

Press release

Brig, August 2015



Reopening Hotel de Londres Brig, Switzerland

At home with friends - since 1884

After one and a half years of extensive and complete renovation and expansion, the Hotel de Londres opened its doors on 1 August 2015 in the city centre of Brig in Valais, Switzerland.

The first boutique design hotel in the valley has 16 rooms and 2 suites, a conference room - Otto's Stuba, named after local painter Otto Pfänder - as well as a cosy living room with a shared kitchen and an honour bar.

During the comprehensive renovation with a modern, English touch, much emphasis was placed on the over 130 years of history. The hotel will be a home for friends travelling for leisure, culinary tourists and those homesick for the Valais.

"Clubhouse" character - unique operating concept

The hotel is run like a clubhouse. It provides guests with a living room, terrace and a kitchen that includes a well-stocked speciality refrigerator, a wine cellar and hand-selected wines. The beverage bar is available to guests round the clock. On special occasions, guests will be spoiled with culinary delights provided by selected caterers and guest chefs, as well as a sommelier. This innovative operating concept caters to every unique need and provides flexibility throughout the guests' stay.

'Even Winston Churchill slept here in Brig and enjoyed his favourite cigar while strolling through town. Our guests will relax, meet friends and enjoy life while sitting on the terrace overlooking the centre of Brig,' says Philipp Otto, Hotel Manager of the Hotel de Londres.

Design and interior design by renowned partners

Atelier Zurich - the renowned interior design office - stands for modern and emotional interior design made in Switzerland. The Hotel de Londres represents "typical Valais" tailoring, a skilful mix of eclectic elements. The use of colour, furniture, lighting and accessories conjures up down-to-earth, uncomplicated comfort with English style throughout all rooms. Colours and shapes from Valais are cleverly staged, including the typical geometric pattern of local paintings and crafts on the facade, floors, doors and the bed headboards.

'For us it was clear from the beginning that the design had to include the British history of the Hotel de Londres and express its typical Valais roots in order to make the long tradition of hospitality a truly authentic experience. Our thanks to all the friends of the Hotel de Londres, who contributed to its creation. A lot of joy and love went into this project!'
Claudia Silberschmidt owner Atelier Zurich.



The living room on the first floor is the centrepiece of the hotel. It is a well-designed, versatile and welcoming place decorated in the warm tone "sunny mustard" and sets the stage for the modern kitchen island and bar, reminiscent in colour and design of grandmother's iron stove. It enables multifunctional use. A massive antique wooden rack, which was formerly used to transport clean hotel linens, towers over the kitchen island and displays copper pans and cooking utensils. The furnishings of the entire room include several seating options, from basic wood to more luxuriously upholstered chairs. It leads directly out onto the huge terrace off Brig's market square.

Otto's Stuba is a great venue, offering an inspiring space for corporate and private events such as seminars and banquets.

The bathrooms in turn have a strong connection to England. They are dressed in white subway tiles and equipped with typical, genuinely English bathroom sets.

The two suites under the new wooden roof offer a slightly more neutral space. The furnishing is colourful, if not to say "animalistic" - a shot of British humour is a matter of honour.

'Each of us has a great circle of friends and is regularly invited to each other's homes. Therefore, we immediately understood that the atmosphere at the Hotel de Londres has to radiate familiarity, comfort and authenticity.' Josephine Reveman, Project Manager, Atelier Zurich

Wine, cuisine & customs

The Hotel de Londres prides itself on being a host to Valais speciality wines. With 5000 hectares of arable land, Valais is the most important wine-producing canton in Switzerland, with big names and small treasures. That's why the Hotel de Londres has a wine cellar that includes hand-selected, local wines and organises regular wine-tasting sessions with outstanding winemakers from Valais. Equally important are wine specialities from around the world. Our concept: the best of countries and regions.

Valais cuisine is worth discovering. From the Hotel de Londres, it only takes 20 minutes to get to the saffron-growing region of Switzerland in the mountain village of Mund. Local ingredients are the perfect components for preparing a delicious meal in our kitchen after a day out in beautiful surrounding nature. Hearty rye bread, just-picked apricots and creamy Raclette du Valais AOP are some of the many culinary delights from the region.

'Design and gastronomy play with characterful elements from England and Valais, making the Hotel de Londres a very special place. We guarantee unforgettable holidays, family celebrations and inspiring meetings,' says Daniela Noti, Operations Manager.

Highlights of versatile excursions from Brig

In the centre of Brig's old town is Stockalper Palace, one of the most prominent secular Baroque buildings in Switzerland.

Brigerbad thermal springs – 5 minutes away by car – is a unique wellness oasis. Open year-round (reopened in January 2015 after a complete renovation and expansion), it offers hot springs with temperatures between 21 and 50 degrees and lithium-rich sodium-calcium sulphate water that is especially soothing for those with osteoarthritis or rheumatism.



Golfing in Goms – in Valais you tee off at the highest level. Awaiting golfers are eight wonderful golf clubs nestled in a unique landscape.

Hiking and mountain sport activities, for example from Belalp. It takes just 30 minutes to get to Belalp, 2000m above Brig, in the midst of the Swiss Alps Jungfrau-Aletsch UNESCO World Heritage Site. From here there are views over the 23-km long Aletsch Glacier and the Valais Alps, including the Matterhorn. Belalp is a ski resort with over 60 km of ski slopes, the starting point for beautiful hiking tours and mountain activities.

Read the latest highlights and offers from the Hotel de Londres

Various themed specials including wine, cuisine and culture are available at the Hotel de Londres. They are each listed on the website www.hotel-delondres.ch.

About us

At the Hotel de Londres you are at home with friends in the heart of Valais.

Located in the centre of Brig, atmospherically furnished rooms and genuine hospitality are combined with Valais tradition and English style elements of the Belle Epoque and staged within a contemporary, cosmopolitan context. The result is a distinctive lifestyle that is characterised by lightness and openness, creating space for joie de vivre. Combined with the stunning nature, the lived traditions and the mysterious magnetism of Valais, this makes the Hotel de Londres a unique place for travellers, adventurers and locals alike.

Hotel de Londres Facts & Figures

- Designer boutique hotel
- 18 designer rooms and suites
- Cosy living room with kitchen and honour bar
- Otto's Stuba for successful family and business events
- Large terrace overlooking Brig's market square
- Central location
- Free wi-fi throughout the hotel
- Member of White Line Hotels, a cool organisation with more than 50 curated hotels

FURTHER INFORMATION

The hotel name and London

The name of the Hotel de Londres is reminiscent of the time when the mountains were conquered by the English in the late 19th century. Parts of the building existed in 1527 but it has been run as a hotel since 1884. The name is also a tribute to London, where the founder of the hotel, Anton Arnold, worked in the hospitality industry for many years.



The town of Brig in central Valais, connected to the world

Brig was a base for commercial travellers and conquerors of the Valais Alps, and Brig's hotel industry hosted the English nobility and celebrities from business and politics. Today, the site in the Swiss-German Upper Valais is accessible by car, as well as by public transportation (the Brig railway station is an 8-minute walk away). Excellent and easy connections are available to Italy (Domodossola, 1 hour), Bern (1 hour), Zurich (2 hours), Zermatt (1.5 hours), Martigny (1 hour) and Lausanne (1.5 hours). Brig is also a starting point for wonderful adventures in hiking and nature in Valais' mountain regions. In addition to the canton of Ticino, Valais is one of Switzerland's sunniest regions.

Canton Valais

Valais – the home canton of the Hotel de Londres – joined the Confederation exactly 200 years ago, willing to maintain its natural, cultural and tourist gems and develop itself; the locals of course insist that in 1815, the Confederation joined Valais. The fact is that Valais is Switzerland's most important wine-producing canton and home to impressive mountains with 41 mountains that are 4,000 metres high. The Hotel de Londres is very committed to this heritage.

Atelier Zurich

Claudia Silberschmidt is the owner of the Zurich interior design firm Atelier Zurich, which she founded in 1999. The project management of the Hotel de Londres was under the guidance of Josephine Reveman. Atelier Zurich currently has around 10 team members who design and develop well thought-out holistic concepts for hotels, restaurants, commercial buildings and private houses, in which every detail is planned intelligently and with love.

Wine canton Valais

In recent decades, much emphasis has been placed on quality enhancement and biodiversity in Valais wine. Renowned beyond its borders are grapes such as: the Petite Arvine – since 1602 an exclusive speciality from Valais; the cheerful and elegant Fendant, an aperitif wine par excellence; the Heida – grown up to 1100 metres above sea level – which offers an exceptional flavour palette of strong character; the Cornalin, which was already mentioned at the beginning of the 19th century, is late-maturing and difficult to cultivate; the Syrah, which has been grown in Valais since 1926, with an aging potential of up to 10 years and then

some. Located in the Valais village of Visperterminen, three quarters of an hour from the Hotel de Londres, is the highest vineyard in Europe. And every September, the town of Salgesch hosts the "Rebsortenwanderung", the famous hike through local vineyards.

Cuisine

Saffron, grown in Mund continuously since the 14th century, with 1.5 to 2 kilos of annual harvest, is a rarity, as is the special rye bread and the Raclette du Valais AOP. This cheese has been made in Valais since 400 BCE and cheese melting was already common in Valais in 1574. The term raclette comes from the local French dialect (racler = to scrape).



Room prices vary by seasons

Single room from CHF 145

Double room from CHF 180

Prices include Valais or English breakfast.

All facilities can be rented and the hotel may be rented as a complete unit for very exclusive events for the amount of approximately CHF 4,500.

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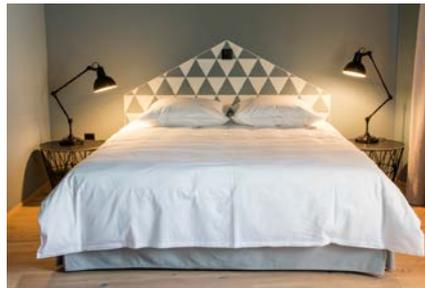
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HOTEL^{DE} LONDRES



Typical geometric patterns from local paintings and crafts on the facade



Eclectic harmony of Valais elements and British details



Otto's Stuba – another kind of meeting room



Cosy Living Room with honesty bar

Photographer: Pascal Gertschen, Brig