionary – completely innovative. He did things that no-one had ever seen before, such as having a restaurant in the store or selling vintage alongside regular clothing. To design clothes, he had people do vintage research all over the world: in Japan, Los Angeles, London. In 1980 Japan was really not on the radar. He was way ahead of his time – and so much fun. I thought, this is much better than a real job.

### How did you start to build your own empire?

I worked with Fiorucci for two years, did some consulting and then I started with a small office in Milan in 1982, working with a few interesting designers such as Bo-Bo Kaminsky, Sybilla and Gaultier. I mean, in the 1980s, Gaultier was a superstar. He had such new concepts and at his fashion shows, you had thousands of people outside trying to find a way in. My business slowly grew and then, in 1990, I opened the Paris office because by then I was also working with Jil Sander and Prada worldwide. And then a few years later I opened in London, then New York and LA, and then eight or nine years ago I opened Hong Kong, Beijing and Shanghai. We opened Munich this summer and we’ve just made a partnership acquisition with an agency in Dubai called The Qode, who I’ve known for many years.

### How has social media changed your role?

Everything is transparent and immediate, so you have to be able to anticipate what’s coming. With social media, the moment it happens, if you didn’t anticipate it, it’s too late – it’s already out there. So everything has become super-fast, and we have to work at the speed of light. It’s just crazy. I live with a smartphone: messaging, WhatsApp, Instagram, email – I’m always connected. But because I travel so frequently, and people never know which time zone I’m in, I always turn my phone off when I sleep.

### What does your typical weekly schedule look like?

Every three or four days I’m in a different place, which is disruptive. People say, “Oh my god, these awful airports. I don’t know how you do it.” But I don’t even see the airport; I’m on autopilot. I go through, sit somewhere, do some emails, make a few phone calls or eat something. I always sleep on the plane. Always. This is my rule. I’m now trained that whenever there’s movement, it makes me feel sleepy. When I go to Los Angeles I sleep for the whole flight.

**Everything is transparent and immediate, so you have to be able to anticipate what’s coming. With social media, the moment it happens, if you didn’t anticipate it, it’s too late – it’s already out there**

In the era of the influencer, when a single social-media post has the potential to make or break a brand’s reputation, one woman continues to steadily guide the fashion industry. Dubbed the “stateswoman of PR” by Peter Dundas, Pucci’s former artistic director, Karla Otto’s sharp eye and business savvy has helped to raise the profile of emerging talents and keep established names in the top spot. Otto is a genius for attracting just the right sort of attention.

Since 1982, German-born Otto has worked with nearly every major fashion house, including Jean Paul Gaultier, Jil Sander, Prada, Céline, Dior and Givenchy, as well as newer labels such as Simone Rocha, Craig Green and Erdem. Today, her eponymous agency employs more than 300 people in nine offices across Europe, the US and Asia, and she’s constantly traversing time zones to service her roster of high-profile clients. Her agency’s reach has also expanded to encompass artists, designers, architects, musicians and actors. “It’s such a privilege to help to define the communications strategies of these incredible talents,” says Otto. “I couldn’t imagine one better job.”

Dressed in an off-duty uniform of a grey sweatshirt, leggings and a pair of Birkenstocks, Otto welcomes us into her light-filled apartment, which is perched above the Hotel Castell in Zuoz, commanding extraordinary views of the Engadin Valley on one side and James Turrell’s “Piz Uter” skyspace on the other.

She has been a fixture on the St. Moritz scene since she started visiting in the 1980s, although these days you’re more likely to find her hiking up a mountain than sipping champagne at one of the town’s high-end haunts. With a career that’s been built on discretion, she’s renowned for not giving much away in interviews (or, in fact, giving many interviews), but on the subject of St. Moritz she’s effusive. We caught up with her to talk about the challenges of running a global PR firm, how she stays on top form in her travels – and why there’s no place like home.



**St. Moritz always felt like the one place where I can still have everything I like from the city, but I'm not in London or Paris or New York – I'm high up in the mountains, with all these likeminded, international people**

**How do you maintain a sense of balance when you're constantly on the move?**

I sometimes meditate but it's not in my daily routine. I'm quite a grounded person. It's a mindset – I keep a sense of perspective. I also have my little rituals, which I do wherever I am. My breakfast is an Ayurvedic ritual: I drink warm water when I get up, wait a little bit then have another cup of warm water with lemon juice. Then I have gluten-free porridge – quinoa, buckwheat or millet – with some fruit and nuts and seeds for protein. I always take the time for lunch – lunch for me is the most important meal of the day. In the evening, I try not to eat too late, although that doesn't always happen.

**You have houses and offices all over the world. Is there one place you consider to be home?**

It's here. I've been coming here since I moved to Italy in the 1980s – a friend of mine took me one summer, then I came back in the winter and I've come every year since, even before I bought my place in Zuoz. To be honest, I'm a city person. I couldn't imagine living somewhere isolated in the countryside. St. Moritz always felt like the one place where I can still have everything I like from the city, but I'm not in London or Paris or New York – I'm high up in the mountains with all these likeminded, international people. So many friends of mine are here, from New York, LA, London, Paris, Germany, Milan. I see them more here than anywhere else! I feel it's a bit of a retreat for nomads.

**Other than friends, what keeps drawing you back?**

There is an energy that I feel here, even after all these years. To me, the sensation is sparkling. I don't see it in other mountains. St. Moritz has an amazing climate – many sunny days – and this very wide, open valley because of the lakes. I've also really started to appreciate being in this clean environment: clean water, no plastic bottles, clean air – rather than being at some beach that is sadly polluted. It's a real spot here. My favourite time is winter because of the prettiness of the snow, which has become rare. The snow also absorbs the noise – it's very peaceful. I always want to stay longer and get a terrible feeling when I have to leave. It's never enough.

**How do you spend your time in St. Moritz?**

I love skiing. Every winter, I try to go as often as I can. I'm not the mega-fanatic who gets up early every day to ski – I also try to relax and just enjoy being in a beautiful place. In the summer I hike and swim in the lake. I go to the Lej da Staz because it's a little bit warmer. When the weather allows,

I also swim in Lej da San Murezzan, which is very cold! You can only go in for five minutes, but it's incredibly invigorating because the cold water makes your blood vessels shrink. When I'm here I take an ice-cold shower every morning and then sometimes in the evening again in a spa. I usually go to the Kulm, but sometimes Badrutt's Palace Hotel or the Kronenhof in Pontresina. I swim, train, use the sauna and the salt steam baths where they inject salt into the room. These spas are wonderful.

**Why did you buy an apartment in Zuoz?**

It was totally coincidental. My son went to boarding school there from when he was 13. I would always come to St. Moritz to go to the Palace, the Kulm and Suvretta House and then I thought, actually, it would be really nice to be close to him for the next five years. I was looking through a magazine and they were talking about this building from Ben van Berkel of UNStudio, a well-known architecture firm, and I thought, "Hmm." We drove up there one Sunday, and just before you go up to the Castell Hotel I looked up and I said, "Oh my god, I think that's it. It must be this one." The views that day were spectacular because it was the end of August, and it was the only place still not sold, waiting for me.

**How has the area changed since you first started visiting?**

There are many more art galleries now: Vito Schnabel, Hauser and Wirth, 107 S-chanf. In the beginning, there was just Galerie Bruno Bischofberger, which was one of the most important galleries in the world, and it was here and in Zürich. Now there are so many amazing galleries and exhibitions. I went to the Engadin Arts Talks and was there the whole two days. And then there's Nomad, the design fair. I mean, look at all this incredible stuff. Tell me one other mountain place that has it? The art thing is completely owned by St. Moritz.

Right:  
In a section of artist James Turrell's  
"Piz Uter" skyspace at Hotel Castell,  
Otto wears a coat and gloves  
by Moncler







**There is an energy that I feel here, even after all these years. To me, the sensation is sparkling. I've also really started to appreciate being in this clean environment: clean water, no plastic bottles, clean air. It's a real spot here**

**Do you have any favourite dining spots?**

I love Chesa Veglia – it's a beautiful place. Sometimes when I stay longer, when I get a craving, I go to Matsuhisa at Badrutt's. There are good Italian restaurants – La Baracca is fun. And then this little mountain place, Crasta, in Val Fex. Oh, I love that restaurant. It's a good half-hour walk or you can take the horse and carriage because cars can't drive there. There are just a few houses up there and a few farmers. You arrive and it's so beautiful, then you eat fondue. I like to walk there and back. In the middle of the night, when you don't have a full moon, the stars are incredible.

**How would you describe your Alpine style?**

It's what you see in these pictures, with the glasses. It's glamorous. I like the sporty part and I have a little bit more fun here. I got really tired of that stupid black fashion-world uniform! Yes, it's convenient and at the time it resonated with me, but I did it for too long. I'm still a big fan of uniforms, though. I remember when I was a teenager, I wanted to get my hands on a Mao uniform – I thought it was so cool. I liked the idea of women and men dressing all the same so you have to shine and make a little effort. You know, clothes can help you to distinguish yourself but if you look the same as everybody else, you need to distinguish yourself through other things, and then you show your true beauty. In the 1970s, I just wanted to dress plain, like a canvas – not make a big fashion statement. I still like dressing like this – I can just wear basics for a whole month.

**What's your media diet?**

I like reading the *New York Times* online, and then of course some industry news, like *Business of Fashion*. The only time I buy print is when I'm here in St. Moritz and at the airport – I buy the German weeklies or a newspaper. I have no time for fiction. I don't want to be transported to another world – my world is already so full. Maybe I'll discover fiction once I have a quieter life, but when I'm here, I don't want anything. Sometimes I don't even want to listen to music. I just want that amazing silence. It's very restorative – it clears your head. I love this place. ✨

Left:  
Otto wears a dress by Attico  
and boots by Valentino while visiting  
the Polo Bar in Chesa Veglia, St. Moritz

..... ABOUT KARLA OTTO AGENCY .....

Karla Otto's eponymous agency handles PR and brand strategy for more than 70 high-profile global clients across the fashion, beauty, art, design, culture and luxury lifestyle sectors. Its remit encompasses brand consulting, public relations and VIP services, alongside runway show and event production for a host of occasions from intimate private dinners to lavish fashion week parties.

Karla Otto was the first to host local showrooms for press previews, showcasing multiple brands under one roof – a huge benefit for fashion media. Today the agency houses spacious showrooms at each of its nine global offices in Milan, Paris, London, New York, Los Angeles, Hong Kong, Beijing, Shanghai and Munich.

In 2017 Karla Otto formed The Independents, a strategic partnership with K2, an Asia-based production and events company founded by French entrepreneur Isabelle Chouvet. The Independents partnered with Dubai-based fashion agency The Qode in 2018, granting them access to the valuable Middle Eastern market.





# A gold medal home

WORDS: Laura May Todd  
PHOTOGRAPHY: Frederic Ducout

Conceptual artist Rolf Sachs cuts a well-known figure in St. Moritz. He's involved in many aspects of life in the town, from business to culture. But he also made an interesting choice when it came to his home, and it certainly raised eyebrows among locals



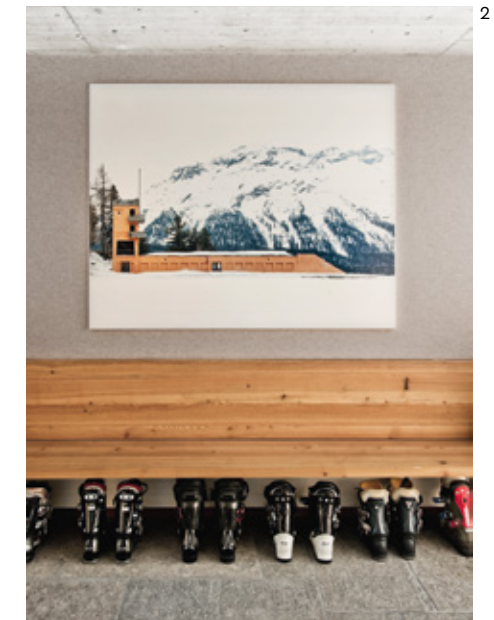


In the lofty confines of St. Moritz, even shelter is a competitive sport. But not necessarily in the way you might think. Nestled along the curves of the historic Olympia Bob Run, around the corner from the Kulm Hotel, is one of the town's (and Switzerland's) most fascinating architectural stories.

Completed in 1928 by local architect Valentin Koch-Robbi, St. Moritz's Olympic stadium is the last remnant of Switzerland's Olympic history. It was used in 1928 and 1948 as a venue for ice hockey and figure skating – but you won't find winter sports within its walls any longer. The red-toned concrete building, composed of a long, low-slung volume and a multi-storey observation tower, is now home to Swiss conceptual artist and entrepreneur Rolf Sachs.

"I was taking a walk when I first saw it," Sachs says of his introduction to the building in 2001. "I turned to my wife and said, 'I think I know what our house will be.'" But it wasn't as easy as simply laying claim to it. By the time Sachs began making enquiries into the once glorious stadium, it was a derelict mess, disused for years and on the verge of collapsing. At the time, the building was property of the Kulm Hotel. As luck would have it, its owners, Greek shipping magnates the Niarchos family, just happened to be old school friends.

"It might sound arrogant but I think I was the only person who could have got this house," he says, sitting serenely at an antique Swiss wooden table in the stadium's second-floor living room. Peering out from round, dark-rimmed glasses with an infinitely affable air, Sachs, at first, comes across as more professor than playboy. But don't be fooled: they don't call him "Mr. St. Moritz" for nothing. In addition to his career as an artist – he's known for a conceptual approach that



Opening spread  
Exterior view of Rolf Sachs' home

1  
Toboggans designed by Rolf Sachs  
in the living room

2  
A photograph of the former stadium  
hangs above a ledge





#### AROUND THE TABLE

When he's not hosting at the Dracula Club, Sachs treats his home like a satellite location, a de facto hub for his sprawling social circle and tight-knit family. "I have guests here almost every night," he says. "Between me and my children, there's always someone staying here." Above the 20-seater dining table, Sachs has hung a series of vintage lamps and one imposter: an orange water bucket he smuggled out of the Centre Pompidou in Paris



2



3

**"Every creative is somehow drawn to the start of modernism, when we didn't decorate things anymore"**

covers sculpture, objects, light and installation – and his wide-ranging business interests, Sachs is president of the Dracula Club, an esoteric midnight institution in St. Moritz. His father, the photographer, industrialist and St. Moritz mainstay Gunter Sachs, founded the club in 1970.

"It was hugely polarising in the village," says Sachs of the task of transforming his stadium home. In order to change the zoning restrictions, he was forced to hold a local referendum. "Everybody said forget it," he says of the process, which spun out into a seven-year ordeal. "You'll never get the house. This is impossible." But Sachs won easily, a testament to his gregarious nature and popularity within the Alpine town.

Once the change of zoning was firmly secured, Sachs – who lives part-time in Rome and London – set to work converting the stadium into his winter retreat. "It's all local materials and local traditions," he says of the renovation, which was stitched up by local firm Küchel Architects in typical Swiss fashion, making good use of honey-coloured Alpine pine and larch, weathered to a steely-grey hue on outdoor elements such as the roof terrace and exterior staircase.

"Luckily, this building was true Bauhaus," he says, which worked in his favour when devising the layout. The interior follows a consistent geometry. A knee-high ledge runs along the entire perimeter, creating a visual flow around which

Sachs built the home's proportions. It also left space for his collections of trophies and winter sports paraphernalia, souvenirs from his involvement in the Cresta Run and St. Moritz's various sporting clubs. "Every creative is somehow drawn to the start of modernism, when we didn't decorate things anymore," he says. The building's Bauhaus bones allowed him to easily extrapolate a defined interior aesthetic, with his

1  
Sachs has acquired an impressive collection of mid-century seating, including this lounge by Charles and Ray Eames

2  
Locally sourced larch timber has weathered to a steely-grey tone on the terrace and exterior staircase

3  
Sachs cast this skeleton toboggan from specialised amber resin to commemorate 125 years of the Cresta Run



1  
Local stone and clusters of Alpine pine line the staircase leading to the home's second floor

2  
A Cresta Run trophy is displayed alongside ephemera from the first St. Moritz Olympics in 1928

devotion to early modernist art and design setting the visual tone. Above the well-stocked bar hangs a series of geometric drawings from the early 20th century. "Then I collected some Bauhaus furniture," he says – the next obvious step.

In the home's main living room, whose picture windows look out over Lake St. Moritz and the mountains, chairs by Gerrit Rietveld define the space. De Stijl explorations, such as his "Red and Blue Chair", and a pair of Utrechts sit alongside a first run of the "Zig Zag Chair", a museum-worthy score for an early modernism devotee. He built out the collection with seating by Charles and Ray Eames, Achille Castiglioni and Donald Judd, all lit up by a Jenga-like table lamp by Frank Lloyd Wright, designed for his Taliesin home, and ethereal floating paper lanterns by Isamu Noguchi. His own design, a bisected wooden sleigh, sits as a coffee table in front of the stone hearth. The room's centrepiece is, perhaps, the most telling token of Sachs's Bauhaus zeal. A Carlton shelf by 1980s

Memphis founder Ettore Sottsass sits black and burnt against the whitewashed wall, the result of a kill-your-idols kind of project by Maarten Baas. In 2004, the Dutch designer set the shelf alight – alongside a trove of rare and covetable design pieces – leaving the once-colourful modernist revolt charred to a crisp. One imagines Rietveld would approve.

Plopped on one of the shelf's outstretched arms is a non-descript army-green woollen cap – perhaps a collectable piece of contemporary art? "It's Rem Koolhaas's hat," he chuckles. "He needs to come and pick it up."

Not all of Sachs's belongings hold such rarefied pedigrees. In the ground-level kitchen, an orange-painted metal bucket hangs above the kitchen table, living as a house lamp. It was stolen from the Centre Pompidou in Paris in a low-stakes heist Sachs masterminded to entertain his then-teenaged children. (The bucket is an archaic safety measure once in place in French museums in case of fire.) "I smuggled it out under my coat," the artist says with a roaring laugh. "The children loved it." The table it hangs above is another product of his own design. With seats for 20, it has a glass top, underneath which Sachs has poured a snow-like substance. Buried in the white is a phrase written in neon lights: "Das Salz in der Suppe".

"It means 'the salt is what makes life worth living,'" he says with a wink. But the table's message, like most of Sachs's work, can be taken in a multitude of ways. "I call it my cocaine reserve," he jokes, but quickly clarifies: "Everything has to have a little bit of humour, always. That is really my main goal." ✨

**"Everything has to have a little bit of humour, always. That is really my main goal"**



..... MR. ST. MORITZ .....

Rolf Sachs (born in 1955 in Lausanne) is a multidisciplinary artist and designer whose work spans domestic objects, experimental lighting, sculpture and painting. He has exhibited at the Museum for Applied Art in Köln, Galerie von Bartha in St. Moritz, Design Miami Basel and London's Victoria and Albert Museum. Alongside his work as an artist, he has created set designs for opera and ballet, including the Wiesbaden Staatstheater in Germany and the Opera of Monte Carlo.



**KING OF CLUBS**

"St. Moritz has a great history of scarves," Sachs says of his own sprawling collection, which tops out at more than 200. "We call the town the Capital of Clubs because there are so many sports and social clubs and each one has its own club scarf. It is a rare occasion that someone sees me without one"



PHOTOGRAPHY: Jacques Brun / STYLING: Giulia Querenghi  
SET DESIGN: Valentina Cameranesi and Enrico Pompili



## Time out

Warmer weather, longer days and nature in full bloom: there's no better time than summer in St. Moritz. Get outside and make the most of every minute with our edit of fresh-faced Swiss watches



**FINE FLUTTER**  
Budding lepidopterists must be stealthy with a delicate touch. Wear this watch from Chopard's L'Heur du Diamant collection, with 34 sparkling diamonds and a tiger-eye dial (€52,700), to help you blend in with even the most trepidatious of locals.



**PRETTY IN PINK**  
 Patek Philippe's 5396 complications model in rose gold (€43,520), worn with an Acne Studios jumper (€240), has a calendar that shows the date and phase of the moon, so you can catch these chequered fritillaries during their brief bloom.



**TIME FLIES**  
 The Happy Sport watch from Chopard (€20,700), worn here with a shirt dress by Tibi (€752), combines sporting style with the collection's distinctive floating diamonds. Its sparkling face will surely be the envy of your most finely feathered friends.



TEST THE WATERS

Dive right in to the crystalline water of the thawed Alpine lakes – Breitling's Navitimer I B01 Chronograph (€8,190), made by one of Switzerland's last independent watchmakers, is water-resistant up to 30 metres.



ON POINT

Spring signals the start of outdoor tennis. With lightweight carbon fibre and high-tech ceramic, the Black Magic chronograph from Hublot's Classic Fusion collection (€11,300) is made for high-performance. Now that's what we call a great match.



HAPPY HOUR

With longer daylight hours, there's more time to get together and plot what to do next – over cocktails, of course.

He keeps track of plans with Omega's De Ville Prestige model (€4,650), worn with a suit by Brunello Cucinelli (€3,030) and shirt by Cerruti 1881 (€360).

She picks the best route wearing the new limited-edition Panthère Manchette by Cartier (€44,050), worn with a Cartier ring (€1,900) and a coat from Tod's (€5,500).







The Alps have inspired furniture designers from icon Charlotte Perriand to contemporary star Martino Gamper. With savvy patrons eager to bring a piece of Alpine design home, an exhibition in St. Moritz celebrated its legacy

# Cosy classics

WORDS: Tom Morris  
ILLUSTRATION: Leonie Bos

Mountain homes might traditionally be known for their rustic simplicity and solid unfussiness but that did not stop designers throughout the 20th century turning to its aesthetic codes for inspiration. The unique style of the Alps has been an evergreen influence and remains popular with both designers and collectors today.

An exhibition in St. Moritz aimed to highlight this. Held as part of annual design fair Nomad, *Carlo Mollino and Charlotte Perriand: Design from the Alps* was put together by London-based curator Oscar Humphries and Parisian furniture dealer Rémi Gerbeau. Both Mollino and Perriand – two of the greatest names in post-war design – worked in the Alps. Perriand remains probably the most linked to the region. Her most notorious project took place in the 1960s when she joined forces with the French government on the expansion of Les Arcs ski resort in Méribel. The collaboration saw her design the buildings and the furniture inside them. Mollino, meanwhile, only flirted with the area when, in 1948, he designed a residential tower in Cervinia, a town on the Italian border with Switzerland, known as Casa del Sole. Once it was complete, he was asked to contribute furniture to the building.

This exhibition brought together a bunkbed that Mollino created for the Casa del Sole and pine tables with stools and chairs that Perriand made for Les Arcs. While the pieces are united by the use of natural materials and highly functional style, the two masters show the varying ways that designers have sought inspiration from the mountains. While Perriand embraced the rustic charm of makeshift furniture traditionally found in the region, Mollino added





Opening page:  
Installation shot of  
"Carlo Mollino and  
Charlotte Perriand:  
Design from the Alps"  
at Nomad St. Moritz,  
February 2019

1  
Bunk bed designed  
by Carlo Mollino  
for the Casa del  
Sole apartments in  
Cervinia, Italy, 1953

2  
Chair designed  
by Carlo Scarpa  
for the Casa del Sole  
apartments

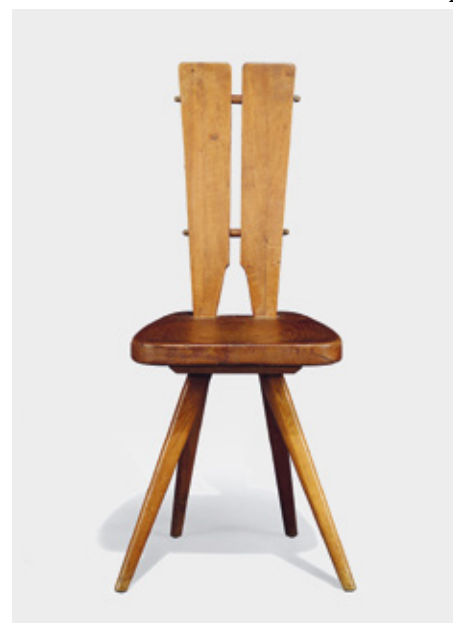
a sterner, smarter, more Milanese flavour to things. "It's very interesting to see the difference," says Gerbeau. As the small exhibition showed, the mixture of sustainability, functionalism and devotion to natural materials is a potent one and affected many designers beyond Mollino and Perriand.

In his Stadtstube gallery in Zürich, surrounded by wooden mid-century furniture produced by the Swiss masters, furniture dealer Shiran Steiner explains the enduring appeal of design inspired by the traditional mountain homes. "It's an approved form of design. It has good functionality, a simple form and is always useful. That's why."

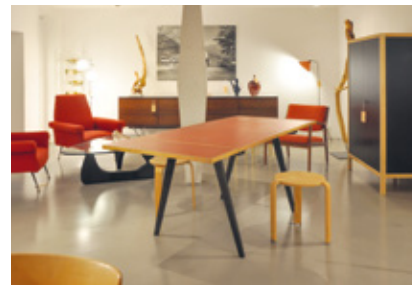
Steiner says industrialisation in the mountains made Alpine design popular. As resorts were built and the Alps became holiday destinations in the inter- and post-war periods, the local "design" vernacular also took off. Jacob Müller, Switzerland's answer to Hans Wegner, led the movement in the 1940s. He was one of the first to produce a series (as opposed to one-offs made by carpenters) of straightforward, rustic furniture that appealed to the feeling of restraint in Europe at the time. "He brought this style of furniture to the cities," Steiner says. "It was not exclusive; it was for normal people."

This chimed with the mood of anthroposophy that defined Alpine-inspired design. Anthroposophy was a 19th-century school of thought led by Rudolf Steiner (Müller trained with one of his collaborators) that put the rela-

tionship between man and nature above all else. This was especially apparent in the works of Franz Xaver Sproll. "Everything is organically shaped and made of wood, even the nails, screws and the key," says Steiner. Pieces by Müller, Sproll and Swiss peers Max Bill and Willy Guhl are popular with collectors today, in cities as much as in the mountains. "Nowadays people combine it with concrete walls and brutalist architecture," says Steiner. "It looks awesome if you create a new context with it." \*



## WHERE TO BUY A PIECE OF YOUR OWN



### Stadtstube, Zürich

Founded by dealer Shiran Steiner, Stadtstube is a specialist dealer for Europe-wide modernism with a particular focus on rare Swiss classics, many of which are restored in the gallery's own workshop. Make this shop the first port of call when decking out a new chalet.

[stadtstube.ch](http://stadtstube.ch)



### CHDesignFurniture, Cheyres

Opened in 2009 by Sylvain Clot and Luc Hiegel in French-speaking Switzerland, CHDesignFurniture deals in furniture and objects by Swiss masters from 1920 to 1980, including Hans Eichenberger, Max Bill and Willy Guhl.

[chdesignfurniture.com](http://chdesignfurniture.com)



### Wohnbedarf, Zürich

Think of Swiss design and, of course, Le Corbusier will come to mind (although arguably little of what he produced was influenced by Alpine design). Zürich-based Wohnbedarf has been the place to go for contemporary design since 1931; today it stocks work by USM, Hans Coray and, naturally, Corbu.

[wohnbedarf.ch](http://wohnbedarf.ch)

## SIX EASY PIECES

Whether you live in a chalet or a high-rise, you would do well to integrate some Alpine design into your home. Here are our six vintage and contemporary picks



### Stools

#### JACOB MÜLLER

Everyone from Bassam Fellows to Charlotte Perriand have been inspired by the humble Alpine stool. Swiss master Jacob Müller's lo-fi version, made in the 1950s and 1960s for Wohnhilfe, is our favourite.

[stadtstube.ch](http://stadtstube.ch)



### Cowbell light

#### AITA BOTT

Inspired by the cowbell, Zuoz-based designer Aita Bott produces these lights from hammered sheet-steel that is heated and soaked in old motor oil before being polished inside.

[aita.ch](http://aita.ch)

### Lido lounge chair

#### BATTISTA AND GINO GIUDICI

As fans of the great Swiss leisure centre, the *badi*, the Giudici brothers designed this comfy cantilevered steel chair in 1936 for the Locarno lido, and it remains in production today.

[wbform.com](http://wbform.com)



### Cresta chair

#### JÖRG BONER

Using the interlocking joint technique typical of stabelle chairs found in mountain homes, Zürich-based designer Jörg Boner's version leaves the milled centre exposed as a key design detail.

[joergboner.ch](http://joergboner.ch)



### Blausee bench

#### DIMITRI BÄHLER

Inspired by forest walks he would take with his grandfather, ECAL graduate and Swiss design hotshot Bähler makes this low bench from Alpine limestone.

[dimitribahler.ch](http://dimitribahler.ch)



### Post-Tirolo chair

#### MARTINO GAMPER

Italian-born, London-based designer Martino Gamper started out as an apprentice cabinetmaker in the Tyrol. Here he updates the rustic chair that's found across the region by giving it sharp angles.

[giovannalisignoli.com](http://giovannalisignoli.com)





PHOTOGRAPHY: Yves Bachmann

# Freeze frames

On a perfect winter's day in St. Moritz, we captured the breadth of life around town – starting on the slopes and ending with a budding romance



**Left: Top of the morning**

With so many days of sunshine a year, there is always a clear view across the valley to entice you out onto the slopes in the morning

**Above: It's all about good kit**

This dashing doorman from the Kulm hotel is making sure his guest is well equipped for the day ahead



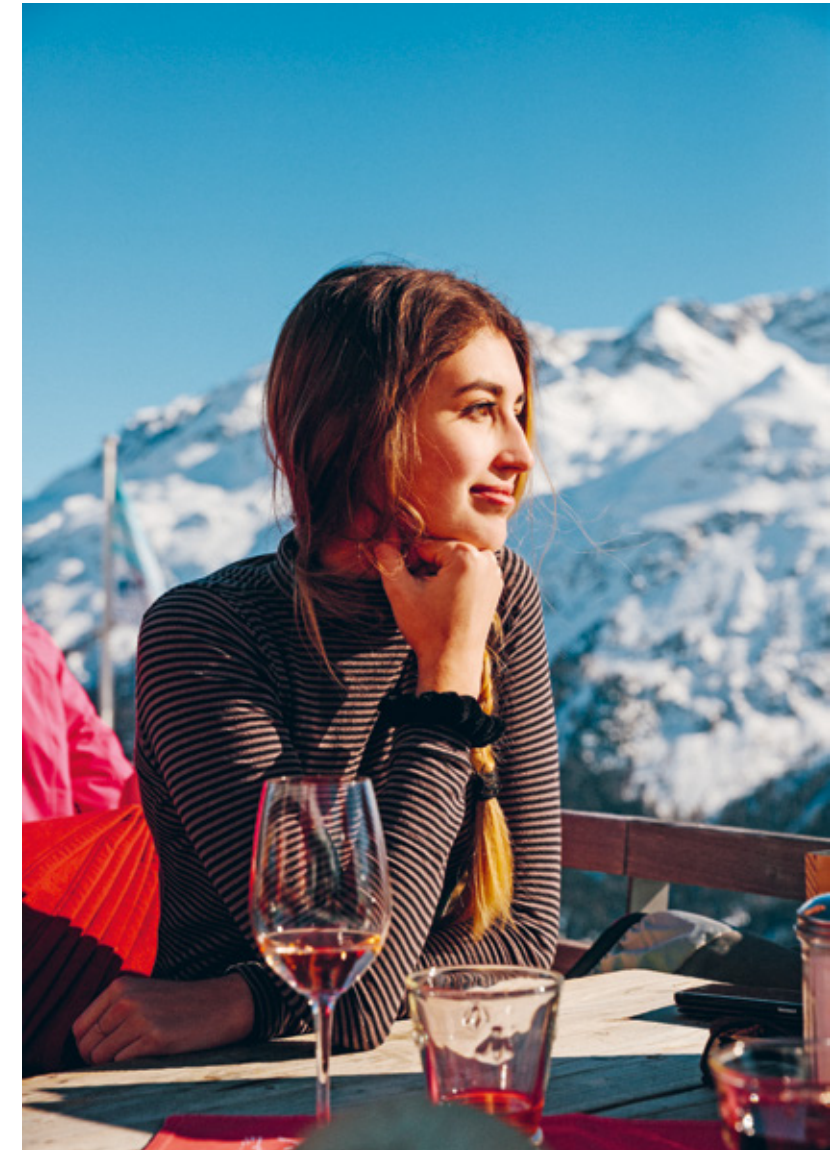


**Best seat in town**  
Even though they're only halfway down the mountain and already seem to have lost their ski gear, these friends are making the best of the situation



**Take to the terrace**  
With the sun soaring in the sky, it's high time for an espresso jolt on the terrace at Badrutt's Palace Hotel





**Left: Get your skates on**  
The natural ice rink in front of the Kulm Country Club is the ideal place to practice your pirouettes

**Above: Open-air affair**  
A long alfresco lunch at El Paradiso Mountain Club offers a chance to refuel while drinking in the scenery





**Cold shoulder**  
Passers-by need to keep their heads up when strolling through town – dripping icicles can send a shiver down your spine



**Artfully handled**  
At Hauser and Wirth gallery in town, the latest piece is ready for installation. This gentleman has delivery down to a fine art





Above: **Best foot forward**  
In a chic Chanel coat with a cosy collar and cuffs, this style maven is ready to paint the town red

Right: **Secret admirer**  
The hotel porter at Badrutt's Palace Hotel is about to make someone's evening





Another Country®

Contemporary  
Craft  
Furniture



Discover how St. Moritz stays well sated and suited, with stories on the town's top purveyors of food, drink and fashion. Whether you'd prefer to end the night dancing on tables or skiing under a full moon, you're sure to find your footing here

**FROM SEA TO SLOPE**  
pages 88-97

Getting seafood up the mountain is "a challenge solved by chefs and logistics and planning, of course - but it's also down to naughty old hunger and good old desire," writes Robert Bound

**THROUGH THE GRAPEVINE**  
pages 98-101

When in Switzerland, drink as the Swiss do: consumption of locally produced wine is higher here than anywhere else in the world. Our wine experts share a list to get you started

**DANCING ON THE CEILING**  
page 103

Get your dancing shoes on and head to La Baracca, which writer (and regular) Saul Taylor describes as "a perfect storm of glamorous diners, comfort food and high spirits"

**LUNCH WITH LUDWIG**  
pages 104-107

"My father still hunts and he is 89," says third-generation butcher Ludwig Hatecke over a classic Alpine lunch of Bündnerfleisch, salad, cheese and wine at his St. Moritz boutique

# OFF-PISTE

**PIN SHARP**  
pages 108-111

"A dress once arrived on its own aeroplane," says Danila Bigioli of Badrutt's Palace Hotel. We talk to three top hotel seamstresses about how they keep St. Moritz looking neat as a pin

**HIGH FASHION**  
pages 112-119

There's no such thing as bad weather - just unsuitable clothing. Add these eight essentials to your Alpine trousseau and you'll be impervious to the elements

**THE SOUND OF SILENCE**  
pages 120-127

"I am adrift in an eerie wilderness," writes Ed Yeoman on his experience of skiing under the cover of night. "I could just as well be skiing on the surface of the moon"





# FROM SEA TO SLOPE

|x

WORDS: Robert Bound  
PHOTOGRAPHY: Yves Bachmann

At 1,856 metres above sea level, St. Moritz isn't the most likely of candidates for boasting a thriving seafood scene but the town is renowned for its fresh fish – and lobsters. Lots of lobsters. Casting a line down from the top of the mountain all the way to the markets of Basel and Milan, reporter Robert Bound meets the chefs, suppliers and fishmongers behind St. Moritz's finest seafood suppers and discovers how logistics wizardry combines with culinary ambition





1  
Valmiro Pasini, executive sous chef at Badrutt's Palace Hotel, works his magic with a spatula



2  
Le Restaurant at Badrutt's Palace Hotel in all its resplendence

In St. Moritz, there's no doing things by halves. The catering up this particular hill in this particular part of the Engadin Valley has every right to be very good. Where there are Rollers and G-Wagens and Maybachs there are oysters and lobsters and sole. But getting the world's finest and freshest fish up a mountain in the dead of winter in a land-locked country bang in the middle of old Europe? Well, that's the sort of challenge solved by chefs and logistics and planning, of course – but it's also down to naughty old hunger and good old desire. Come and we'll trace that not-so humble fish from your pristine white plates at Badrutt's Palace Hotel, Cà d'Oro at the Kempinski and Chasselas at Suvretta House to the eccentric industry of St. Moritz's busiest supplier down to Milan's Mercato Ittico and its tonnes and tonnes of the fruits of the sea, long before dawn dares break.

### Inside Dirk Haltenhof's elegant machine

Dirk Haltenhof, the executive chef at Badrutt's Palace Hotel, is an ebullient Bavarian with a string of stories about food, travel and culinary derring-do. "If a hungry party rock up and suddenly we need a 50kg lobster in an hour? We make people drive," he says, sweeping a big arm around his kitchen. So where does it all come from? Well, exactly. "It's a weekend, it's a holiday, they're asleep, it's Christmas Eve? Don't worry – they're out and on the road," says Haltenhof with a chuckle. "We had to send someone out in a van just before New Year's Eve because we'd run out of champagne – at one event they drank 80 bottles too many. We're like international rescue!" Fire, ambulance, police, bubbly. Le Restaurant at Badrutt's is a supreme example of a craft performed

to the level of art: lunch orders ring down from the dining room and commis chefs put finishing touches to tuna tartare; the meat of a lobster is kept in the shell until the last minute before meeting its salad to ensure the flesh bounces with freshness; the sole will be arranged just-so before being delicately deconstructed and served at the table. The bell is rung and "service" is called, not shouted. Haltenhof's is an elegant machine, oiled and maintained by its very running.

### Valmiro Pasini's disappearing sea bass trick

Valmiro Pasini is a small man with a large grey moustache and the bright eyes of someone halfway through a joke. He is also the executive sous chef at Badrutt's and has been here, so his story



### THE JOURNEY OF A LOBSTER

CAUGHT BY PAUL STEVENS IN MAINE, US - 07.00

PACKED AND FLOWN TO ZÜRICH - 22.00

NEXT DAY: ARRIVES AT THE KEMPINSKI - 19.00



goes, since he was delivered to the place by his uncle 45 years ago with the words, "This is your new home; now go and learn something." This seems apocryphal, but you try fact-checking an Italian chef in full flow in a kitchen during lunch service. "Are you hungry? What do you want to eat?" says Pasini. Anything with fins, I reply. "Allora, I will show you how respected Badrutt's Palace Hotel is and how good our suppliers are – watch me."

Pasini makes a call, hangs up and taps his watch, then leads a tour of the fish kitchen's fridges, freezers and ice-boxes that keep the tuna, turbot and sea bream, the crab, oysters and whelks, the perch and sea bass and salmon and sole. A tank of lobsters bubbles at eye-level; a manger of fresh water is stirred by trout pitching and turning in the cold.

Pasini talks about their fish deliveries, early every morning and then sporadically through the day, depending on where it comes from: Basel and Zürich and the market in Milan (which we'll visit later) whose fish may well end up on Badrutt's Palace Hotel crockery but will have to pass through a Swiss supplier first. This is very Swiss: anything over CHF600 in value may well be stopped at the border and an excess charged – not a good look when you've a vanload of live lobsters and hungry diners looking at their watches.

And then, hey presto, seven minutes after Pasini makes the call a man in an apron turns up, a little out of breath, with a small polystyrene box containing half a scoop of crushed ice and one whole, handsome sea bass. Now *that* is service. Pasini smiles and taps his nose. "Private line," he says and disappears with the fish.

Twenty minutes later, the pan-fried sea bass with shaved black and white truffle in a champagne and caviar sauce has also disappeared, in a good way.

### Fishy family values with Matthias Schmidberger

Down in the valley at the western end of the Lej da San Murezzan lies the Grand Hotel des Bains, run by Kempinski and home to the Cà d'Oro restaurant, over which Matthias Schmidberger presides

3  
Simone Zani, a cook at Badrutt's Palace Hotel, stands in attention

4  
The big reveal: roasted sea bass with champagne sauce, julienned vegetables and Perigord truffle





**THE CÀ D'ORO MAN AND THE SEA**  
Executive chef Matthias Schmidberger of the Cà d'Oro restaurant at the Grand Hotel des Bains Kempinski gets to grips with a swordfish. While sea bass is the restaurant's most popular fish, the kitchen also offers local fare, such as char and perch

with a sharp knife and a genial laugh. Schmidberger and his chef de cuisine Leo Ott have made two fine dishes while talking about supply lines and getting snowed-in and making last-minute orders. "People have whims; they have a sudden desire for something that's difficult to get hold of," says Schmidberger. "When it's really busy I send them off at midnight and we have it the next morning." How does Schmidberger judge the palate of St. Moritz? What do people order? "Ah, people like the expensive things," he says. "Cobia, salmon, tuna and caviar, this stuff." What about things that haven't crossed continents, in transit, to get to his kitchen? "Well, we have local char and there are beautiful perch in the lakes here in Switzerland," he says, "but maybe we'll take two orders of char for every eight sea bass."

Schmidberger prepares just such a fish, a char from Brüggli, the Swiss town on Lake Constance fed by the Rhine and full of the cold, sharp, oxygenated water on which these salmon-trout thrive. The char is a delicious balance of the subtle wintry muscle of freshwater fish with an earthy side of pumpkin and the springtime citrus hit of mandarin. While the next dish is prepared we talk tuna, courtesy of the Philippines and Balfego, south of Barcelona.

"They have an interesting way to catch the fish here," says Schmidberger. "They wait for the whole family to swim into the net. This way they live together until one is ordered and they are shot from behind so they suffer no stress and this makes the meat better."

Indeed it does. This is the good stuff, the fatty and sweet belly cut through with savoury green radish and a sharp splash of ponzu.



2

"It's true that people order a lot of beef fillet here," says Schmidberger, "but we also ordered 500kg of sea bass for December – so if you're looking to trace all that fish back to Milano, then good luck!"

**Trout for Mrs Hoffman and a sausage for Leo Hagenbuch**

It's time to visit the most famous fish shop in St. Moritz. Geronimi, known to locals to be open or closed depending upon whether its giant plastic prawn sits outside or in, is an institution. Leo Hagenbuch owns and runs the business and is almost comically overrun with orders,

1  
Presented perfectly and ready to be savoured, balfego tuna is accompanied by avocado, green radish and ponzu

2  
Sliced and cleaned, the swordfish is prepared for supper

3  
Delicate handiwork is required for assembling a picture-perfect dish of Brüggli char with pumpkin, mandarin and dill



3

**A tour of the premises is a lesson in balancing all the different arms of a business built on supply, demand and getting up early to deal with guests intent on testing Swiss clockwork reliability to the max**

phone calls, questions and items on lists that remain stubbornly unticked. Geronimi is one of the key suppliers to the hotels, restaurants, private cooks and caterers and, lastly, Mrs Hoffman down the road, who just wants a nice trout for supper. It was Geronimi that Pasini called from the kitchen at Badrutt's Palace Hotel and it was Hagenbuch who dispatched the benighted Fabio to make that seven-minute dash. "Our fish comes from Basel," says Hagenbuch. "It all comes in a van but of course they have their own suppliers all over the world for all the different fishes. Fabio!" As Hagenbuch explains the first verse in the logistics bible, Fabio is out again, this time to a place called Balthazar up the road with a brace of turbot for tonight's table.

A tour of the premises is a lesson in balancing all the different arms of a business built on supply, demand and





1  
Sealed in ice, the fish is kept fresh until it's ready for the kitchen

2  
Chef Marco Kind of Chasellas, a Suvretta House restaurant

3  
Crispy fried zander fillet with mashed potatoes, creamy sauerkraut, two kinds of apple, beurre blanc and veal jus



getting out of bed at all times of the night to deal with hungry guests intent on testing Swiss clockwork reliability to the max. Geronimi consists of a shop; a restaurant-level kitchen that caters dinner parties for those who'd rather not dirty the pans; tanks of Canadian lobsters and local trout; and seven garage-sized fridges and freezers full of the fruits of the big brine. Oh, and then there is the highest smokery in Europe, which Hagenbuch shows me while turning a couple of the salmon that have been idling over the pine-smoke for a couple of days before heading off to see their old nemesis, Pasini.

Who else's nemesis is he? "Oh no, they're very good customers, the Palace," says Hagenbuch. "But sometimes I'll be sitting down on a Saturday night and it'll be Valmiro on the phone and they need some fish because people are already sitting down at the table and they've ordered it." Hagenbuch shrugs and we leap upstairs to another ringing phone and another van being unloaded.

Hagenbuch shifts 1,500kg of lobster and 700kg of salmon a week. He starts work at 05.00 and finishes 12 hours later (notwithstanding the phone that



"Here, I think that as long as people can see that you have lobster they are happy to try something new and have something from the stream"

goes *ring* in the night) and he used to be the chef-proprietor of a well-awarded fish restaurant in Zürich. He is in up to his neck in this fishy business. So what does he have for supper when he eventually gets home? "Oh, I eat a sausage!" says Hagenbuch, with a laugh. God knows, so would you.

#### Up the mountain with Marco Kind

Before the fire engine-red Rhaetian train leaves for Milan and an early morning appointment at the fish market, we have a lunch date at Chasellas, the slope-side restaurant of the Suvretta House hotel and where the smiling, attentive and strapping Marco Kind makes a small kitchen look even smaller. "We have sole, sea bream, sea bass in a salt crust, scampi from South Africa and zander," says Kind as he checks under lids, tastes with a spoon and raps on the serving window to call service. "Lunch here is easy food for skiers and dinner is classics – we serve more fish for the dinner."

Kind warms up the pan for our lunch. It's his favourite: zander, braised with apples, beurre blanc and sauerkraut. This is local but does local matter to his diners? "Here, I think that as long as people can see that you have lobster they are happy to try something new and have something from the stream," he says. It's an interesting idea that a diner's comfort blanket will not necessarily be reached for if it is simply shown to be available. The fish, which takes Kind all of nine minutes to prepare, is superb.



#### AT THE MARKET

Milan's Mercato Ittico is in full swing at 04.00. Fish and seafood from Sri Lanka, Patagonia, Morocco, Spain – all over the world – are unloaded, sold and on-loaded to be sent to fishmongers and restaurants across the country and beyond, and perhaps to the tables of St. Moritz





#### THE JOURNEY OF A SWORDFISH

CAUGHT IN THE TYRRHENIAN SEA THEN SHIPPED TO MERCATO ITTICO - 02.00

DRIVEN TO SWITZERLAND - 04.30

LEAVES FOR ST. MORITZ FROM BIANCHI HQ IN ZUFIKON - 09.30



That mineral solidity to the freshwater flesh, the classic Escoffier touch of the *beurre blanc* and the apple's acidity are wolfed down before the Bahnhof.

#### All roads lead to the mercato

Milan's Mercato Ittico would be in the shadow of the flightpath of Linate airport if it weren't so dark. As it is, at 04.00, the only shadows are made by the market's spotlights playing on the trucks unloading and loading up with fish in ice from every corner of the world. Ittico sings with activity, rattles with palettes, whooshes and draws like the sound of the sea itself as water and ice are forever brushed, brushed, brushed away.

Each company, of which there are maybe 30 under Ittico's eaves, look alike - mostly men, mostly in aprons over three jumpers (it's -2C at best out here this morning), mostly burbling with prices, weights, jokes. Gabriele Laurano is one of four brothers who work for their father at Commissionare Ittica Poli. His little octopi have come from China, his larger *polpi* from Morocco, his squid from Patagonia and his prawns from the Mediterranean. A flank of tuna takes three men to handle; the skate and turbot seem like minnows beside it. Where will all this go? "Everywhere," says Laurano. "Wherever there is money, there is the best fish." Switzerland? Laurano demurs with a shrug and offers the fingers-and-thumb mime for "money". "Ovviamente!" he says, and types eight zeroes into the calculator seemingly welded to his left palm.

The heart of the Mercato Ittico is a warm café with a wood-fired pizza oven, going strong at 04.00, and the

most generously filled prosciutto rolls in the world. Ladies make coffees, and body-warmers and fleeces are cast aside while breakfast goes down a treat. These fish that get up that hill? With each link in the chain comes such effort and industry. That word - "provenance", which is so important in food, is tough to trace when you're chasing a fish back to the water.

Elsewhere, swordfish look fearsome even when beached on a plastic box and sacks of shellfish look too heavy to carry even for these strapping sons of the sea. An hour later and everyone's shouting because everything needs to be sold sharpish because everything is fresh and fading a little despite the cold. Fish from Sri Lanka, Argentina, France, Greece, the Faroe Islands and Chile are iced, boxed, loaded and driven to the fish-mongers of Milan and farmers' markets of Turin, the fish van in Como and the hotels in Bellagio. They'll swim like spawning salmon, upriver to Basel and later, maybe, by van to Hagenbuch frowning at his watch at 05.00 in St. Moritz. Just have a heart and don't order a lobster at 03.00 from room service. Your plate? Your plate awaits. ☼

1  
A fishmonger carefully cleans the gills of a sparkling fresh sea bass

2  
Weighing it up: a sizeable swordfish tips the scales



Switzerland makes probably the best wines you've never heard of. Production is small-scale and traditional and, while its popularity is becoming more widespread, most of it isn't exported. Some of the rarest vintages are only available to sample in St. Moritz, so it's the perfect place to introduce yourself to the best-kept secret in viticulture

# THROUGH THE GRAPEVINE

WORDS: Annick Weber  
ILLUSTRATION: Antti Kalevi

In a country associated the world over with its farming heritage, one fruitful branch of Swiss agriculture has been kept a well-guarded secret. Beyond the meadows where the cowbells clank, Switzerland is home to more than 15,000 hectares of vineyards, perched on sun-drenched stony terraces high above crystalline lakes and rivers.

Swiss viticulture goes back to Roman times, when grapes were first introduced to the fertile region that now stretches from the rolling hills of Wallis (also known as Valais) in the southwest to the bordering Mediterranean-like valleys of Tessin (Ticino) and the steep Alpine slopes of Graubünden (Grisons) in the east. Some 240 types of grapes are grown around here, from pinot noir and chasselas to an extraordinary range of indigenous and newly introduced varieties. Authentic and small-scale, Swiss wine is marked by the finesse and tradition inherent in the world's finest

vintages, but despite this only one per cent of the 1.1 million hectolitres produced every year go to export. Consumption of locally made wine is higher in Switzerland than in any other country in the world.

"Due to the terrain, most vineyards have to be worked by hand and not by machine," explains Swiss wine expert Chandra Kurt. "Labour is expensive, which results in most bottles being sold at between CHF15 and CHF34 (€13 and €39). For the quality you get, this is still fairly affordable, so it is wrong to say that Swiss wine is expensive; we are just not as cheap as other regions."

If you are planning to drive to St. Moritz from Zürich, leave some time to stop off at one of the dozens of estates along the road, including Lake Zürich's Schipfgrut and Weingut Schwarzenbach, both known for their crisp whites, and Gantenbein of the Graubünden wine village of Fläsch.





Some beautiful Swiss wines are produced in wine-growing villages around the Engadin. We ask local experts which bottles are the most popular and which are the best to pair with regional Alpine cuisine

..... **DANIJEL KRASNIC** .....

Co-owner, Dal Mulin

Danijel Krasnic is an award-winning sommelier who started his career in Champfèr at the Michelin-starred Talvo by Dalsass restaurant. In 2013 he opened his own restaurant, Dal Mulin, which boasts an impressive wine list. Next door to Dal Mulin is his popular wine store, Grand Cru Club, which also offers wine consulting and private sommelier services.

**Which Swiss wines do you serve at Dal Mulin?**

We have about 1,200 different bottles on our wine list and a quarter are from Switzerland, mostly from our canton – from Fläsch, Malans and Reichenau and other wine-growing villages in Graubünden. The quality from local producers – such as Martha and Daniel Gantenbein of the Gantenbein vineyard, Martin Donatsch of the Donatsch estate, Irene Grünenfelder of Eichholz wines and Daniel Marugg who runs the Bovel winery – is unparalleled. About two thirds of our Swiss bottles are reds, while the other third is made up of whites. Some of the vintages we stock go back as far as 1997 with a Fläsch pinot noir from Gantenbein – we have nine different vintages of this very pinot noir and each one tastes completely different: sometimes full and ripe, sometimes subtle and elegant. It's our bestseller.

**Why is there a focus on wines produced in Graubünden?**

First, I believe that the quality has become exceptional. Second, it's our region and that's what tastes best with our food. Third, we want to offer our guests the opportunity to try wines that they couldn't get elsewhere. The winegrowers we work with produce limited quantities – their bottles are not sold in supermarkets – and they usually sell out of their stock. Our own restaurant is sometimes the only place where key local bottles are available.

**Is Swiss wine becoming more popular?**

Most of our guests have now at least heard of – if not tried – our wines. This wasn't the case only a few years ago. International guests definitely order more Swiss wines than the locals, because they see it as a unique chance to discover Swiss viticulture.

..... **SYLVIA BERGER** .....

Wine expert, Coop

Sylvia Berger is a Swiss wine academic and wine department manager at the Swiss Coop, where she is responsible for an assortment of 900 wines spread out over 900 outlets. Together with Denners (a subsidiary of the Migros supermarket chain), Coop (a consumer co-operative food retail business) covers half of Switzerland's wine consumption.

**Which Swiss wines sell the most at Coop?**

White wines from the cantons Wallis and Waadt are the most popular, especially those from the more famous vineyards. For Waadt, it's chasselas from the Badoux estate in Aigle les Murailles; Badoux is one of the biggest Swiss brands overall. For Wallis, it's fendant (chasselas) or dôle blanche from Provins in Sion, another well-known name. In the red wine category, our bestsellers are the pinot noirs from the Bündner Herrschaft region of Graubünden and merlot from Tessin.

**Which local wine and food pairings do you recommend?**

Cheese dishes such as fondue or raclette go very well with any kind of chasselas. Hearty Graubünden specialities such as *capuns* (chard-leaf rolls with spätzle dough and meat) and *Plain in Pigna* (potatoes, polenta and salami or *salsiz*) taste best with a local pinot noir.

**What is the best way to discover Swiss wine?**

In recent years, Switzerland has increasingly become a destination for viticultural tourism. Wine cellars, wine-themed hotels and sommelier-run restaurants are now welcoming national and international visitors all year round – in the Bündner Herrschaft area of Graubünden it's even possible to spend the night in a wine barrel. All across Graubünden, Wallis, Waadt and Tessin, there are hundreds of seasonal wine events, vineyard walking tours and festivals to explore the vast offer coming from our small country. The rise of viticultural tourism has played an important role in improving the image of Swiss wine and boosting consumer awareness – within Switzerland and abroad.

..... **CHANDRA KURT'S** .....  
**TOP FIVE SWISS WINES**

Must-try bottles recommended by Swiss wine expert Chandra Kurt

**Cayas 2014, Syrah du Valais  
Jean-René Germanier**

VARIETAL: *Syrah*  
REGION: *Vétroz, Wallis*

This full-bodied red has a fruit-driven nose (wild strawberries, black pepper) and a well-balanced palate. Oak ageing makes for a spicy, leathery wine with a long finish. Pair with lamb, game and roast meat at the Waldhaus Sils Maria.

**Pinot noir 2014  
Gantenbein**

VARIETAL: *Pinot noir*  
REGION: *Fläsch, Graubünden*

This very limited-release has notes of gooseberries, raisins and wild strawberries, with silky and delicate tannins. Dal Mulin restaurant stocks it, and it pairs well with beef, terrines or chicken.

**Chardonnay 2014  
Gantenbein**

VARIETAL: *Chardonnay*  
REGION: *Fläsch, Graubünden*

The Gantenbein vineyard produces superlative wines. This one has an excellent texture, bursts with notes of aromatic stone fruit, and has a freshness and persistence on the palate. Try it at restaurant Chasellas, part of Suvretta House.

**Dézaley Grand Cru  
Médinette 2016  
Domaine Louis Bovard**

VARIETAL: *Chasselas*  
REGION: *Cully, Vaud*

This complex, elegant chasselas has a good length and aromas of white flowers, honey and ripe apples. Try it on the terrace of El Paradiso, paired with fish, veal, vegetarian dishes or cheese.

**Dôle de la Liaudisaz 2015  
Marie-Thérèse Chappaz**

VARIETAL: *Pinot noir, gamay*  
REGION: *Fully, Wallis*

This light red is dripping with fresh red fruit notes. It is slightly floral in the finish and very refreshing. Try it at Reto Mathis's CheCha Restaurant and Club.





# Dancing on the ceiling

WORDS: Saul Taylor  
PHOTOGRAPHY: Yves Bachmann

A wooden shack in a car park may seem like an unlikely nightlife hit in St. Moritz – but La Baracca doesn't play by the rules

A handwritten sign above the bar says it all: "No credit cards. Real money only!" La Baracca, a small shack in the St. Moritz Bad gondola car park, is as authentic as they come. Taking its name from the old Swiss restaurants that served labourers, La Baracca is a perfect mix of glamorous diners, comfort food and high spirits. It is packed to its exposed rafters throughout the winter season.

After travelling the world for work, owner Max Schneider returned to Switzerland in 2004 to bring some international creativity to St. Moritz. "I had a good feeling in the beginning because interesting people were coming in and having a good time. We didn't lose any money in the first year, which isn't typical for a new restaurant with a new concept."

The concept is a simple one: do away with ceremony, fussy food and overzealous health and safety so people can let their hair down. Diners sit on long shared tables, smoking is allowed and by 22.00 everyone is up dancing on benches to the wedding-style playlist – think "Bamboleo" by Gipsy Kings and "La Macarena" by Los del Río.

La Baracca has achieved cult status for its laid-back charms. Rumours often fly about its imminent closure but Schneider reveals that the lease has been signed for another two years. Great news for the restaurant's loyal band of table dancers. ✿

## ..... WHAT'S THE BEEF? .....

Although La Baracca is famous for drinking and dancing, its food doesn't disappoint. In keeping with the venue's stripped-back style, the menu isn't handed out but scrawled on a blackboard at the end of the room (affable waiters will take the short-sighted through the list). Hearty Italian dishes such as polenta, fresh pasta and grilled meats feature alongside big bowls of house salad. But La Baracca's star dish is its *carpaccio asado*: thin slices of tender, barely seared beef, mounds of creamy mashed potato and a dollop of fresh pesto. Comforting in the extreme, it's a winning combination that keeps guests coming back for more.



La Baracca is a perfect storm of glamorous diners, comfort food and high spirits. It is packed to its exposed rafters throughout the winter season

1  
The warm inviting glow of La Baracca's neon-lit exterior

2  
Diners get cosy on the long candle-lit tables



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# Lunch with Ludwig

Join Switzerland's best butcher, Ludwig Hatecke, as he lunches with long-time friend Felicitas Caviezel over the counter of his high-end butcher shop in their adoptive home town of St. Moritz



WORDS: Saul Taylor  
PHOTOGRAPHY: Christian Kain

For a true taste of the Engadin, there is perhaps no one better to turn to than Ludwig Hatecke, Switzerland's best butcher. People make pilgrimages to sample his marbled meat marvels, made from animals that have spent happy lives grazing Alpine pastures. With his three locations in Scuol, St. Moritz and Zürich, the third-generation butcher has redefined the trade as something akin to an art form. His gallery-like shops are studies in minimalist design: all glass, steel and black marble with clean lines and modern presentation.

Naturally, Hatecke's dedication to detail extends to his traditional manufacturing methods. Before the butcher packages his slender, oblong slabs of premium-grade Bündnerfleisch – using a centuries-old local recipe and method for dry-

cured beef from Graubünden, one of Hatecke's specialities – into the shop's signature jet-black packaging, he spends months maturing it, patiently seasoning it with salt and bay leaves until it has achieved its full flavour.

For lunch today, Hatecke has invited his good friend (and loyal customer) Felicitas Caviezel, who is a St. Moritz institution in her own right. Since 1972, she has run the retail arm of Suvretta House, and was responsible for both managing the Emilio Pucci shop in the lobby before opening the world's first Ermenegildo Zegna flagship in the hotel in 1977. Friends for many years, the two meet at Hatecke's St. Moritz shop on Via Maistra to catch up on the things that mean most to them: family, food and their adoptive home in the Engadin.



**Felicitas Caviezel:** I have been coming to St. Moritz more or less since I was born. I was always here for holidays in the Engadin for five or six weeks in the winter. I have been coming here with my husband since the 1960s, and moved here in 1971. At that time, I also had a butcher. He was a very good friend and he used to tell me what to buy. I have found the same thing in the Hatecke family. How many years has the shop been here?

**Ludwig Hatecke:** We have been here for 25 years now.

**FC:** So, I've known you since it opened. As you know, I like totally natural products. I don't eat things that come from factories, so I know I can ask you where things come from.

**LH:** Our animals are outside in the Alps for eight or nine months of the year. They eat grass and herbs at 2,500 metres and it keeps them...

**FC:** Strong!

**LH:** Yes, and it also gives the meat a strong taste. It's very natural.

**FC:** So, what are we going to have for lunch today?

**LH:** First we are going to have a plate of dried meats, including Cristal. Cristal is dried beef from the leg of the cow. We first slaughter the cattle, then salt it after 24 hours with sea salt and cure it for two or three weeks, depending on the size. Then we wash

it and hang it in the air for three-and-a-half months. Finally, it's in the cellar for two months. After the dried meat, we will move on to steak tartare, which is prepared in the French style with olive oil, nutmeg, ketchup, a little bit of cognac and cucumber with salt.

**FC:** Now I'm hungry! What if we weren't eating at your shop today, Ludwig? Where would we go?

**LH:** For lunch? Maybe we will go to El Paradiso up the mountain?

**FC:** Yes, or Restorant Lej da Staz.

**LH:** Oh, yes.

**FC:** It sits on Staz, one of the very small lakes behind St. Moritz where you can swim in the summer. For aperitivo, I'd like to have a Cinzano orange down at the Sunny Bar in the Kulm Hotel. My husband was the coach for the British bobsleigh team many, many years ago. He was a very good friend of Prince Michael of Kent and the Sunny Bar was the

People make pilgrimages to sample Hatecke's marbled meat marvels, made from animals that have spent happy lives grazing Alpine pastures



1  
Felicitas Caviezel and Ludwig Hatecke inside Hatecke's shop on Via Maistra

2  
A hunk of beef rib skillfully slathered in rendered fat





FC: Then we finish with an affogato – a little glass of vanilla ice cream and a very hot espresso poured over it.

LH: Yes, a double espresso.

FC: I think we have such good food in St. Moritz because we have so many people who come from all over, so we have a certain mix. You find very expensive restaurants but also normal ones where you can eat good fondue or raclette. And many of our restaurateurs are also hunters so you can often eat fresh hunting meat, such as deer.

LH: My father still hunts and he's 89.

FC: He's still hunting? Fantastic!

LH: He used to hunt mountain goats very high up, but now it's only small deer. We have a hut at 2,200 metres so he just needs to walk 200 metres and

they are waiting for him. And then he calls us, "Help me bring it down!"

FC: Ha! Our hunters normally don't buy meat, do they? They sell it to the butcher who prepares it and then they take home what they need for the year, so they don't have to buy meat again.

LH: Yes, and their wives go crazy because they don't like to eat meat all year round, but they have a fridge full of sausage and filets at home.

FC: I like home cooking best of all. I make what I often ate at my grandma's house – huge bouillon soups with a lot of vegetables in them. Then I put in beef or chicken. And from time to time a tongue. Next time, that's what we'll have. But now, let's dig in. ✨

place to go. They had a lot of fun, I tell you! For dinner I would like to have a very good merlot from Tessin, a white one. And afterwards I'd love a good red wine. We have fantastic wines in our canton, wonderful ones from Maienfeld and Malans.

LH: And the veltliner, from close by in northern Italy – or something red and delicious from Piemonte. We could go to the Lej da Staz by sledge and horses.

FC: Yes, I would like to eat something very special from Switzerland, such as rösti.

LH and FC: Or cheese fondue!

LH: When it's cold it's very good.

FC: How about we add an Alpine salad to our lunch today?

LH: Yes, we'll put Alpine leaves, a bit of olive oil, pumpkin oil and then apple and goat's cheese, and of course more Cristal to top the salad. Then we have the carpaccio. It's made of thin slices of fresh beef filet arranged with a bit of salt and pepper and olive oil. Then a small squeeze of lemon juice and a bit of parmigiano. We put it in the oven for 30 seconds at 220C. If you want something sweet for afterwards, we can have Nusstorte. It's a special nut cake from the Engadin made of walnuts.

**"We have such good food in St. Moritz because we have so many people who come from all over. And many of our restaurateurs are also hunters so you can often eat fresh hunting meat, such as deer"**

1  
Hatecke artfully arranges a platter of vibrantly red slices of Bündnerfleisch for lunch

2  
Hatecke's salad of Alpine leaves, his regional dry-cured meat, apple, goat's cheese, olive and pumpkin oil



#### HOW TO MAKE BÜNDNERFLEISCH

1. Premium lean beef is taken from the upper thigh or shoulder of an Alpine-pastured Graubünden cow and all fat, tendons and sinews are removed.
2. The cut of beef is seasoned with salt, bay leaves and juniper berries.
3. The first curing process starts, with the seasoned meat sealed in containers and left in a near-freezing temperature for three weeks. Over this period the meat is frequently repositioned to make sure the seasoning is evenly distributed.

4. The meat is washed with fresh spring water, then the second curing phase begins. The meat is wrapped in nets and hung to dry at 70 or 75 per cent humidity for four months. This allows it to dry from the inside out. It is pressed four times to redistribute any remaining moisture – this is also how it gets its characteristic rectangular shape.
5. During the curing process the meat loses about half of its original weight but maintains all of its nutritional value without any artificial preservatives

added. The naturally gluten-, lactose- and fat-free food is eaten across the region as part of a healthy diet.

6. The Bündnerfleisch is then wrapped in wax paper or vacuum-packed and stored in a cool, dry place, where it can be kept for several months.

7. Its full, hearty flavour can be appreciated when eaten at room temperature. It is best served sliced wafer-thin, with crispy bread and a glass of Graubünden wine on the side.



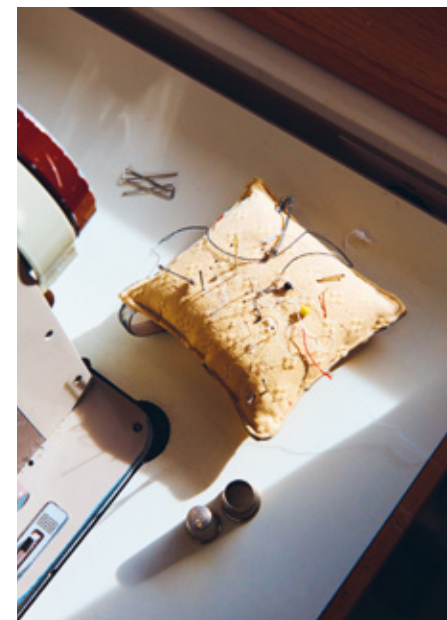


Behind the polished façades of St. Moritz's grand hotels, there are groups of industrious seamstresses making sure bellboys stay buttoned up, concierges are crisply attired and guests' outfits are ready for any occasion. We ask three professionals how they keep the town looking its best

## Pin sharp

WORDS: Saul Taylor  
PHOTOGRAPHY: Benjamin Schmuck

"A dress once arrived on its own aeroplane and needed adjusting in time for a party. When it appeared I saw Swarovski crystals and a cloud of tulle"

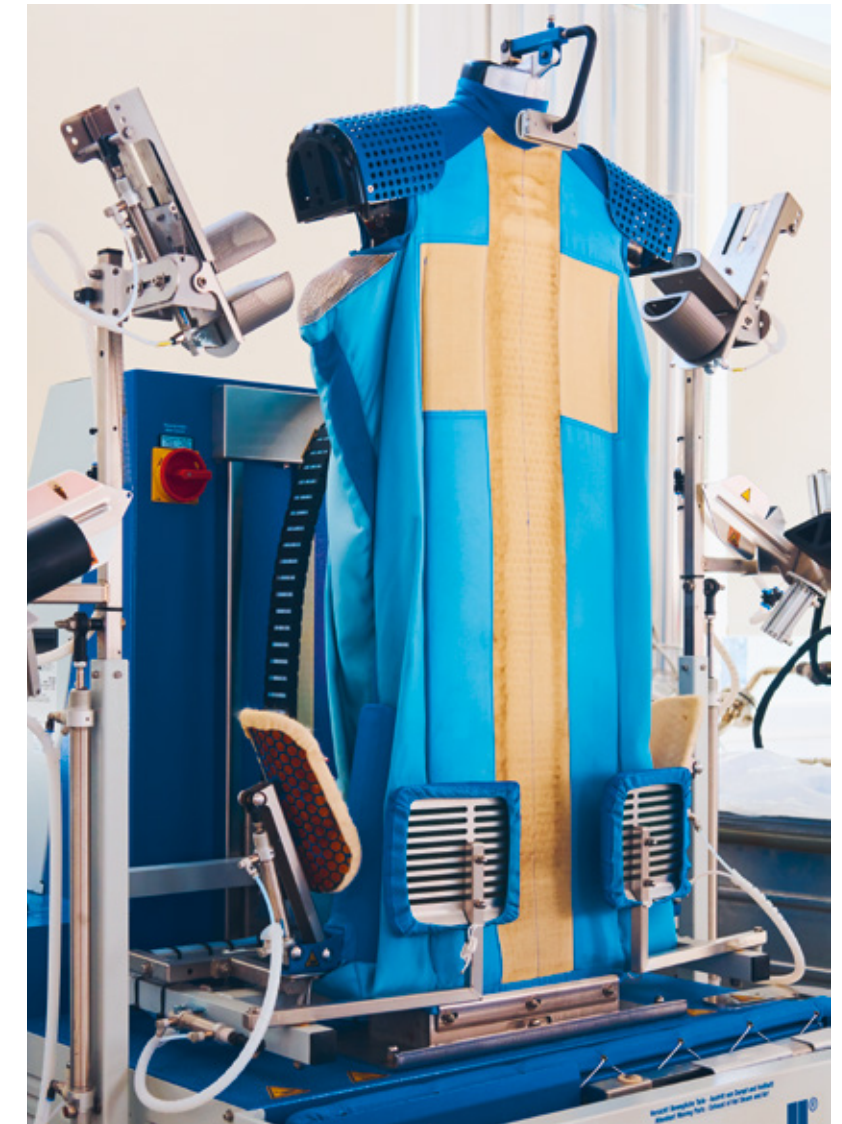


### DANILA BIGIOLLI Badrutt's Palace Hotel

With 37 years of experience as a seamstress in St. Moritz's chic boutiques before she was poached by the Palace, Danila Bigiolli is accustomed to unusual requests. "A dress once arrived on its own aeroplane and needed adjusting in time for a party. When it appeared I saw Swarovski crystals and a cloud of tulle, so I took my portable sewing machine up to the suite and fixed the dress in three hours," she says. These last-minute requests often result in unexpected perks. "The guest was very happy and offered me a present. I thought for a second and realised I hadn't eaten, so she ordered me lunch with champagne in the room," she says, smiling.

#### Off the cuff

During the winter 2017/18 and summer 2018 seasons, 8,208 adults and 444 children stayed at Badrutt's Palace Hotel. The hotel employs up to 540 uniformed staff in the winter. The hotel's two seamstresses once had to alter more than 40 pieces of clothing for a single family – all to be ready for the following day.  
*badruttpalace.com*



Opposite:  
Danila Bigiolli at work

Clockwise from top left:  
Tools of the trade; a form finisher,  
used for dry cleaning, comes  
to life; hands-on expertise







“Sometimes I have to work at supersonic speed, like the Formula One guys who change the wheels. But I always find a solution”

“The famous St. Moritz Maloja wind blows down the valley and guests often forget to close their windows – so the curtains fall and need to be repaired”



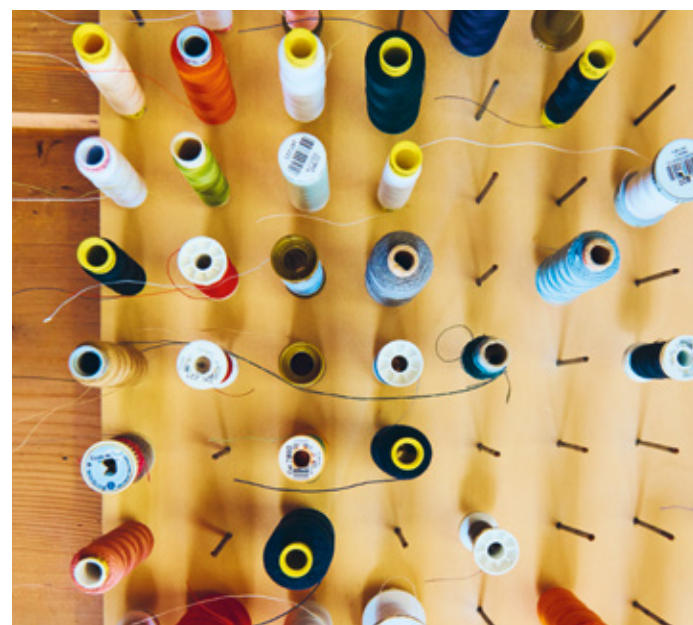
**ROSA DE SANCTIS**

Kulm Hotel

Rosa De Sanctis was something of a child prodigy in her hometown in Campania, Italy. “I started with little jobs when I was five or six years old and went on to receive a lot of attention after I made a beautiful dress for the doctor’s wife,” she says. She moved to St. Moritz in 1999 and was hired by the Kulm in 2004. With no formal schooling she relies on the “creativity in my DNA”. New Year’s Eve is her busiest period. “It’s one of the most stressful days, when everything is upside down. I receive a lot of strange requests but I always find a solution. Sometimes I have to work at supersonic speed, just like the Formula One guys who change the wheels.”

**Off the cuff**

On New Year’s Eve, Rosa De Sanctis receives between 20 and 30 dresses and tuxedos that she must tailor to perfection for the same evening. In addition to De Sanctis (and approximately 260 uniformed staff), the Kulm employs two professionals who look after the hotel’s decor and upholstery.  
*kulm.com*



Clockwise from top left: Rosa De Sanctis in her workshop at the Kulm; work station; spools of thread in every hue



Opposite, clockwise from top left: It’s all in the details; Carina Silva with her trusty measuring tape; form-fitting a tailored blazer

**CARINA SILVA**

Grand Hotel des Bains Kempinski

Carina Silva grew up in Porto and began sewing with her mother when she was 11 years old during the summer holidays. At 16, she was given her first sewing machine and in 2008 she left Portugal to work in the Kempinski restaurant before the housekeeping department spotted her talents and brought her into the fold. As laundry supervisor she is responsible for all the tailoring needs of the hotel. “You would be surprised how many things can be fixed with a few stitches. For instance, we have the famous St. Moritz Maloja wind that blows down the valley. Guests often forget to close their windows and curtains fall and need to be repaired,” she says.

**Off the cuff**

Every year, 250 uniformed staff look after some 15,000 guests at the Grand Hotel des Bains Kempinski. The hotel employs four seamstresses, who adjust approximately 380 pairs of trousers every year.  
*kempinski.com*



# High fashion

Seasoned mountaineers know that there's no such thing as bad weather – just unsuitable clothing. Add these eight essentials to your Alpine trousseau and you'll be impervious to the elements as you roam the hills

PHOTOGRAPHY: Jonas Unger / STYLING: Raquel Franco  
STYLING ASSISTANT: Bronwyn Stemp



## Nº1 THE BACKPACK by Loewe

Handcrafted in Japan with practical canvas, lightweight palladium hardware and luxe calfskin details, this roomy backpack (€960) makes for an eye-catching carry-all to use while wandering the countryside.



## Nº2 THE GLOVES by Hermès

Treat your precious paws to a cosy pair of Hermès Janvier gloves in supple brown nubuck lined with incomparably soft (and responsibly sourced) Orylag fur (€1,297). You won't want to take them off.



A wooden coat rack stands in a room with blue patterned wallpaper and pink orchids. A brown hat with a tassel hangs from the top. Two scarves are draped over the rack: one in a vibrant blue and another in a bright orange with a fringed edge. A navy blue cap is also hanging from the rack.

### Nº3 THE VICUÑA SCARF by Loro Piana

In hues of lapis lazuli, aquamarine and persimmon, these Piccola Unita scarves by Loro Piana (€2,400 each) are woven from vicuña, the finest natural fibre in the world. Keep your head warm with this navy-blue cap (€241.25) by Cashmere House Lamm.

A jacquard blanket with a complex geometric pattern in shades of blue, white, and red is draped over a metal balcony railing. The balcony is part of a white building with a clear blue sky and a forested mountain in the background.

### Nº4 THE BLANKET by Hermès

Drape the Echecs et Trames blanket (€1,366) around you while dining alfresco. This jacquard woven merino wool and cashmere blanket, shown here in rouge and marine, is a playful spin on the classic Avalon design.





### **Nº5 THE BOOTS by Kandahar**

First designed for the British Kandahar Ski Club in 1928, the classic Swiss après-ski boot, here in Italian white patent leather with red trimming (€350), keeps toes toasty and dry and is both chic and functional.



### **Nº6 THE ALPINE HAT by Hutmacher Zapf**

Handmade in Werfen by a family-run company since 1893, these classic felt hats (€195) are timeless in style and highly durable. Customise the colour, cord and ribbon to create a signature way to top off any look.





**Nº7 THE SUNGLASSES by Moncler**

With removable leather side shields and a bridge insert, these sportswear-inspired retro frames (€370) guarantee maximum protection from bright sunlight glinting off pristine snow banks.



**Nº8 THE LUGGAGE by Louis Vuitton**

A modern update on the classic monogrammed trunk, this lightweight cabin-sized Horizon 55 suitcase (€2,300) is the perfect vessel for all your essentials, plus any souvenirs you might pick up along the way.





WORDS: Ed Yeoman  
PHOTOGRAPHY: Christian Kain



## THE SOUND OF SILENCE

Four nights a year, to greet the appearance of the full moon (or “glüna plaina” in Romansh), the Diavolezza mountain near St. Moritz is opened to the public for after-dark skiing. Those venturing out into the frosty abyss will ride past the giant peaks, plunging ridges and ageless glaciers of the Bernina massif. Writer Ed Yeoman heads off into the night to find an alien wilderness





1

I am not what you might call a natural skier. As a self-taught latecomer to the Alpine party, my style is best described as serviceable. In short, I am preoccupied with survival rather than style. Ideally, I prefer a few gentle warm-up days, fuelled by sun-drenched espresso stops and hearty *rösti* lunches, before I attempt anything resembling an extreme challenge. This time, however, that isn't an option. Having been in St. Moritz for little more than an hour, I am ushered into a cable car heading up the Diavolezza mountain – known locally as the “beautiful she-devil”. It's a bitter January night and I haven't had as much as a *glühwein* to warm the cockles.

My companions for the evening are Erica Curti and Manuele Pedroni from the Red Legends. Founded in 1929, it is Switzerland's oldest and largest ski school. Their famous royal-red jackets carry a level of prestige that should calm my nerves. It doesn't, though, and, noticing the well-equipped, expertly attired group of about 40 skiers and snowboarders filtering out of the cable-car station, I ask Curti about the type of people the activity attracts. “Just the brave ones”, she replies, “and you're one of them”.

It's a welcome attempt at a confidence boost, but I don't feel too brave as I stand at the top of the 2,973-metre peak looking down at the start of a steep-looking red run. With just the gleam of a full moon to guide my descent, I experience, shall we say, a tingle of apprehension.

“It looks like somebody has turned the lights off,” says Pedroni, as we carry out the all-important equipment checks before our descent. I have often found that my happiness on a ski slope is intrinsically linked to the quality of my setup, so I pay special attention to the placement of gloves, neck warmer, balaclava, goggles and helmet. I tap my boots with my poles then attempt a bizarre squat-stretch that doesn't seem to provide any muscular benefits, wondering how long to stay down before I casually rise back to a more comfortable standing position.

As my eyes slowly adjust to the darkness, I notice the towering summits of Piz Palù (3,905 metres), Bellavista (3,922 metres) and Cambrena (3,604 metres). Each peak is dusted like



2

those of a bundt cake, while silvery shadows of rocks morph into giant carved faces. As the temperature dips below -16 C, their company is welcome.

I gradually draw my attention away from my topographical observations only to notice my group has already skied off into the darkness. Their effortlessly rapid pace confirms they are vastly superior skiers and I push off with heavy legs in an effort to catch up. An ungainly start is followed by a collection of ugly turns before something resembling muscle memory kicks in and snippets of advice greet me like old friends: legs loose and bent, shins against the front of your boots, body facing down the mountain. Picking up the pace, I fly through a cloud of disturbed powder and feel snowflakes cling to my face. Pedroni and Curti dip out of sight, and it now occurs to me that I'm alone on the piste.

1  
Moonlight skiers and snowboarders are ferried up to the mountain in the Diavolezza cable car

2  
Intrepid reporter Ed Yeoman manages to put on a brave face as he readies himself for his first experience of skiing in the dark

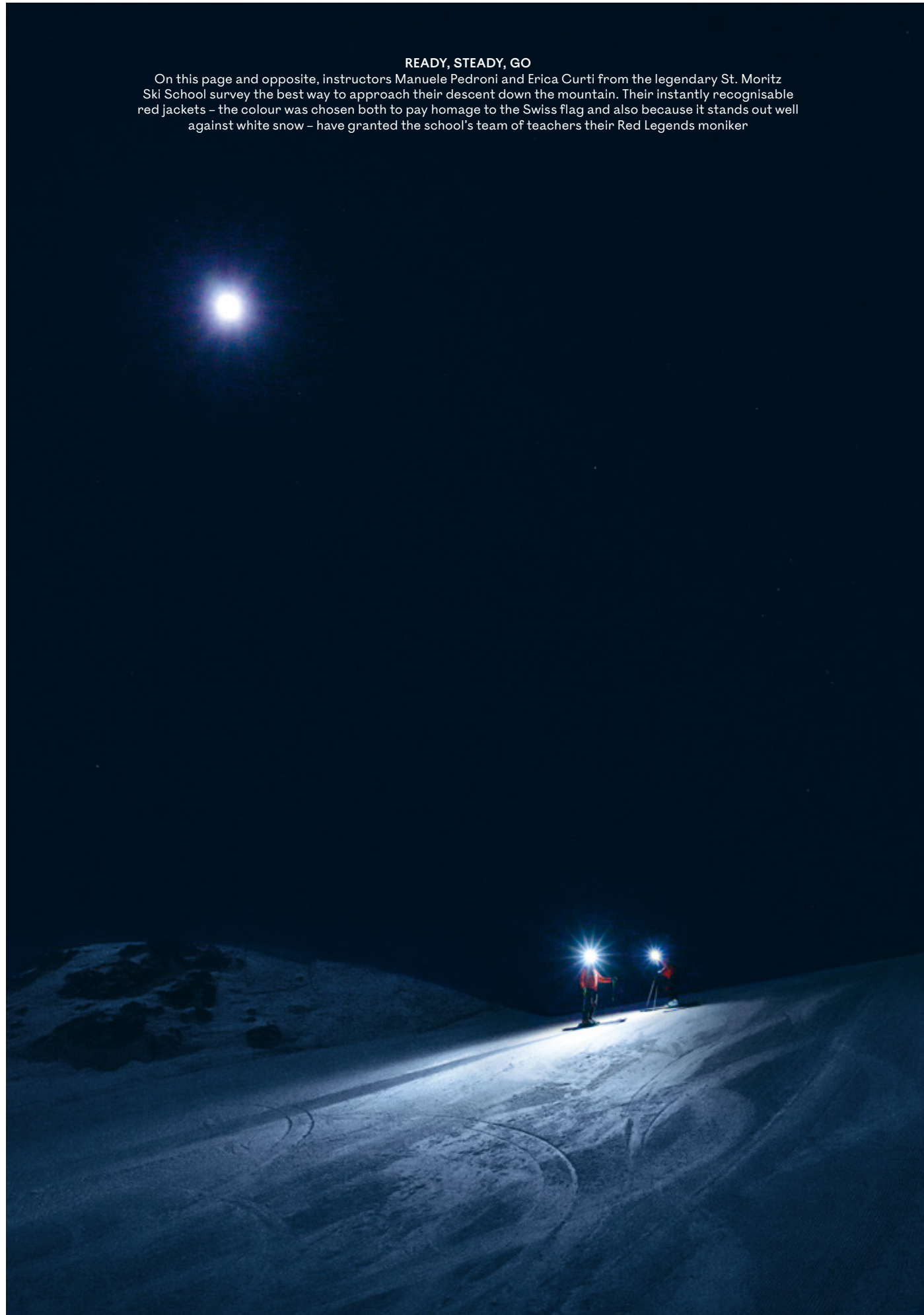
This page:  
Headlamps and bright-red coats worn by guides from the Red Legends ski school act as helpful beacons to lead the way





**READY, STEADY, GO**

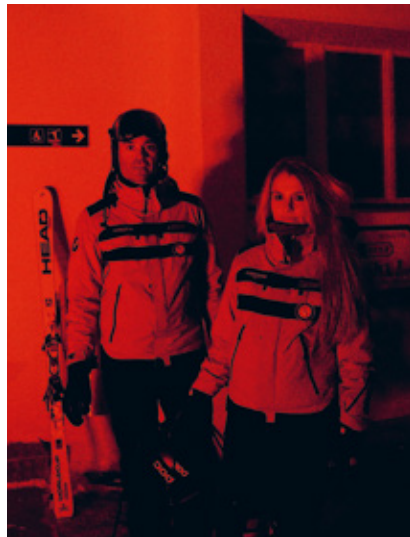
On this page and opposite, instructors Manuele Pedroni and Erica Curti from the legendary St. Moritz Ski School survey the best way to approach their descent down the mountain. Their instantly recognisable red jackets – the colour was chosen both to pay homage to the Swiss flag and also because it stands out well against white snow – have granted the school's team of teachers their Red Legends moniker







Above: Checking the route  
Below: Red Legends at base camp



#### ..... BIRTH OF THE RED LEGENDS .....

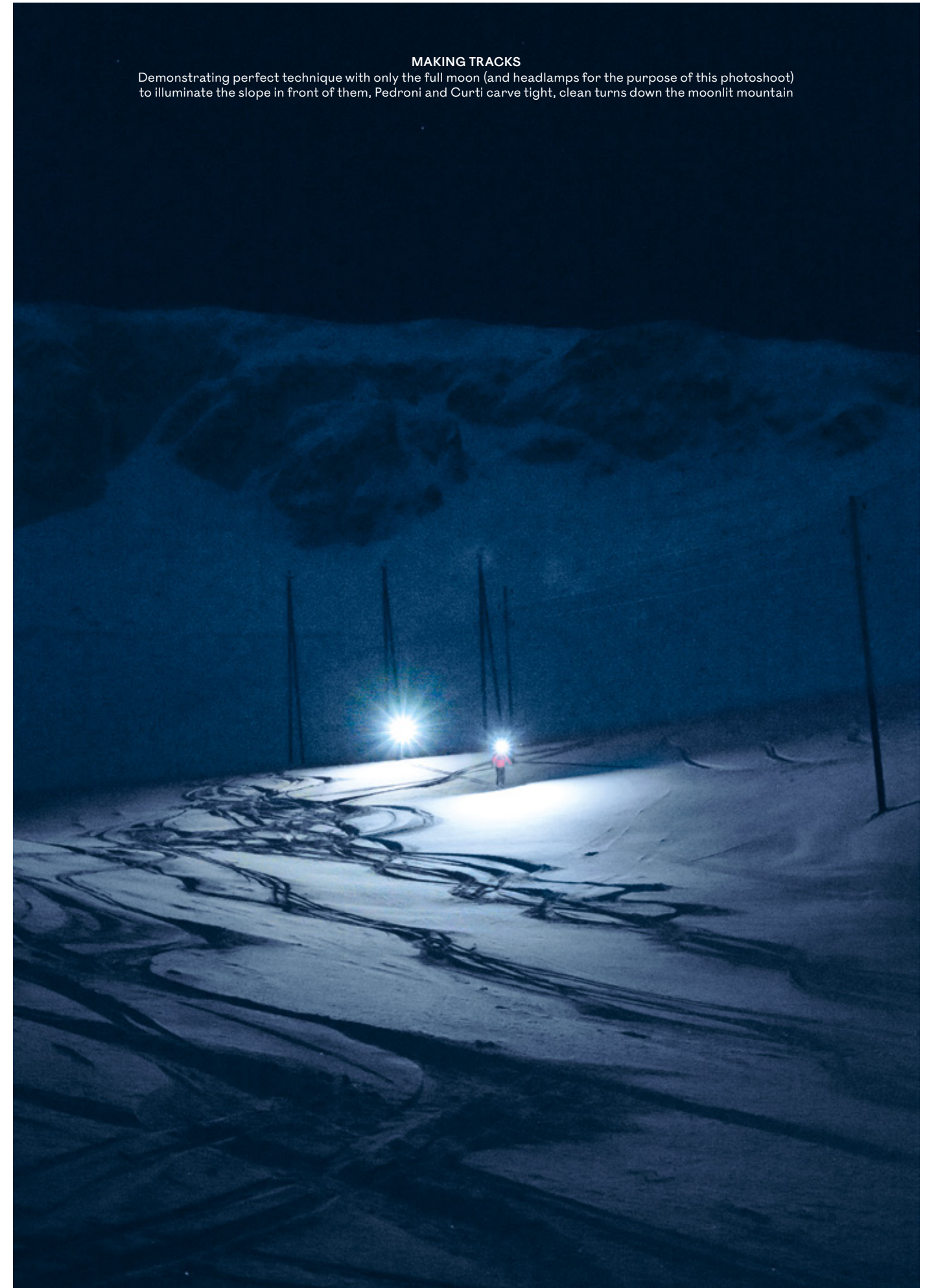
At the turn of the 20th century, skiing was more a necessary means of transport than a leisure pursuit. Giovanni Testa was an Italian saddler who helped change all that. Testa, who arrived in the Engadin with his family in 1903, was a cross-country skier who competed in the 1928 Olympics. A year later, he founded the St. Moritz Ski School. The school was the first of its kind in Switzerland and its initial recruitment drive secured the services of a handful of local private ski instructors, most of them manual workers by trade. Today, the school employs more than 350 professionally trained instructors – known as the Red Legends – from across 14 nations. It is the oldest and largest ski school in the country.  
[skischool.ch](http://skischool.ch)

Most skiers would agree that the ability to see what's in front of you is essential for a successful descent. Unable to rely on vision in this instance, I turn to my remaining senses to help guide me down the slope. Not that it would have been much use, but smell is out of the picture – the inside of my nose has crystallized and frozen. That leaves me with just the touch of my skis on the tightly packed snow and the sounds of the mountain. I begin to listen carefully to my surroundings.

The night's hush is punctuated only by the crunch of turning skis and I am aware of absolute quietness. In my remote, elevated position, I am adrift in an eerie wilderness. Three dark figures ghost past like silent shadows, their rhythmic carving barely breaking the peace. With my thigh muscles burning and my breathing heavy, I look up at the charcoal sky dotted with stars that feel infinitely closer and to the outline of unending, jagged peaks on the horizon. I could just as well be skiing on the surface of the moon.

Up ahead, I see a small group that has come to a stop. Beams of light from their headlamps reveal the reassuring red of their jackets. As I approach, Curti calls out to say, "It feels like brain freeze after eating ice cream." I don't disagree. As I look out over the ridge directly in front of us, I spot the warm, glowing light of the cable-car station and the comforting signs of civilisation.

My feet are numb as we head for the finish line. I turn to Curti and ask how I did, shouting above the noise of the wind. "Great!" she yells back. "You can come by the office and pick up your red jacket tomorrow." Buoyed by her encouraging words, I crouch down into what I imagine is a racing stance – head down, knees bent, poles up – as we head for the finish. Without the need for any more turns, I rapidly gain speed and, despite tired legs, feel wide awake and exhilarated by what has just happened. I remember a quote I once read describing skiing as "the complete expression of freedom". As the wind blasts my face and whistles past my ears, I feel like I finally understand what it's all about. Or maybe it's just the brain freeze. ❄️



#### MAKING TRACKS

Demonstrating perfect technique with only the full moon (and headlamps for the purpose of this photoshoot) to illuminate the slope in front of them, Pedroni and Curti carve tight, clean turns down the moonlit mountain





Coffee + Drinks.  
Menswear.  
News.

90

Dufourstrasse 90

MONOCLE and Trunk Clothiers have established a new base in the heart of Zürich's Seefeld. Join us for morning coffee, a full selection of newspapers and periodicals, the finest menswear, a little Daunt Books corner, the entire MONOCLE collection and a round of aperitivo post end-of-day lake dip.

Dufourstrasse 90, Zürich 8008.  
Open daily.

If you're keen to make the most out of your visit to St. Moritz (and this magazine), you've come to the right place. Drink in the views, take the healing waters and find out all the insider information

**ONE DAY IN ST. MORITZ**  
page 130

From morning coffee with a mountain view to a nightcap in a convivial Italian bar, we present an itinerary for the perfect day in and around town

**CULTURAL CALENDAR**  
page 131

St. Moritz is an international cultural hotspot in all seasons. We've rounded up the standout performances, events, exhibitions and festivals to mark in your diary

**LET'S GO OUTSIDE**  
page 132

"The combination of sunshine, fresh Alpine air and, let's be honest, a well-made drink is hard to beat." Here's where to alfresco in style on the town's top terraces

# THE SOURCE

**WELL HEALED**  
page 133

"This peat isn't just any old mud. It's a biologically active substance created over hundreds of years," says Paula Wik about the Alpine peat pack at the MTZ Heilbad

**RESOURCES**  
pages 134-135

Where to find it: the essential links to the shops, restaurants and brands featured in our stories (alongside some untold anecdotes)

**THE ELEPHANT IN THE ROOM**  
page 136

In the fine establishments of St. Moritz, it pays to make a grand entrance. Meet the most memorable party animal to ever grace the mountain



# One day in St. Moritz

by Paula Wik

A city in miniature with countless outdoor activities in the surrounding mountains and lakes, St. Moritz leaves visitors and locals spoiled for choice. Here's how to make the most out of a quick trip



St. Moritz sits in all its splendour overlooking the lake

## MORNING

### 07.45

Hop on the first funicular from Punt Muragl to the **Romantik Hotel Muottas Muragl** and take your morning coffee with a panoramic view of the valley. [mountains.ch/de/hotels/romantikhotel-muottas](http://mountains.ch/de/hotels/romantikhotel-muottas)

### 09.30

Pop in to **Lamm Cashmere House** and pick up a cosy knitwear souvenir, then make a pitstop at **Café Hanselmann** for a sticky-sweet slice of the traditional Nusstorte pastry. [cashmerelamm.ch](http://cashmerelamm.ch); [hanselmann.ch](http://hanselmann.ch)

### 10.00

Cruise the many world-class art galleries in St. Moritz-Dorf, then put together a picnic basket with locally produced goods from **Pur Alps** and, if you're feeling flush, a few blinis and some caviar from **Glattfelder**. [puralps.ch](http://puralps.ch); [glattfelder.ch](http://glattfelder.ch)

## AFTERNOON

### 13.00

Take Switzerland's longest escalator down to Lej da San Murezzan and savour your lunch while watching sailboats traverse the waters, helped by the powerful Maloja wind. If you have the skills, rent your own boat from St. Moritz's **Segelclub**, or if it's an unusually calm day, why not try the stand-up paddle boards? [scstm.ch](http://scstm.ch)

### 17.30

While down by the lake, use the gym and sauna facilities at the **Ovaverva** sports centre in St. Moritz-Bad, and make sure you hydrate sufficiently afterwards. St. Moritz's health-promoting – and naturally sparkling – mineral water can be consumed free of charge at the neighbouring **Forum Paracelsus**. [ovaverva.ch](http://ovaverva.ch)

## EVENING

### 20.30

For dinner, head to **La Scarpetta**, a rustic Italian-inspired restaurant run by two unfussy locals dressed in T-shirts and aprons (rather than suits and ties). It's a relaxed, family-style space with a great wine selection and a convivial atmosphere. Eat your fill with hearty meat and cheese boards and bowls of homemade pasta. +41 79 565 7886

### 22.00

Head to Italian wine bar **Pavarotti and Friends** for a nightcap, and take a cue from the sign outside the door: "No wi-fi. Talk to each other!" [pavarottiwinebarstmoritz.ch](http://pavarottiwinebarstmoritz.ch)

Whether you dream of whizzing round mountain roads on a vintage Vespa or watching the ballet in Europe's highest opera house, St. Moritz has culture covered

### 6 APRIL – 20 DECEMBER

#### Segantini at Forum Paracelsus

The Segantini Museum is closed for renovation and expansion work from March to December 2019, but fret not: two exhibitions of the Alpine painter's work will be on show at the Forum Paracelsus until December. [segantini-museum.ch](http://segantini-museum.ch)

### 13 – 16 JUNE

#### Waldhaus in Sils' Hesse days

Every year for 20 years, the Hotel Waldhaus in Sils has celebrated its former frequent guest, German poet, novelist and artist Hermann Hesse, with a summer festival that features talks, panel discussions, guided walks and an evening music programme. [waldhaus-sils.ch](http://waldhaus-sils.ch)

### 15 JUNE

#### Summer Marathon vintage car display

At 12.30 on 15 June, 120 vintage cars from all over the world drive into St. Moritz's Via Serlas where they park up for a few hours for spectators to enjoy before they set off on a three-day race. [summermarathon.it](http://summermarathon.it)

### 26 – 29 JUNE

#### Vespina rally

The week-long vintage Vespa gathering, Vespina, starts with three days by Lake Como in Italy before it comes up to the mountains for three races over three days. View the scooters parked up in St. Moritz's pedestrian zone the day before the first race on 27 June. [vespina.ch](http://vespina.ch)

### 29 JUNE – 6 JULY

#### Opera St. Moritz

The Opera St. Moritz has organised intimate opera performances set in the neo-Renaissance Grand Hotel Maloja Palace for 20 years. This year, Dutch director and costume designer Peter George d'Angelino Tap presents *I due Foscari* by Giuseppe Verdi. [opera-stmoritz.ch](http://opera-stmoritz.ch)

### MID-JUNE – MID-AUGUST

#### Origen Summer Festival 2019

The Origen Summer Festival takes place in the Julier Theatre, an extraordinary opera house at 2,300 metres on the Julier Pass. A highlight

of the 2019 programme is the international dance festival, which features contemporary dance pieces by national ballet companies from Vienna and Munich, the Mariinsky Theatre in St. Petersburg and the Opéra Garnier in Paris. [origen.ch](http://origen.ch)

### 4 JULY – 4 AUGUST

#### Festival da Jazz

The now world-famous Festival da Jazz St. Moritz started humbly in 2005 at the Kronenhof wine cellar. The event has since grown into a fully fledged festival featuring some of the world's most exciting jazz musicians and is hosted in various venues in and around town – predominantly in the legendary Dracula Club. [festivaldajazz.ch](http://festivaldajazz.ch)

### 5 – 7 JULY

#### British Classic Car Meeting

St. Moritz's first winter tourists were British aristocracy, and for the last 25 summers a different kind of British nobility has gathered annually in town. The British Classic Car Meeting brings together more than 100 classic cars made in Britain, with events at the town's best hotels and cars on view around town to the delight of locals and visitors alike. [bccm-stmoritz.ch](http://bccm-stmoritz.ch)

### 26 – 28 JULY

#### Tavolata St. Moritz food festival

Take your seat at the lively food festival centred on a 400-metre wooden table winding through the cobbled streets of St. Moritz and enjoy the food stalls and live music. [tavolatastmoritz.ch](http://tavolatastmoritz.ch)

### 27 JULY – 10 AUGUST

#### Engadin Festival

The 79th edition of the Engadin Festival – featuring world-class soloists and ensembles as well as young stars – offers high-standard classical music concerts in spectacular settings all over the Engadin Valley. [engadinfestival.ch](http://engadinfestival.ch)

### 21 – 25 AUGUST

#### Engadinwind

Enjoy five days of action-packed competition, including the Swiss championships in windsurfing slalom,

the European freestyle pro tour, tow-in competitions and foil racing as kites and sails fill Lej Silvaplana. [engadinwind.ch](http://engadinwind.ch)

### 6 – 8 SEPTEMBER

#### Castell Art Weekend

The Hotel Castell, over in Zuoz, has been running its celebrated art weekend since 1997. Curated by the hotel's owner, Ruedi Betchler, the event includes panel discussions with artists, networking events and tours to art galleries and buildings of note. A highlight this year is an exhibition of work by the American artist Shana Moulton and Swiss artist Raphael Hefti. [hotelcastell.ch](http://hotelcastell.ch)

### 20 – 22 SEPTEMBER

#### Bernina Gran Turismo

The Bernina Gran Turismo classic car race climbs the 5.6km of the Bernina pass from La Rösa up to the Bernina Hospiz. The scenic road, full of hairpin turns, is closed to public traffic, offering participants and spectators an adrenaline-filled experience. [bernina-granturismo.com](http://bernina-granturismo.com)

### 19 OCTOBER

#### Swiss Youth Symphony Orchestra

Switzerland's national youth orchestra, which consists of about 70 musicians from Switzerland and beyond, performs twice every year at the Laudinella hotel in preparation for their official Swiss tour. [laudinella.ch](http://laudinella.ch)

### 19 – 20 OCTOBER

#### Golden Autumn on Muottas Muragl

The Romantik Hotel Muottas Muragl hosts an annual autumn market, including local produce, craft and live music, high above the valley. [mountains.ch](http://mountains.ch)

### 20 NOVEMBER

#### Talk: Smuggling on the border of Grisons and the Italian province of Sondrio

Researchers at the Graubünden Institute of Cultural Studies present their studies into the history of smuggling between the Upper Engadin and its Italian border, a practice that carried on until the 1970s. [laudinella.ch](http://laudinella.ch)



## Let's go outside

by Joel Todd

St. Moritz life often comes together on a terrace or balcony, with a crisp white in hand, surrounded by the Alpine air and incomparable views. We've rounded up a few of the best places to drink it all in



Toast the best view in town

There are few activities in life more joyous than sitting on a sun-drenched terrace, with the golden sunlight shimmering through a chilled glass as you soak up the views. The joyful combination of sunshine, fresh Alpine air and, let's be honest, a well-made drink is hard to beat.

Freed from the confines of four walls, food and drink takes on a different quality: senses are sharpened, tastes heightened. People change, too: legs stretch out, chairs recline and the mood loosens. Drinking in the sunshine happens at a different pace – it's a more leisurely, drawn-out affair that leaves you with a warm glow (and hopefully a bit of a tan to boot).

Much of mountain life is built around the terrace, and nowhere more so than in St. Moritz. Blessed with year-round sunshine (more than the average in the Alps), the intensity of the sunlight and crisp air found in the Engadin region make it especially suited to life alfresco. It's known as a champagne climate for good reason.

From the balconies of grand hotels to rustic mountain huts, the terraces of St. Moritz are where people come to see and be seen, and where sporty types, seasoned visitors and locals mingle. Whether you're sipping a Kaffee as you skim the morning papers, whiling away the afternoon over a leisurely lunch or toasting the Swiss apéro tradition with a crisp fendant, life tastes better outdoors. ☼

### FOUR SUNNY SPOTS

#### Trutz

*For dazzling views*

This mountain hut restaurant is owned by Suvretta House, but here the starched white cloths are replaced by rustic wooden tables; this is haute cuisine in the literal sense only. At 2,211 metres above sea level, the staggered sun terrace is pitched at the perfect vantage point to take in the best views of the Engadin.

[trutz.ch](http://trutz.ch)

#### Hotel Hauser

*For an outdoor office*

Offering simple and fresh all-day dining and drinking in the heart of the town, Hauser's terrace is the ideal place to catch up on work or wind down with colleagues over an apéro. Pull up a seat under one of its sunny yellow umbrellas and let the ideas flow.

[hotelhauser.ch](http://hotelhauser.ch)

#### Kulm Country Club

*For a stylish spritz*

Redesigned by lauded British architect (and local resident) Norman Foster in 2017, the Kulm Country Club's two-floor terrace, decked out in honey-toned wood, is the chicest spot to sit and sip. Try its Lady Negroni (gin, Aperol, vermouth, grapefruit and tonic) – a dash more refreshing than the original incarnation.

[kulm.com](http://kulm.com)

#### Lej da Staz

*For a post-swim sundowner*

The sprawling west-facing terrace that forms part of this secluded hotel and restaurant overlooks the area's most popular bathing point, Lej da Staz. Come for an early-evening dip when the crowd starts to thin, then watch the sun set over the water with a cold beer in hand.

[lejdastaz.ch](http://lejdastaz.ch)



Wine not?

## Well healed

by Paula Wik

St. Moritz was a spa town long before it was a ski resort, and you can still partake of the natural health-boosting treatments unique to this part of the world



Naturally effervescent

St. Moritz was first and foremost a health destination. Archaeologists have confirmed that the iron-rich effervescent water that emerges from the Mauritius spring in Bad has been tapped since the Bronze Age. But it was in the 16th century that the town became a spa destination, when it was made famous by the Swiss physician Paracelsus, who recommended drinking its ferrous water as a cure for a range of conditions. A drinking hall was established on the location to accommodate health-seekers and pilgrims who came to "take the waters", and in 1832 a spa house was added, offering facilities for curative baths and other wellness therapies and treatments.

It is in this tradition that the MTZ Heilbad was built on the site in 1976. The unassuming, orange-tiled medical centre combines traditional cures and contemporary techniques of physiotherapy. The MTZ Heilbad is where world-class athletes staying in St. Moritz for altitude training come to rejuvenate their muscles after challenging exercise, and it is where the elderly come to ease their aches.

It's the only institution in St. Moritz that's permitted to use the healing waters of the legendary spring (except for the neighbouring Grand Hotel des Bains Kempinski, which has a drinking fountain), and the only place allowed to use peat from the protected moor nearby. We celebrate the natural resources of St. Moritz with a list of three treatments at MTZ Heilbad, which continues to honour the mission of Paracelsus.

#### Alpine peat pack

This peat is not just any old mud. It's a biologically active substance created over hundreds of years from decomposed plant materials. The *torf* is collected from a protected moor that only the MTZ Heilbad has access to (all other hotels use a standard sterile volcanic mud). It is mixed with water, heated and applied to the patient, who is then swaddled in blankets. The heat opens the pores, allowing the body to absorb natural bacteria and minerals, which act as an anti-inflammatory to relieve pains.

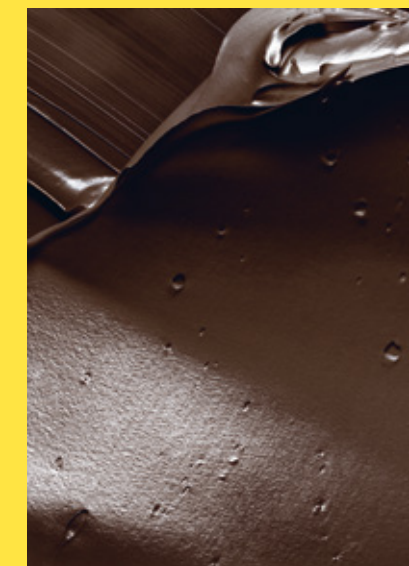
#### Engadin hay bath

The Engadin hay used in the hay bath is organically grown. It is rich in nutrients and full of wild flowers used in traditional anti-inflammatory remedies. The hay is steeped in water, placed on a dry flotation tank bed and covered with a thin piece of fabric. The patient lies down on this, covered with another cloth and more hay, and a hay brew is poured on top. Minerals and oils from the hay are believed to treat arthritis and rheumatism while the heat helps the body to detoxify.

#### Mineral bath

One litre of effervescent iron-rich water every morning, with another litre added per day until the patient drinks 10 litres a day: this was 16th-century Swiss physician Paracelsus's recommended cure for anaemic visitors to the Mauritius spring. Now the sparkling water is

used in a bathing treatment. In a so-called champagne bath – appropriately named for St. Moritz – regenerative spring water is heated to 36C so that the skin is better able to absorb its minerals. The treatment is believed to help decrease high blood pressure, improve blood circulation and boost overall wellness. ☼



Elements of natural healing: peat mud and Engadin hay



## RESOURCES

Read on for a list of all the links you'll need to get connected with the people, places and brands we've covered in this issue – with some bonus anecdotes that didn't quite make it into our stories but were too good not to share

## THE ASCENT



## 26–29.

**Model railroad**

Passengers on board the Glacier Express Excellence Class are treated to a five-course menu. In the train's tiny kitchen, we met gourmet chef Kailainathan Thiyagarajah, who has spent 26 years cooking at high speeds and steep inclines for 200 guests a day, without the help of a microwave. (Airlines should take note.)

Book your ticket on the **Glacier Express Excellence Class** at [glacierexpress.ch](http://glacierexpress.ch).



## 30–39.

**Giddy-up!**

While photographing attendees at the Snow Polo World Cup St. Moritz, we met the US ambassador to Switzerland, Edward McMullen (*pictured, right*).

He caught most of the event's action from the balcony at Badrutt's Palace Hotel. "Watching the crowds, players and ponies assembling on the frozen lake for the final was a sight to behold," he said. "And sharing the Badrutt's Palace Hotel's trophy win on Sunday with the Palace family made for a great end to a fantastic weekend."

Plan to attend the **Snow Polo World Cup St. Moritz** at [snowpolo-stmoritz.com](http://snowpolo-stmoritz.com), and check out what's new with team sponsors **Badrutt's Palace Hotel** ([badruttspalace.com](http://badruttspalace.com)), **Cartier** ([cartier.com](http://cartier.com)), **Maserati** ([maserati.com](http://maserati.com)) and **Azerbaijan** ([azerbaijan.travel](http://azerbaijan.travel)).

## 41.

**Big cheese**

Craving a Dama Bianca? There are two seatings at Pizzeria Heuboden: one from 18.30 to 20.45 and another from 21.00. It's always busy, so arrive early.

Book a reservation at **Pizzeria Heuboden** at Chesa Veglia at [badruttspalace.com/en/restaurants-bars-club/chesa-veglia](http://badruttspalace.com/en/restaurants-bars-club/chesa-veglia).

## 42–47.

**A bigger splash**

If you're swimming in Lej da San Murezzan, look out for sunken treasure: in winter 1990, English cricketer David Gower went for a drive at nighttime, parked his rental car on a patch of thin ice and it sank right to the bottom.

For lakeside drinks and dining, visit **Lej da Staz hotel** ([lejdistaz.ch](http://lejdistaz.ch)) and **Beach Club Sils** ([bclub.ch](http://bclub.ch)). For some indoor swimming, go to **Ovaverva** ([ovaverva.ch](http://ovaverva.ch))

## 48–55.

**Queen of the mountain**

Be like Karla Otto and start the day with an Ayurvedic ritual: rise early, detox with oil pulling, drink a mug of warm lemon water, do some yoga and take a cold shower.

Get in touch with the team at **Karla Otto** at [karlaotto.com](http://karlaotto.com), and cop Otto's enviable style by shopping at **FRS For Restless Sleepers** ([forrestlessleepers.com](http://forrestlessleepers.com)), **Birkenstock** ([birkenstock.com](http://birkenstock.com)), **Moncler** ([moncler.com](http://moncler.com)), **Attico** ([theattico.com](http://theattico.com)), **Valentino** ([valentino.com](http://valentino.com)), **Marni** ([marni.com](http://marni.com)) and **Prada** ([prada.com](http://prada.com)). To make a booking to eat at **Crasta**, visit [pensiuncrasta.ch](http://pensiuncrasta.ch).

## 56–63.

**A gold medal home**

Looking to sink our teeth into St. Moritz's nightlife scene, we asked artist Rolf Sachs for recommendations. "Yes, I am the president of the establishment," he said, "but Dracula Club is the best. You just have to be charming and have a little style to be invited."

Feeling particularly charming and stylish? Ask **Rolf Sachs** ([rolfsachs.com](http://rolfsachs.com)) for an invitation to the **Dracula Club** ([dracs.ch](http://dracs.ch)).

## 64–71.

**Time out**

Find boutiques for all brands in this story in downtown St. Moritz.

Make a statement with your wristwatch by choosing a timepiece by **Chopard** ([chopard.com](http://chopard.com)), **Patek Philippe** ([patek.com](http://patek.com)), **Breitling** ([breitling.com](http://breitling.com)), **Hublot** ([hublot.com](http://hublot.com)), **Omega** ([omegawatches.com](http://omegawatches.com)) or **Cartier** ([cartier.com](http://cartier.com)). Dress it all up with an outfit from **Acne Studios** ([acnestudios.com](http://acnestudios.com)), **Tibi** ([tibi.com](http://tibi.com)), **Cerruti 1881** ([cerruti.com](http://cerruti.com)), **Tod's** ([tods.com](http://tods.com)) or **Brunello Cucinelli** ([brunellocucinelli.com](http://brunellocucinelli.com)).

Many thanks go to photography assistant **Vanessa Kroupa**, digital tech **Hugo Lubin**, styling assistant **Liufeng Wang**, set design assistant **Valentina Dotti**, manicurist **Sylvie Marion Guénot** and models **Justine Soranzo** and **Matthieu de la Fabregue** for their work on this editorial.

## 72–75.

**Cosy classics**

For more exhibitions like "Carlo Mollino and Charlotte Perriand: Design from the Alps," follow Nomad around the world with its next edition in Monaco.

Stay up to date on where **Nomad's** going next or see highlights from previous editions by visiting [nomadstmoritz.com](http://nomadstmoritz.com).

## OFF-PISTE



## 88–97.

**From sea to slope**

Our story on St. Moritz's seafood saw us chasing fish all the way to Italy. If you want to visit the famous seafood market Mercato Ittico next time you are in Milan, go on a Saturday when it's open to the public from 09.00 to 12:30.

To try the tempting fish dishes in this story, visit **Badrutt's Palace Hotel** ([badruttspalace.com](http://badruttspalace.com)), **Grand Hotel des Bains Kempinski** ([kempinski.com](http://kempinski.com)), **Suvretta House** ([suvretthouse.ch](http://suvretthouse.ch)).

**Geronimi La Curuna Comestibles** ([comestibles-geronimi.ch](http://comestibles-geronimi.ch)) and **Bianchi** ([bianchi.ch](http://bianchi.ch)). Or go straight to the source at **Mercato Ittico** ([sogemispa.it](http://sogemispa.it)).

## 98–101.

**Through the grapevine**

With four official languages, there are many ways to say "Cheers" in Switzerland: choose from "Santé", "Prosch", "Viva" or "Salute", and don't forget to make eye contact as you clink glasses.

Read more about Swiss wine at **Schopf** ([schopf.ch](http://schopf.ch)), **Schwarzenbach** ([reblaube.ch](http://reblaube.ch)), **Gantenbein** ([gantenbeinwine.com](http://gantenbeinwine.com)), **Domaine Louis Bovard** ([domainebovard.com](http://domainebovard.com)), **Jean-René Germanier** ([jrgermanier.ch](http://jrgermanier.ch)), and **Marie-Thérèse Chappaz** ([chappaz.ch](http://chappaz.ch)). To get straight to the bottles, head to **Dal Mulin** ([dalmulin.ch](http://dalmulin.ch)), **Coop Supermarkt St. Moritz** (*Via dal Bagn 20*) and **Coop Supermarkt St. Moritz-Dorf** (*Plazza da Scoula 12*).



## 103.

**Dancing on the ceiling**

If you had a little too much fun at La Baracca, do as the Swiss do and drink a glass of water with an effervescent Phizz tablet dissolved in it to rehydrate and restore depleted vitamins and minerals. Pick up Phizz at any supermarket.

For a good time, call **La Baracca** (+41 79 270 07 75).



## 104–107.

**Lunch with Ludwig**

During Ludwig Hatecke and Felicitas Caviezel's lunch, the song "Bad to the Bone" by George Thorogood started playing from someone's phone. Who did the ringtone belong to? Felicitas, naturally.

Find the closest Hatecke location to you and peruse the wares at [hatecke.ch](http://hatecke.ch), and visit Ludwig and Felicitas's favourites **El Paradiso** ([el-paradiso.ch](http://el-paradiso.ch)) and **The Sunny Bar at the Kulm** ([kulm.com](http://kulm.com)) next time you're in town.



## 108–111.

**Pin sharp**

Next to the seamstresses' workshops in the basement of Badrutt's Palace Hotels is a vast wine cellar. Placed at its centre, surprisingly, is the garden shed that belonged to the institution's founder, Johannes Badrutt. It has been revamped into a cosy

private dining venue and a great spot for a wine tasting.

Book a dinner in the shed at **Badrutt's Palace Hotel** ([badruttspalace.com](http://badruttspalace.com)), and get your clothes mended at the **Kulm** ([kulm.com](http://kulm.com)) and **Grand Hotel des Bains Kempinski** ([kempinski.com](http://kempinski.com)).

## 112–119.

**High fashion**

Shop all brands below in downtown St. Moritz.

For all your luxe essentials, go to **Louis Vuitton** ([louisvuitton.com](http://louisvuitton.com)), **Loewe** ([loewe.com](http://loewe.com)), **Hutmacher Zapf** ([zapf.at](http://zapf.at)), **Lamm Cashmere House** ([cashmerelamm.ch](http://cashmerelamm.ch)), **Loro Piana** ([loropiana.com](http://loropiana.com)), **Moncler** ([moncler.com](http://moncler.com)), **Hermès** ([hermes.com](http://hermes.com)) and **Kandahar** ([kandahar.ch](http://kandahar.ch)).

## 120–127.

**The sound of silence**

Skiers and snowboarders in search of the *glüna pläina* can fuel up at the Berghaus Diavolezza, which has panoramic views and serves Swiss classics from Graubünden and Valtellina.

Visit **Diavolezza** ([diavolezza.ch](http://diavolezza.ch)) and get a headlamp of your own at [lupine-shop.com](http://lupine-shop.com).

## 133.

**Well healed**

At MTZ Heilbad, writer Paula Wik got her peat pack treatment from specialist Corina Hänz, who has worked there for 42 years. Hänz looks 20 years younger than her age, and credits this to an active Alpine lifestyle that includes breathing fresh mountain air and drinking iron-rich water from Forum Paracelsus.

Try out all the treatments at **MTZ Heilbad** ([heilbad-stmoritz.ch](http://heilbad-stmoritz.ch)) and drink your fill for free at **Forum Paracelsus**.



## 136.

**The elephant in the room**

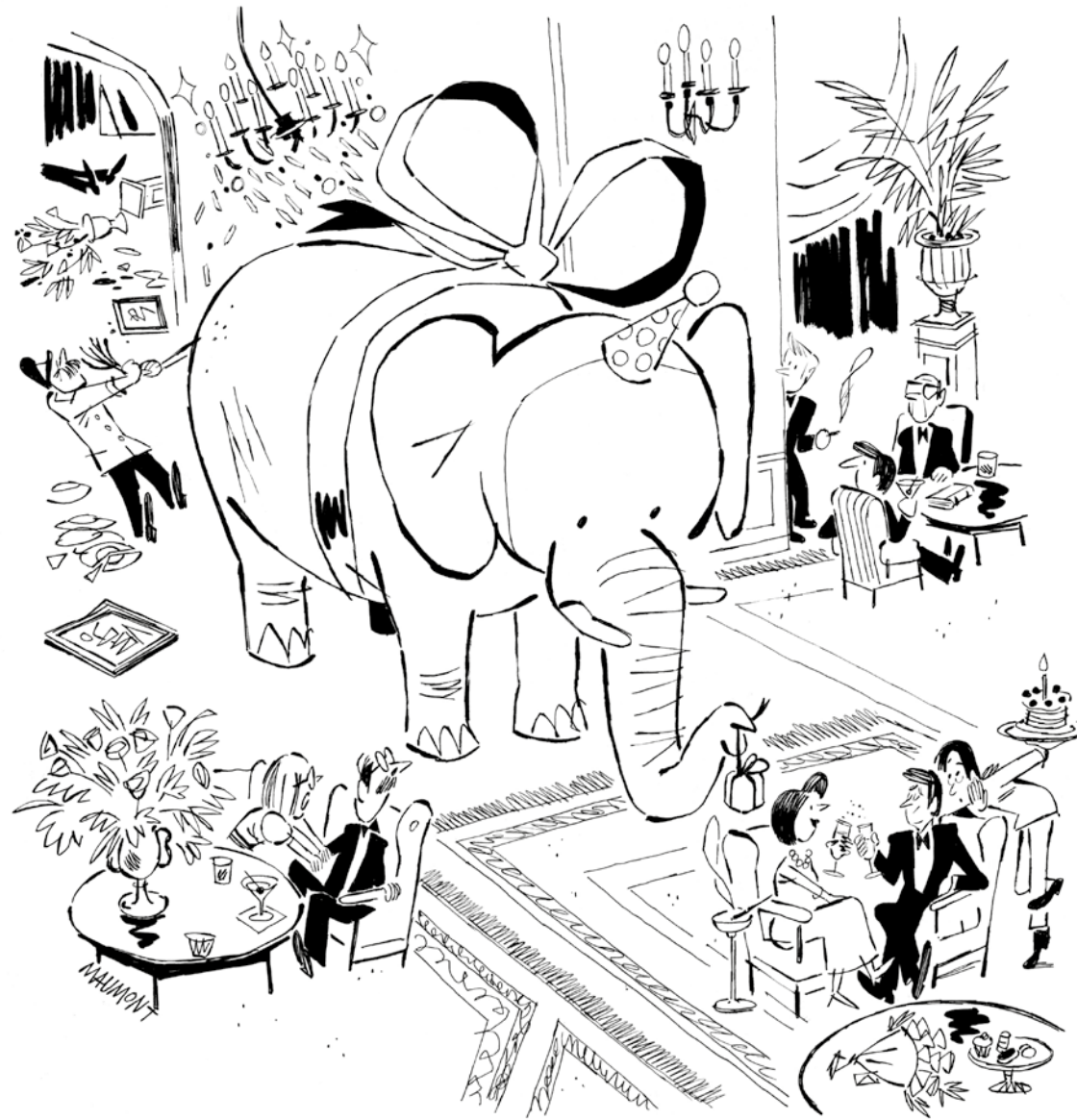
The cabaret company that brought Dunja the elephant to the mountains in 1922 is still going. Catch a show next time you're in Zürich.

Check out **Salon Theater Herzbaracke's** show schedule at [herzbaracke.ch](http://herzbaracke.ch).



# The elephant in the room

WORDS: Rosie Prata  
ILLUSTRATION: François Maumont



St. Moritz has seen its fair share of party animals – including a rumoured swimming pool full of sea lions – but perhaps none has made as enormous an impression as Dunja the elephant, a performer at Swiss cabaret company Salon Theater Herzbaracke. In 1922, Dunja's colleagues took her on a trip to St. Moritz, where she surprised and delighted locals with her exotic appearance. One Badrutt's Palace Hotel guest

was particularly taken by Dunja's charms and asked a favour: would she come to the hotel and deliver a birthday present to his wife? Of course, no request is too big for the hotel to entertain – even when that request weighs five tonnes. Though she very nearly wasn't able to fit her rump through the door, Dunja was happy to oblige, marking the occasion as one that nobody in St. Moritz would ever forget.

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