

KAMEHA GRAND ZÜRICH

EYE-CATCHING DESIGN MEETS MODERN RE-IMAGINING OF GRAND HOTEL TRADITION. THE KAMEHA GRAND ZÜRICH, A NEW LIFESTYLE HOTEL UNMATCHED IN SWITZERLAND, WAS OPENED BY FOUNDER CARSTEN K. RATH ON THE OUTSKIRTS OF ZÜRICH IN MARCH. STAR DESIGNER MARCEL WANDERS, WHO WAS ENTRUSTED WITH THE EXTRAVAGANT INTERIOR, HAS CREATED INSPIRATION FOR BOTH THE EYE AND THE SPIRIT.

WHEN TWO GREATS like Carsten K. Rath and world-renowned Dutch designer Marcel Wanders bring their visions tangibly to life on the leading international hotels scene, the result simply has to be something unique – and that's precisely what has happened here.

Located a mere six minutes' drive from Zurich Airport in the Glattpark business district, the Kameha Grand is many things. It is a lifestyle hotel of typically Swiss extravagance; a modern-day grand hotel of the finest kind, where heartfelt service takes top priority; a venue for meetings, conferences and events; and a haven of comfort committed to establishing a new favourite destination for a clientele of international businesspeople, holidaymakers, city break seekers and culture enthusiasts. Here, concepts that others would view as attempts to square the circle come together in harmony. Even the structural shell is remarkable, the double glass skin and metal elements presenting a cohesive face to the outside world while clearly positioning the hotel building between the poles of Switzerland on the one side and its business district location on the other.

For the experts at "tecArchitecture", the leading American architect's office, the task was to respect the culture and tradition of the country and create a hotel that would stand for understatement, pragmatism and reliability.

However, it is not only on the outside that the Kameha Grand Zürich draws inspiration from Switzerland and the country's symbols; the land of chocolate makers and investors is also reflected in the interior design, which bears the creative imprint of designer Marcel Wanders. In accordance with his belief that a hotel should reflect the place in which it is located, the large lobby lights in reception, which are reminiscent of cow bells, draw the eye of visitors. The common theme of "Swissness" permeates the rooms and suites. To give two examples, the dividing wall to the bath-

room (which has a free-standing tub) resembles a bar of chocolate, and the minibars look like bank vaults. Facilities include state-of-the-art (and free) W-LAN and high speed Internet access, Nespresso machines and individually regulated air conditioning systems.

Marcel Wanders – dubbed the "Lady Gaga of design" by the "New York Times" – certainly lives up to his nickname in the 11 themed suites, which push the boundaries of the hotel experience. Boredom is banished in the Poker Face Suite (a casino with a bed) and the Serenity Suite, the exact opposite approach with a yoga mat and reading matter to promote health and well-being. Suites also feature walk-in wardrobes: every woman's dream. Needless to say, the Princess Suite has an illuminated mirror fit for a movie star for good measure, while anyone occupying the Workout Suite doesn't need to leave the room to keep fit: this one comes with a treadmill and

bench for those wishing to step up a gear (and there's even a coffee table that converts into a table tennis table). Guests in the Space Suite – the brainchild of artist Michael Najjar – will feel they've checked into another world altogether, while residents of the King Kameha Suite rise above the everyday thanks to an exclusive top-floor location. The Kameha Grand Zürich is indeed a contemporary grand hotel anno 2015.

It is also a hotel that transcends star ratings: "Star categories are not relevant to our ambitions of hospitality", says Carsten K. Rath. "Too many formalities mean too little service. These days, taking pleasure in serving the guest and being prepared to put the guest front and centre is the only way to create loyalty to an establishment." Accordingly, 150-plus staff members embody every aspect of well-being in some style.

In the informally accommodating surroundings of the L'Unico Italian restaurant, diners can be



sure of attentive service. Pasta is made in the open kitchen, where Sicilian head chef Igino Bruni puts heart and soul into a parade of exquisite gourmet events that any Italian mamma would approve of. With a sure hand and a creative mind, Hamburg-born Norman Fischer offers guests a flavour of his artistry, adeptly bridging the culinary divide between Switzerland and the land of smiles at the Yu Nijyo Japanese restaurant. These two venues, packed with character, set the stage for two master chefs with exalted records earned in star-rated establishments. Meanwhile the design of PureGold Bar plays on national traits with its tongue-in-cheek array of gold sequins. Wireless mobile charging points installed into the furnishings and free W-LAN make the bar an ideal place to work as well as relax. The adjoining lounge terrace is perfect for an aperitif, while the cupcake varieties are a must-try in the afternoons. As they sip a PureGold drink, guests may allow their thoughts to drift to the Kameha Spa. After all, a relaxing massage is the best way to overcome jetlag and recharge the batteries after a long trip; unless, of course, you prefer the delights of a Kameha Mountain Herb signature treatment. Either way, the spa team is on hand to entice visitors with a diverse programme of high quality indulgence. Treatments make use

of exclusive spa brands such as Spa Manufactur, La Biosthétique, Artemis of Switzerland for men and Alessandro for beautiful nails. After letting their cares melt away in the sauna or steam bath, guests can stay on cloud nine by relaxing on loungers located on the roof terrace or the quiet room, which has a glass fireplace. For the more active, the state-of-the-art training facilities of the fitness centre are open around the clock; leisure-lovers at the Kameha Grand can also use the nearby swimming lake, which spans 550 by 41 metres. With a special map showing jogging routes also available, there are plenty of possibilities for those in search of fresh air.

By early evening, the setting sun is gleaming through golden-yellow whisky glasses. In the Smoker's Lounge, all eyes are on the glass humidior, fine cognacs and the rare single malts. Next door in the Shisha Lounge, an Oriental-style experience for the senses – straight out of 1001 Nights – awaits. It's not only the design and the cuisine that exude sensory appeal, though. "We can provide the ideal venue for creative ideas, eye-catching presentations, spectacular events and individual occasions", says Carsten K. Rath, expanding on the hotel's attractions. Indeed, the centrepiece of the hotel is the Kameha Dome, a 700-square-metre ballroom for those special moments in life.

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245 ROOMS AND THEMED SUITES; rates depend on the season and category and start at CHF 199 (opening rate), rising to CHF 230

GETTING THERE: Zurich Airport approx. 6 minutes by car; main station/city centre approx. 9 minutes by car

Whether coming for dinner, a drink, a business appointment or to stay as part of a package deal, guests of all hues are quickly coming to the welcome conclusion that the Kameha Grand has the potential to emerge as their favourite destination. With such radiant appeal, this is now the place to be! ■