

# ST. MORITZ

PEOPLE AND STORIES FROM THE TOP OF THE MOUNTAINS

*Issue Winter 2017/2018*

## GLAMOROUS

*In winter, the enchanting landscape of the  
Engadin becomes a reflection of our soul*

*St. Moritz*

## ARIANE EHRAT

After ten successful years, St. Moritz's Director of Tourism (centre) resigned from her post in May 2017. She has now handed over the project management of the St. Moritz Magazin to Roberto Rivola (third from left), Director of Corporate Communication and Member of the Board Engadin St. Moritz. Warmest thanks from the editorial team for the trusting and productive collaboration.



## JON BOLLMANN

Jon Bollmann is the publisher of the Swiss travel magazine *Transhelvetica*, and loves to leap head-first into cultural, gastronomic, physical and other adventures. He loves the moment in a soft curve when his shadow makes the fresh snow spray up – an experience that he also had the pleasure of enjoying at the Corvatsch Snow Night.



## ANNA WACHOLDER

After earning a degree in industrial design in Linz and in visual communication at the Bauhaus University in Weimar, Anna Wacholder now works as an illustrator in Vienna for publications and organisations such as the *FAZ*, the Munich Philharmonics and Red Bull. She designed the map of the Engadin's winter wonders for the current St. Moritz Magazin. She is happiest spending her spare time in the mountains, with only life's essentials and a sketchbook in her backpack.



## CHRISTOPH NIEMANN

What do *The New Yorker*, *Wired*, *The New York Times Magazine* and St. Moritz have in common? They are all only too happy to entrust themselves to the hands of the man who is probably the most gifted illustrator of our time: Christoph Niemann. On page 32, learn how he continues the tradition of the tourism poster. This issue also contains Niemann's winter motifs as postcards to remove, collect and send.



## GIANCARLO CATTANEO

The press photographer lives and works in St. Moritz. His photos of events and people are published in magazines such as *Südostschweiz*, *Blick*, *20 Minuten*, *Engadiner Post*, *Corriere della Sera*, *Bunte* and the *ADAC Travel Magazine* – and again and again in the St. Moritz Magazin.

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# EVENT CALENDAR

The highlights of Winter 2017/2018

## NOVEMBER

**26.11.** | PROLOGUE VISMA SKI CLASSICS  
Start of the cross-country competition series in Pontresina  
[www.vismaskiclassics.com](http://www.vismaskiclassics.com)

## DECEMBER

**2./3.12.** | SNOW SPORTS OPENING  
Official opening of the snow sports season  
[www.engadin.stmoritz.ch/snowsports-opening](http://www.engadin.stmoritz.ch/snowsports-opening)

**9./10.12.** | AUDI FIS SKI WORLD CUP ST. MORITZ  
Ladies' Alpine Ski World Cup  
[www.skiworldcup.stmoritz.ch/en](http://www.skiworldcup.stmoritz.ch/en)

**28.-30.12.** | SINFONIA ENGIADINA  
Classic concerts for the end of the year  
[www.sinfonia-engiadina.ch](http://www.sinfonia-engiadina.ch)

## JANUARY

**12.-20.1.** | 25TH ST. MORITZ GOURMET FESTIVAL  
Top chefs visit St. Moritz  
[www.stmoritz-gourmetfestival.ch/en](http://www.stmoritz-gourmetfestival.ch/en)

**14.-21.1.** | 60TH WINTER CONCOURS HIPPIQUE  
Show-jumping tournament on ice  
[www.stmoritz-concours.ch/winter](http://www.stmoritz-concours.ch/winter)

**17.-20.1.** | 15TH WINTERRAID  
Vintage car rally from St. Moritz to Arosa  
[www.raid.ch/en](http://www.raid.ch/en)

**19.-21.1.** | 13TH OUT OF THE BLUE'S FESTIVAL  
Blues festival in Samedan  
[www.samedanblues.ch](http://www.samedanblues.ch)

**20.1.** | LA DIAGONELA  
65-km cross-country fun run  
[www.ladiagonela.ch/en-1](http://www.ladiagonela.ch/en-1)

**26.-28.1.** | SNOW POLO WORLD CUP ST. MORITZ  
Snow polo tournament on Lake St. Moritz  
[www.snowpolo-stmoritz.com](http://www.snowpolo-stmoritz.com)

**27./28.1.** | ENGADIN SNOW GOLF CUP BY MASERATI  
Golf tournament on snow in Silvaplana  
[www.engadin-golf.ch/en](http://www.engadin-golf.ch/en)

## FEBRUARY

**1.-4.2.** | ENGADINSNOW  
Freeride competition on the Corvatsch  
[www.engadinsnow.com](http://www.engadinsnow.com)

**4./11./18.2.** | WHITE TURF ST. MORITZ  
Horse race on Lake St. Moritz  
[www.whiteturf.ch/en](http://www.whiteturf.ch/en)

**8./9.2.** | ST. MORITZ ICE CRICKET  
Cricket legends play on ice  
[www.icecricket.ch](http://www.icecricket.ch)

**8.-10.2.** | CRICKET ON ICE  
Battle on ice for the Cricket Trophy  
[www.cricket-on-ice.com](http://www.cricket-on-ice.com)

**16.2.** | 4TH NIGHT TURF  
Night-time horse race in the snow  
[www.nightturf.com/en](http://www.nightturf.com/en)

**17.2.** | GRAND NATIONAL ON THE CRESTA RUN  
Seasonal highlight of the Cresta races  
[www.cresta-run.com](http://www.cresta-run.com)

## MARCH

**2./3.3.** | FREESKI WORLD CUP CORVATSCH  
Freeski world cup in the Corvatsch Park  
[www.corvatsch.ch/en](http://www.corvatsch.ch/en)

**4.3.** | 19TH WOMEN'S RACE  
17-km cross-country race – ladies only  
[www.engadin-skimarathon.ch/en/womens-race](http://www.engadin-skimarathon.ch/en/womens-race)

**11.3.** | 50TH ENGADIN SKI MARATHON  
Marathon-length cross-country fun run  
[www.engadin-skimarathon.ch/en](http://www.engadin-skimarathon.ch/en)

## APRIL

**4.-8.4.** | ST. MORITZ MUSIC SUMMIT  
Electronic open-air festival  
[www.musicsummit.ch](http://www.musicsummit.ch)

**5.-8.4.** | JÄGER SKI WORLD CUP  
Combination of ski racing and target shooting  
[www.jaeger-ski-wm.com](http://www.jaeger-ski-wm.com)

# GLAMOROUS

What do you think of when you hear the word “glamorous”? A luxurious setting? Haute cuisine? Exclusive events? For us it is the sum of all the things that make St. Moritz what it is: the reflecting black ice, the festive Christmas lights, exclusive New Year’s menus – and always the people who are such a feature of our town. Let these people and their stories inspire you.

50

## SKIING UNDER THE STARS

At the Snow Night on the Corvatsch, winter sports enthusiasts will experience the finest slopes and culinary delights every Friday.

Photos: PR/Gian Giovanoli, Filip Zuan, Alessandro Della Bella, Jason Larraman, DDB-images





# WINTER

## 2017/2018

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Hotelier Heinz Hunkeler,  
manager of the Hotel,  
with Hugo Wetzler,  
president of the Engadin  
St. Moritz Tourism  
Organisation

**T**he Kulm Hotel is one of the most traditional and most exclusive grand hotels in St. Moritz. Who better to talk to on the subject of “glamour” than the hotel manager, Heinz Hunkeler? Hugo Wetzler, president of the Engadin St. Moritz Tourism Organisation, met up with him for an interview.

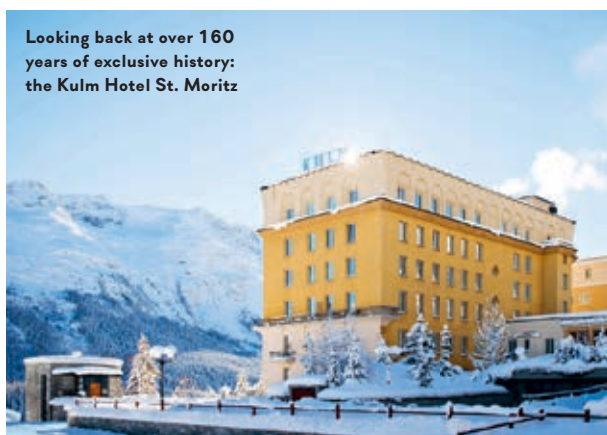
**Hugo Wetzler: Heinz, the word “glamorous” is one of the brand values of St. Moritz. What do you as a hotelier think of when you hear the word?** Heinz Hunkeler: For me, the word represents a combination of lots of different things, an accumulation of details. Let’s look at the hotel industry as an example: a fabulous wellness area, an excellent restaurant – those are the basics that any guest can quite rightly expect. But the finishing touch, the icing on the cake, are the staff who make the whole thing

shine. They are the software, so to speak, that makes all the difference.

**In this latest issue of the magazine, we interpret the subject in many different ways: in the reflective black ice, the festive Christmas lights, the high-class New Year’s Eve menus ... What do you think makes St. Moritz so glamorous?** I see it the way you do – the wealth of contrasts in our destination is what makes St. Moritz so glamorous. And again: the details. In a hotel, it’s things like the porter with his friendly smile and smart uniform, the polished limo, the clean ski bus, the florist who rearranges the floral displays every day. The fact that your chair doesn’t wobble, that the tablecloth is laid out perfectly, that the glasses are spotless. It’s the whole ambience that we create on a daily basis to make sure our guests feel completely at home while they are with us.



# HUGO WETZEL IN CONVERSATION WITH HEINZ HUNKELER



Looking back at over 160 years of exclusive history: the Kulm Hotel St. Moritz

## ABOUT HEINZ E. HUNKELER

*The hotelier was born in St. Moritz in 1974. In his childhood, his parents ran the Kulm Hotel. After school, he went to the School of Hotel Management in Lausanne, then spent time at The Pierre (New York), Four Seasons (Paris and Prague), Mandarin Oriental (Geneva), Vier Jahreszeiten (Munich) and Grand Hotel Kronenhof (Pontresina). Heinz and his wife, Jenny, have been running the Kulm Hotel St. Moritz since 2013.*

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

## ABOUT HUGO WETZEL

*Hugo Wetzel was born and raised in St. Moritz. A printer by trade, he ran the family printing company until 2005. Since 2006, he has been the president of the Engadin St. Moritz Tourism Organisation. The name Hugo Wetzel is strongly connected with ski sports in St. Moritz. He was actively involved in the candidacy and organisation of several FIS Alpine World Ski Championships.*

**The Kulm Hotel has helped to shape St. Moritz more than any other hotel. What role does your tradition play today?** It is important to appreciate the past. We could fill books with our stories, and I am in tremendous awe of what our predecessors achieved. After all, it all began here at the Kulm Hotel – winter tourism in the Alps. That undoubtedly gives us historic advantages that distinguish us from other hotels. But: we need to achieve the balancing act of not being seen as a dusty old Grand Hotel, but of giving our tradition a contemporary interpretation. Not so stiff, not so complicated, and yet fully celebrating our unique history. Because that is something our guests can still experience today – for instance, in the Kulm Pavilion. The building itself and its exhibits are a collection of emotions that have been passed down.

**What do you think St. Moritz needs to do to remain glamorous in the future and appeal to the most diverse guests?** Well, of course we need to look after nature – the landscape, the mountains, the lakes. Then there is our exclusivity, because that makes us unique. St. Moritz is a top-class destination, and I think that needs to be preserved – retain our timeless freshness with investments, and constantly adapt to our guests' requirements.

**And what glamorous moments are you particularly looking forward to this winter?** To seeing the Kulm Pavilion as it used to be again. To the moment when the first snow falls, the phone rings and the bookings start coming in. To the staff we know from the previous winters. And to our guests, of course – the new ones and the returning ones.





# *NATURAL BEAUTY*

An above-average number of sunny days, clear mountain air and freezing temperatures combine to give the landscape of the Engadin a particular shine in winter. Snow glistens on the mountain slopes, and the reflections on the frozen lakes are met with the sparkle in the guests' eyes.





Photo: Filip Zuan





No wind, no snow – two of the conditions required for the water of the Engadin lakes to freeze into black ice

**J**anuary is usually the coldest month, which is why, come December, many tourists and locals start looking forward to the lakes, which extend from St. Moritz towards Maloja, freezing over. Everyone wants to be the first to carve tracks into the black ice with his or her skates, or simply enjoy a walk across the mirrored surface, surrounded by snow-covered mountains. Those who have not yet witnessed this natural phenomenon often ask if the ice really is black. “No, that’s not quite the case. But it is so clear that you can see into the depths of the lake, which is why it appears so dark,” explains engineer Markus Berweger. Looking down through the frozen surface you’ll not only see darkness but also rocks, water plants and, with a little luck, even various fish darting around in the cold water.

Markus Berweger is CEO of See-Infra AG, responsible for setting up and hiring out tents

during the Snow Polo Tournament and the White Turf Horse Race on Lake St. Moritz. The 49-year-old graduate civil engineer regularly checks the load-bearing capacity of the ice on Lake St. Moritz.

In the 2016/17 winter season, the black ice of the Engadin could be admired for many weeks. This isn’t always the case, however. A number of conditions need to be met for the lakes to freeze and the magically shimmering ice to occur. “No wind to make waves, no snow to settle on the ice – and a consistently low temperature, so the water can freeze in the first place,” explains glaciologist Martin Funk of the Technical University of Zurich. “But once the black ice has formed,” he continues, “then a thickness of around 15 cm is enough to support the weight of several people.” As soon as this threshold is reached, the lakes are open to walkers and cross-country skiers.





NATURAL PHENOMENON

# *STILL WATERS*

In the winter months, the black ice in the Engadin draws ice skaters and nature lovers to the area, and they all admire the mysterious beauty of the frozen lakes.

PHOTOS: FILIP ZUAN







*“ONCE IT IS 15 CM THICK,  
THE BLACK ICE IS SAFE  
ENOUGH TO STEP ONTO.”*

Martin Funk, glaciologist

Regardless of how still the ice may appear,  
below the surface the lake is teeming  
with life: fish continue to wend their merry  
way through the depths in winter as well.

Those who wish to try the ice at the beginning of the winter season will usually be able to do so on Lago Bianco. The lake freezes over quickly because it is situated on the Bernina Pass at an impressive height of 2,234 metres. Sometimes iceboats can then be seen on the water, their sleighs gliding over the mirrored surface as elegantly as windsurfers. Down in the valley, a closed ice surface is most likely to form on Lake Champfèr, which is relatively small compared with its three neighbouring lakes. This is where the pond hockey teams also compete against each other, four on four every year, carrying out the Swiss Championships. While the audience on the sidelines never fails to be amazed by how the players even manage to hit the goals, which are just 20 centimetres high. However, the two major events – Snow Polo and White Turf – take place on



Once the black ice has  
formed, it is very strong and  
you can safely step onto it –  
and even go ice skating.



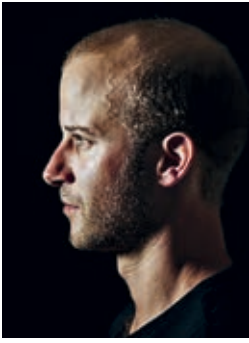
Lake St. Moritz. And to ensure that the tents, with their lounges and bars, stand as firmly on the frozen lake as they do on land, Markus Berweger checks the thickness of the ice throughout the winter season by drilling and taking radar measurements. The only way to ensure that sport, fun and events always take place on a firm foundation.

Author: Stefan Skiera

INFO

Information on the current  
ice situation on Lake  
St. Moritz is provided by  
the Tourism Organisation  
T +41 81 830 00 01  
[www.engadin.stmoritz.ch/en](http://www.engadin.stmoritz.ch/en)





## FASCINATING BLACK ICE

The photos in this story are taken from “NAIR”, the recently published book by photographer Filip Zuan. The coffee-table book illustrates people’s passion for the natural phenomenon black ice and the tradition of ice skating on the lakes of the Engadin.

Filip Zuan’s photography book entitled “NAIR” (Rhaeto-Romanic for “black”) features beautiful shots that document the black ice that has enchanted young and old for generations. Rather than just showcasing fascinating images, however, the book also provides an insight into the soul of the residents of the Engadin who, every year, wait for the lakes to freeze over – so that they can leave their trails on the mirrored surfaces against the impressive mountain backdrop.

**Filip, you’ve dedicated five years of your life to creating an entire book of photography on the subject of black ice. What is it that fascinates you so much about it?** Filip Zuan: Black ice is one of the most beautiful natural phenomena I know. When it happens, there’s magic in the air, because you simply can’t predict it.

**How do you experience the creation of black ice?** It starts in autumn, when the nights slowly start to get colder and winter comes. The lake temperatures drop, and the water starts to freeze. On these cold nights, you find yourself gradually feeling excited and thinking about the ice. Have any of the lakes frozen yet? Where will I be able to go skating first?

**What first ignited this fascination in you?** My father always used to go ice skating. I’ve been going out on the ice for as long as I can remember, it’s a tradition up here. I can well remember my father calling to me, “I’ve kept an eye on this lake or another; let’s head over there.” Some years we were able to enjoy the ice for weeks, whereas in others we only had a single day on it. The ice has to have a certain thickness in order to carry your weight. And it takes

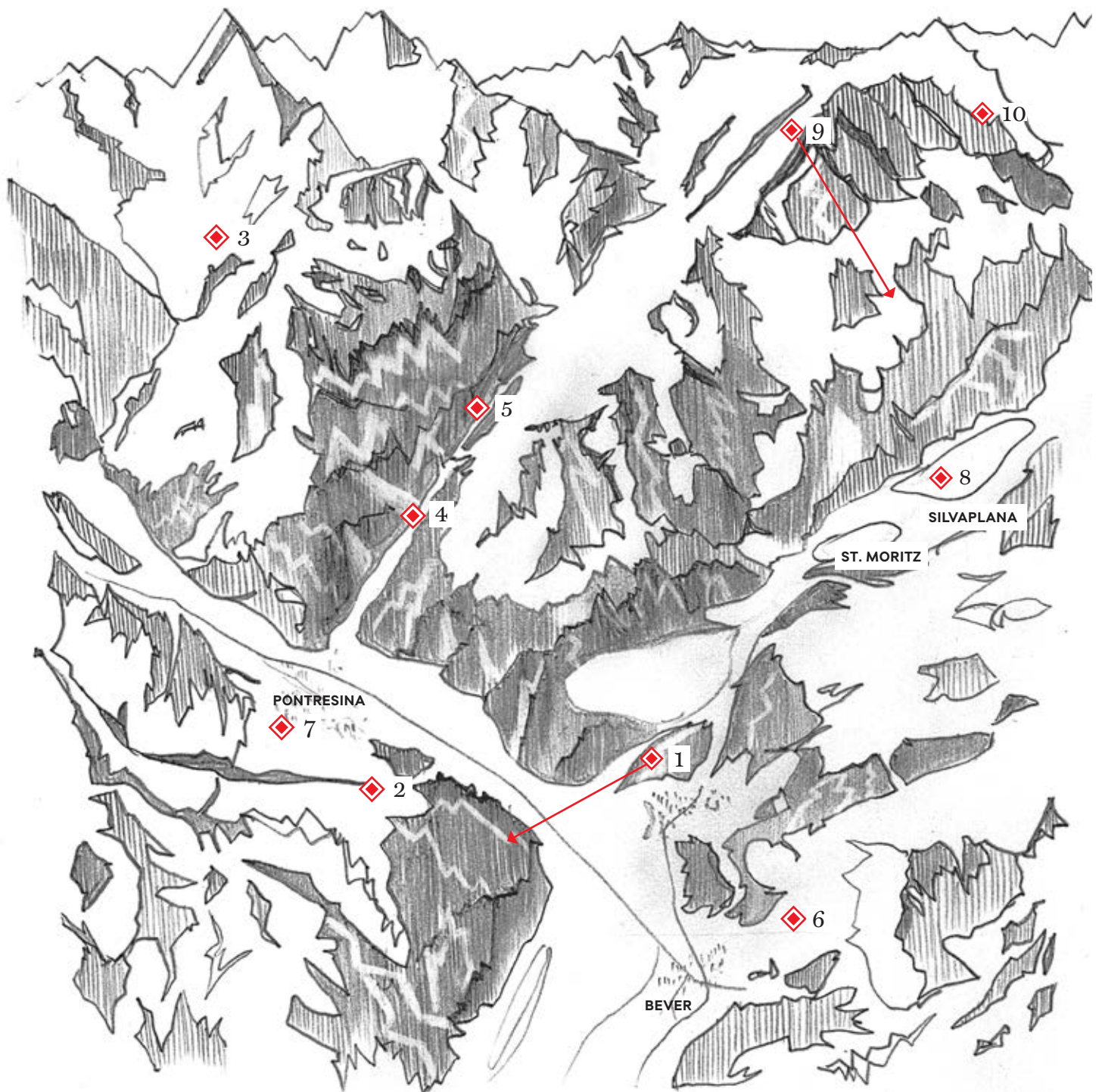
four or five cold, clear nights for it to form. Sometimes you drive out to the lake and the ice is only four centimetres thick – not enough. And then next day, it might snow – which means that there will be no skating on this lake this year. Nature decides when you can skate. But that’s what makes the whole business so exciting.

**How did you come to focus on black ice in your photography?** I lived in Barcelona for a few years, and spent a lot of time taking pictures of skateboarders. When I came back to the Engadin, I initially found it really difficult to think of new subjects that would fascinate me. When one of them was right under my nose all the time.

**That would be ice skating on the Engadin lakes?** Yes, absolutely. Once the ice freezes over, everyone heads outside. And people love being out on the ice. For me, these are the moments that I want to freeze with my photographs. To capture the emotions that the black ice inspires, and document them for the future.

[www.filipzuan.com](http://www.filipzuan.com)





EXPERIENCE NATURE

# WINTER WONDERLAND ENGADIN

Forget time at the sight of the snow-covered mountains, while watching  
foraging deer or during a ride in a horse-drawn carriage.  
All this you can do – because winter in the Engadin is anything but boring.

Illustrations: Anna Wacholder



◆ 1

### RIDE THE FUNICULAR

*The funicular up to Muottas Muragl is the oldest one in the Engadin. And it has more charm today than ever before. Once at the top, you can enjoy the fabulous views of the snow-covered landscape and Engadin lakes as they work their magic on you.*

◆ 3

### HIKE TO THE GLACIER

*You can walk the cleared winter hiking trail from Morteratsch station to the Morteratsch glacier in a little over an hour. On a clear day, there are wonderful views of the surrounding mountains.*

◆ 4

### LOOK FOR BIRDS

*With a little luck, you might spot some white-throated dippers beside the mountain stream on the way to Val Roseg.*

◆ 5

### WATCH THE DEER

*Close to the restaurant Roseg Gletscher, deer come looking for food – an ideal spot for unobtrusively observing them.*

◆ 6

### STROLL ALONGSIDE THE MOUNTAIN STREAM

*There's a path to Spinaz that follows the Beverin Stream. It takes you through a pretty, sleepy wood where you might even see some wild animals.*

◆ 7

### PUT ON YOUR SKATES

*If you would like to go ice skating or curling, or to play hockey, then the Roseg natural rink in Pontresina is just the place.*

◆ 8

### SNOWKITE ON THE LAKE

*Made possible in the area by reliable winds: glide pleasantly over Lake Silvaplana with a snowkite.*

◆ 9

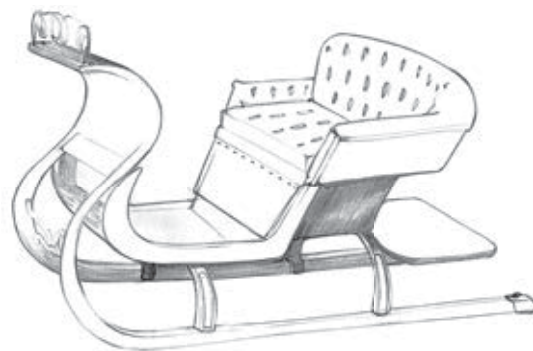
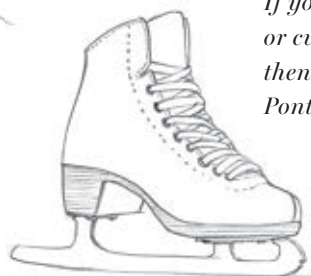
### GO NIGHT SKIING

*Sports under a starry sky – every Friday you can ski Switzerland's longest illuminated route on the Corvatsch until late at night.*

◆ 10

### TAKE A CARRIAGE RIDE

*Starting from the village square in Sils Maria, the destination is Val Fex – one of the highest valleys in Switzerland that is inhabited all year round.*







# *CUISINE*

The revitalising, bracing climate of the Engadin is responsible for the oft-quoted “champagne climate” of St. Moritz. This sparkling ambience is not only ideal for some sun-blessed days on the slopes, but also for enjoying the deluxe culinary delights available afterwards – washed down with a glass or two of real champagne, if you like ...





Photo: Istock



CHRISTIAN J. GOLDSMITH IN THE KITCHEN WITH ...

# ENRICO CEREÀ

Enrico Cerea is widely regarded as one of the best chefs in the world. At the moment, the Italian is looking forward to the winter season at the Carlton Hotel St. Moritz – for him, coming to St. Moritz is a “sublime feeling”. His unmistakable cucina is served at the restaurant “Da Vittorio – St. Moritz”.

PHOTOS: FILIP ZUAN

**H**er Majesty had a very specific request – Risotto Milanese. But not just any old one; no – it had to be Enrico Cerea’s. The chef from Bergamo with three Michelin stars to his name was only too happy to oblige on the occasion of Queen Elizabeth’s state visit to Italy, reinforcing the excellent relationship to the British court with a North Italian risotto “mantecato” – meaning that the exclusive Carnaroli rice from the Piedmont (and that is the only variety Cerea uses) retains its creamy consistency by constant stirring in the pot. Nor did the star chef have to be asked twice in St. Moritz in 2012. After having cooked at the Gourmet Festival in the Carlton Hotel, Dominic Bachofen, the hotel manager at the time, asked him to stay. And so Cerea opened a branch of his “Da Vittorio” restaurant. Which is why this unmistakable cucina is also being served at the Carlton Hotel

St. Moritz this winter. This cucina is known worldwide, in one guise or another, always having remained true to itself and to its roots in a tradition that Enrico Cerea probably embodies better than anyone else: the exclusive cuisine of the Italian middle classes, for which the whole family sits down at the dining table. Enrico Cerea grew up with the tradition, and it still plays an important role in his life today. “Even as a young boy, I spent time in our restaurant and my father’s kitchen; I was practically born with a cooking spoon in my hand.”

The “Da Vittorio” in Bergamo has been in existence for 50 years, and many food critics consider it to be one of the best restaurants in the world. However, it remains a family business to this day. Enrico and his brother Roberto spent their years of learning and travel at top culinary addresses – yet in their hometown Bergamo they are still known by



Like his father, Vittorio, Enrico Cerea (right) loves the fruits of the sea – and serves sea bass, scampi or mussels in the mountains (top).







## *“I WAS BORN WITH A COOKING SPOON IN MY HAND”*

Enrico Cerea, Michelin-starred chef



Author Christian J. Goldsmith (right) met Enrico Cerea at the Carlton Hotel in St. Moritz.

their nicknames “Chicco” and “Bobo”. Sister Barbara runs the “Café Cavour 1880”, where the Cereas sell their home-made sweet delights. And sister Rosella manages the restaurant and makes sure that every year, specialties such as panettone or preserved fruits find their way into Christmas boxes for the international clientèle – the Cereas have friends all over the world.

At the “Da Vittorio – St. Moritz” in the Carlton Hotel, family is equally important. Every week, Chicco and Bobo alternate in the kitchen (now also decorated with a Michelin star), working on new recipes and deciding how global food trends might fit their concept. “It is important not to resist new things. But I always use my heart to decide so I can be sure of cooking sincerely and honestly,” says Cerea. He adds the special “Da Vittorio” touch to the Japanese hotpot dish shabu-shabu with scampi, but also cooks langoustines after his father’s recipe, or serves the scampi with a simple lime granita. Or contrasts an Asian-inspired trio of raw fish as a starter with a veal cutlet and

Sicily’s famous caponata as a main dish. For dessert, an entirely different way to experience tiramisu: Cerea arranges the individual ingredients separately on the plate, which guests can then combine as they wish. However, for Chicco the main thing is that he has a second home waiting for him after driving the two-and-a-half hours from Bergamo across the Maloja Pass to St. Moritz. “A sublime feeling”, explains the star chef as he arrives, “just like a fairy tale. St. Moritz is for people who appreciate this feeling.” And he also looks forward to the “perfect conditions at the Carlton, the perfect preparations”, that will have been made for the winter season. The only things that pass by Enrico Cerea are the very things that everyone else comes to St. Moritz for in winter – the fabulous snow and the world’s loveliest slopes. “If you ask me whether I’d rather ski or be in the kitchen, there’s no contest – it would always be the kitchen, to cook something simple but wonderful.” Like a risotto, perhaps?

Author: Christian J. Goldsmith

### INFO

Da Vittorio – St. Moritz  
Carlton Hotel  
Via Johannes Badrutt 11  
7500 St. Moritz  
T. +41 81 836 7000  
[www.carlton-stmoritz.ch](http://www.carlton-stmoritz.ch)





The famed chef serves scampi with a touch of molecular cuisine.

#### ABOUT ENRICO CERA

*Enrico “Chicco” Cera grew up surrounded by the saucepans in his parents’ restaurant “Da Vittorio” in Brusaporto near Bergamo. It is still evident in Cera’s cuisine today that his father Vittorio was one of the first chefs to specialise in fish. He learnt from chefs such as Heinz Winkler in Aschau and cooking revolutionary Ferran Adrià. His brother Roberto, meanwhile, worked with the Troisgros brothers and Roger Vergé, pioneers of “nouvelle cuisine”.*



HAPPY NEW YEAR!

# FESTIVE DINING

Caviar, “Wienerli” sausages or Chinese fondue? What do locals and guests eat (and drink) on New Year’s Eve in St. Moritz? We spoke to the managers and chefs at the Badrutt’s Palace Hotel and the Berghotel Randolins about their New Year’s menus.

**M**any people associate St. Moritz with champagne and caviar, but the famous spa and winter sports destination has so much more to offer. In fact, when it comes to pleasure and enjoyment, you can find anything your heart desires. On New Year’s Eve in particular, the hotels – whether three or five stars – do their very best to make the festive evening a unique culinary experience as well.

Every year, Badrutt’s Palace Hotel plays host to a veritable spectacle, always under an exciting new motto. The preparations for its legendary New Year’s Eve party start in February – ten months ahead of the date. Yves Gardiol, CEO of the Palace, explains: “The biggest challenge is, of course, to make sure everything is ready on time. There’s no way anything can be changed on the last day. And

all the hotel staff – 500 of them – have to work a double shift.” The hall and all three restaurants are completely redecorated just for this evening – at a cost of an amazing CHF 500,000. There are three bands, two menus and two DJs. A total of 350 service staff and 60 chefs are involved, all to make sure that the 850 guests are served their caviar cold and their fillets hot. “Every single plate reflects the evening’s theme,” explains Gardiol.

The New Year’s theme on 31 December 2016 was “Palace in Space”. Guests enjoyed a galactic menu with a moon-shaped purée of cheese and sweetcorn, and courgette-stuffed tomatoes in the shape of a planet. Every dish is an exclusive work of art created by the kitchen. “But we can’t be too experimental, as our guests don’t really like that. Our New Year’s regulars are discerning, and love traditional



Photos: © thephotographers





*“OUR NEW YEAR’S  
GUESTS ARE EXTREMELY  
DISCERNING.”*

Yves Gardiol, CEO of the Badrutt’s Palace Hotel

dishes such as caviar, champagne, perfectly flavoured truffles on the fillet, plus salmon and foie gras,” says Yves Gardiol, who has been working at Badrutt’s Palace for 15 years now.

Caviar has a special tradition at the Palace. It was Johannes Badrutt who, together with the delicatessen Feinkost Glattfelder, first brought it to St. Moritz 85 years ago. Quality is extremely important, and the black truffles of Alba and the white truffles from the Périgord are delivered straight to the hotel. On New Year’s Eve, 45 kilograms of caviar are consumed, and 350 champagne corks will pop.

The New Year’s motto is reflected in the decorations and dress code as well as on the menu. Gentlemen in black tie and ladies in their most elegant gowns and precious jewels enjoy this most exclusive menu. However, there are no official fireworks at midnight, because it would interrupt the party mood if guests were to head outside at the stroke of midnight. Instead, a chimney sweep arrives to spread good luck for the New Year by handing the guests one-rappen coins. But that’s not to say there are no fireworks at all: there are, on 1 January, and it’s quite a display. “It’s not unusual for the dancing to continue until 7am on New Year’s Eve, or for guests to go straight through to breakfast,” reports Gardiol. Naturally, the spectacle has an equally spectacular price tag of CHF 1,300, or CHF 650 for hotel guests, but then again, it is a unique experience.



Galactic decoration: in 2016, the New Year’s Eve motto at Badrutt’s Palace Hotel was “Palace in Space”.





Markus Inauen is head chef at the Berghotel Randolins, and creates a fabulous, down-to-earth, six-course meal for New Year's Eve.

While the most sensational party in St. Moritz is taking place at the Palace, the evening at the Berghotel Randolins is quite homey by comparison. In the cosy, familiar atmosphere and with a relaxed dress code, guests celebrate on the terrace and around the campfire at midnight. "There are other places to go for the noisy parties," says Isabella Scheuermann, who has been running the Berghotel on the exclusive Suvretta Hill with her husband, Stephan Amsler, for three years now. The hotel, which consists of six buildings, has just refurbished its family area. "A lot of people resent the luxury image of St. Moritz, but we are situated right between the two worlds, and we also offer an affordable St. Moritz on New Year's Eve," adds Stephan Amsler.

Guests dine in the cosy Restaurant Stüvetta or panorama dining room on New Year's Eve. And although there is no dress code, they are expected to dress appropriately. There's wood everywhere, and its delicate fragrance is also said to be beneficial for the state of mind. "Our guests like the peace, and enjoy the wonderful views here. And with regard to the food, it has to be simply delicious and down-to-earth," he adds. So for CHF 136, there's scallops on lentils instead of truffles.

## "WE OFFER AN AFFORDABLE ST. MORITZ ON NEW YEAR'S EVE."

Stephan Amsler, hotel manager, Berghotel Randolins



Whether in the dining room with its spectacular panoramic views (above) or in the cosy Restaurant Stüvetta: food plays a major role at Randolins.







Managers: Isabella Scheuermann and Stephan Amsler run the Berghotel Randolins.

The up to 130 guests are catered for by Markus Inauen and his team of five. “Everyone helps out on New Year’s Eve,” says Isabella Scheuermann. Early on in the year, Inauen already addresses the question, “What can I serve our guests and numerous regulars to be sure of delighting them every year anew? It doesn’t always have to be caviar, but beef fillet or veal loin are always popular, and are highlights on our six-course menu. New Year’s Eve is always a gourmet evening, but I still try not to offer too many components and different flavours,” he continues.

At Randolins, quality and culinary tradition are extremely important. Sauces, jams and nut cakes are cooked and baked on the premises. There is even a Randolins-Salsiz (air-dried sausage) and a Mutschli cheese that is made according to a most traditional method. Guests are also able to buy the products as

mementoes, either individually or in a gift basket. Local neighbours also come to Randolins for New Year’s Eve. “All the guests talk to each other, and we raise a glass with the staff at midnight as well,” says Stephan Amsler. If they want to, single guests will be seated at tables with regular guests. “So many new friendships are made here,” says Isabella Scheuermann. That’s probably one of the reasons why guests often keep returning to Randolins. The hotel is like a homely nest that people are happy to come back to.

New Year’s Eve in St. Moritz – contrast and variety, not least in the cuisine. Whether cosy and comfortable or full of glitz and glamour: people who come here to celebrate the turn of the year take back with them memories they will never forget. And in many cases, return the next year.

Author: Valentina Knapp Voith

INFO

**Badrutt’s Palace Hotel**  
Via Serlas 27  
7500 St. Moritz  
T. + 41 81 837 1000  
[www.badruttspalace.com/en](http://www.badruttspalace.com/en)

**Berghotel Randolins**  
Via Curtins 2  
7500 St. Moritz  
T. +41 81 830 8383  
[www.randolins.ch](http://www.randolins.ch)

Photos: Giancarlo Cattaneo







# *CULTURE*

The sun has been the iconic symbol of St. Moritz for decades. In winter, it even shines around the clock: by day it illuminates the slopes, and by night its face lights up the streets. And outside the Engadin the sun has always smiled down on us from advertising posters.

*Photo: Alessandro Della Bella*





When the lights go  
on in the houses  
as evening falls, a  
magical mood settles  
over snow-covered  
St. Moritz.



ST. MORITZ SHINES

# EVERYTHING IS ILLUMINATED

During the darker time of the year, it's the lights that add a little brilliance here and there, making not only the children's eye shine. From the seasonal decorations in the village to the Christmas tree at the Badrutt's Palace Hotel: In winter St. Moritz is a veritable festival of light.

*D*

uring the darker winter season, the jewels at shops such as Cartier on the Via Serlas sparkle in competition with the Christmas lights. High above the luxury mile of St. Moritz, illuminated fir branches light up the street while guests from all over the world hasten along, looking for those last-minute Christmas presents. In the midst of the sparkling chains of lights the legendary symbol of the Badrutt's Palace Hotel, its tower, is on display. In contrast, the rest of the pedestrian zone and parts of St. Moritz Bad are decorated with friendly illuminated suns from December until March. For over 80 years, the motif of the sun has been the symbol of St. Moritz, and is considered to be the oldest tourism symbol still to be in use.

One other attraction, however, effortlessly steals the limelight from the lavishly decorated display windows year after year: the gigantic

Christmas tree at the main entrance to the luxurious Badrutt's Palace Hotel. CEO Yves Gardiol makes sure that this lovely tradition, which dates back to the Badrutt family, is carried on, in the future as well.

**Mr Gardiol, it's a well-known fact that every tradition has to have started at some point. When was the first Christmas tree decorated at the Badrutt's Palace Hotel?** Yves Gardiol: In the 1940s, when Hansjürg Badrutt was still a child. We still have some photos of this time. They are of the festively decorated tree in the Embassy Ballroom and a Santa Claus – or “Samichlaus”, as he is called in Switzerland – handing out presents to Hansjürg, his friends and the children of the Palace guests.

**And since when has the tree been placed outside the hotel entrance?** We do not know for certain, but presumably since the 1947/48 season.

Photo: Max Galli





In winter, the chauffeur and the doorman at the Badrutt's Palace Hotel are warmly dressed. They await guests at the entrance, which traditionally also boasts an impressive Christmas tree (top). The rest of St. Moritz is bathed in a characteristic glow, thanks to the illuminated suns (right).



Photos: Alessandro Della Bella (3), PR/www.pillmann.com (1)





Yves Gardiol is CEO  
of the Badrutt's  
Palace Hotel on the  
luxurious Via Serlas.

## *“THE WINTER SEASON STARTS WHEN THE TREE LIGHTS ARE TURNED ON.”*

Yves Gardiol, CEO of the Badrutt's Palace Hotel

It's the perfect place for it, because every year we get a bigger tree – last winter's tree stood 13 metres high. And having it outside also means that passers-by are able to appreciate it.

**It is decorated with countless baubles. Does anybody know how many there are?** As it happens, no one has ever counted them, but it could be between 1,000 and 1,200, perhaps? The ladies of our in-house floristry team are responsible for lovingly decorating the tree with its red and gold Christmas baubles. The lights are arranged in the tree by an external company when the tree is put up.

**At 6pm on 6 December, the Palace invites guests to the “Christmas Tree Lighting”. What can they expect?** For us, it's the start of the winter season, which we celebrate with our guests and the residents of the town. There is music, mulled wine, and Christmas cookies and cakes. A countdown marks the moment when the lights on the tree are first switched on, along with the festive lighting on the Via Serlas. Wide-eyed children await Samichlaus,

who arrives bearing presents for them. It's a lovely experience for the whole family, and one that visitors and residents alike enjoy very much. A cosy “get-together” to start the Advent and Christmas season.

**The Christmas lights on the Via Serlas also enhance the seasonal mood. Their main motif is the tower of the Badrutt's Palace Hotel. How did this come to be?** The street was first decorated with Christmas lights in the winter of 1999. Back then, the main motif was the sun, which has been known all over the world as the symbol of St. Moritz since the 1930s. The lighting motif was redesigned before the 2016/17 winter season. Of the many suggestions that were made, ultimately the tower, the iconic symbol of the Badrutt's Palace Hotel, was chosen.

**What other changes have there been in Christmas customs over the years?** Not many – which is as it should be with traditions. Of course, we do use a different tree every year (laughs).

Author: Anina Rether

## TOURISM POSTERS

# THE ART OF ADVERTISING

They have carried the face of St. Moritz and of the Engadin out into the world for 122 years: these beautifully created posters. To this day, they still shape the image of an entire region – and encourage us to dream.

**F**

or Dora Filli, the Documentation Library on the Schulhausplatz is the “Memory of St. Moritz”. There, the cultural archivist and her colleagues collect historic documents about the alpine destination and its inhabitants that are, or could be, of interest: books and newspapers, photos and paintings, films and cassettes. The most valuable treasures in the archive include the tourism posters used since the late 19th century to advertise St. Moritz as a travel destination both at home and abroad. Because as tourism as an industry started to flourish, the marketing of it became increasingly important concurrently.

The Documentation Library now holds over 2,500 posters from 122 years of tourism history, secured by an alarm system, in fire-proof and acid-free folders and flat files. “The oldest poster known to us is dated 1895, and is an advertisement for summer tourism in the Engadin,” explains Filli. “Of course, you mustn’t forget St. Moritz was an important

health resort with spas long before it became a popular winter destination.” The early posters hung in travel agencies, hoping to appeal to customers with their iconic pictures and advertising the convenient rail connections. The places of longing were also advertised in newspapers. “Stylistically, the motifs always reflected the spirit of the time as well, be it the optimistic mood that started in 1910, or the Bauhaus style of the early 1920s,” explains Filli. Their commonality: the good posters have always shown one single aspect of the town or village or region, an eye-catching symbolic image with a clear statement.

The heyday of the tourism posters began in the 1930s. Well-known artists were hired to shape the image of St. Moritz in their works. This was also the time when the iconic sun was created as well as the St. Moritz logo, both of which are still in use today and are among the oldest tourism symbols of all. The story of the posters’ success continues to this day. To date,

## INFO

## To order prints:

Documentation  
Library St. Moritz  
Plazza da Scoula  
7500 St. Moritz  
design-gallery.ch

## To purchase prints:

St. Moritz Tourist  
Information  
Via Maistra 12  
7500 St. Moritz  
shop.stmoritz.ch





# 1895

Hugo d'Alési designed the first known tourism poster of St. Moritz – a summer motif that advertised the convenient connection by rail (French “chemin de fer”).

# 1907

One of the first posters with a winter motif was created by the artist Christoffel, and shows the traditional sport of skijoring.



*“THE TOURISM POSTERS ALWAYS REFLECTED THE SPIRIT OF THE TIME AS WELL.”*

Dora Filli, cultural archivist at the Documentation Library of St. Moritz

# 1911

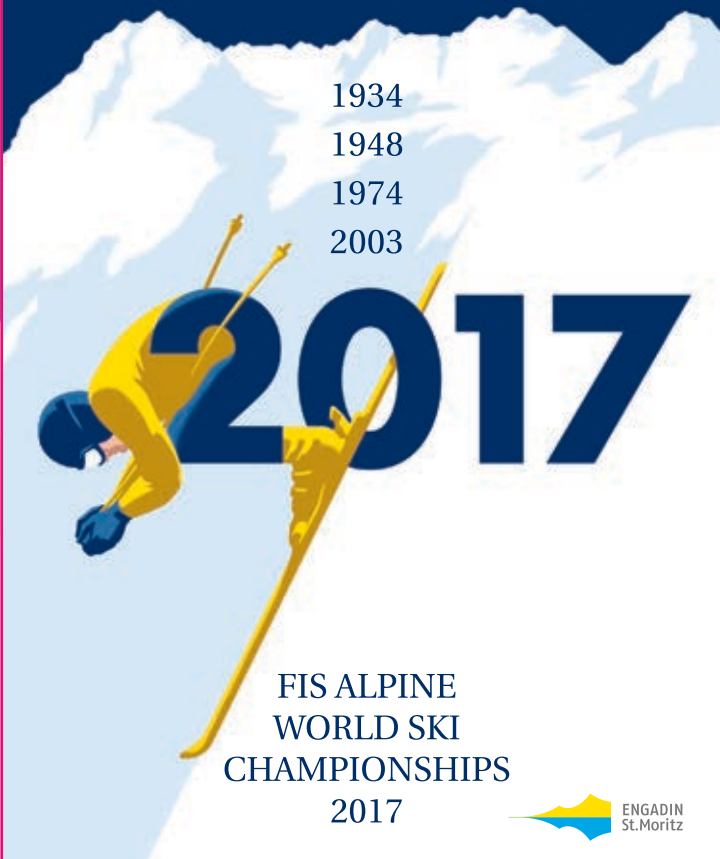
In the early 20th century, a factual style dominated that today once again is extremely modern.



THE ORIGINAL  
IN WINTER  
TOURISM  
SINCE 1864



THE ORIGINAL IN  
WINTER TOURISM  
SINCE 1864



1934  
1948  
1974  
2003

FIS ALPINE  
WORLD SKI  
CHAMPIONSHIPS  
2017



*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

*Illustration by Christoph Niemann*



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*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

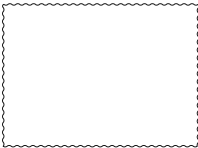
*Illustration by Christoph Niemann*



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*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

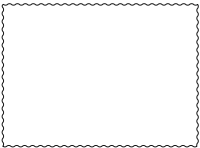
*Illustration by Christoph Niemann*



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*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

*Illustration by Christoph Niemann*



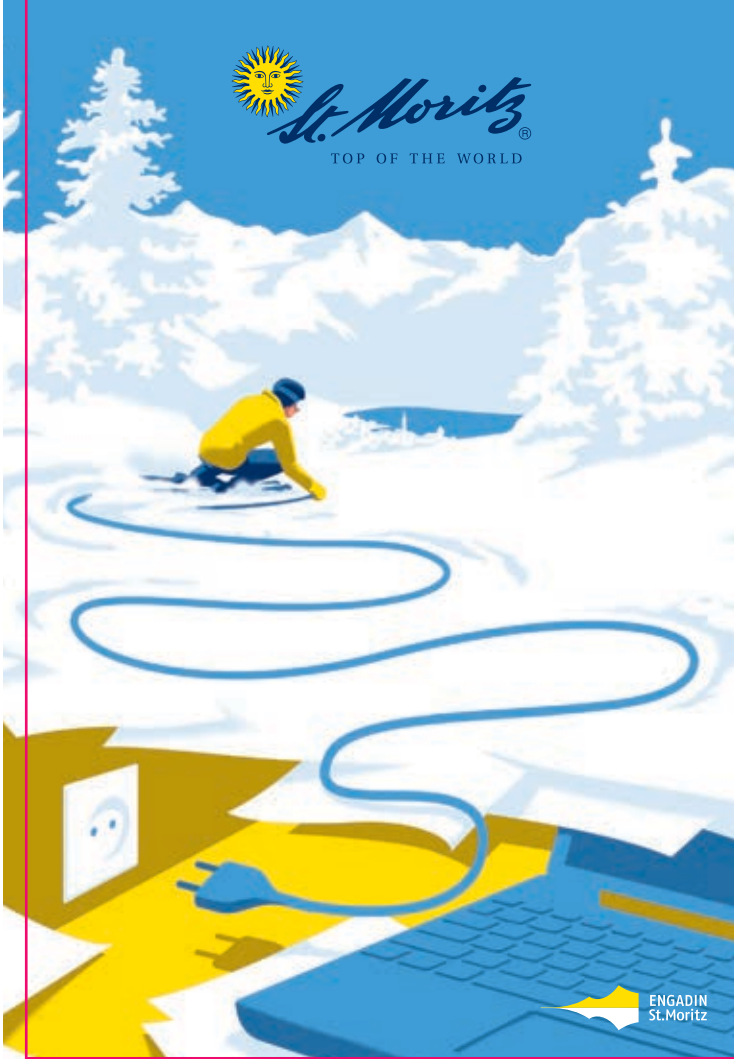
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St. Moritz®

TOP OF THE WORLD



ENGADIN  
St. Moritz



St. Moritz®

TOP OF THE WORLD

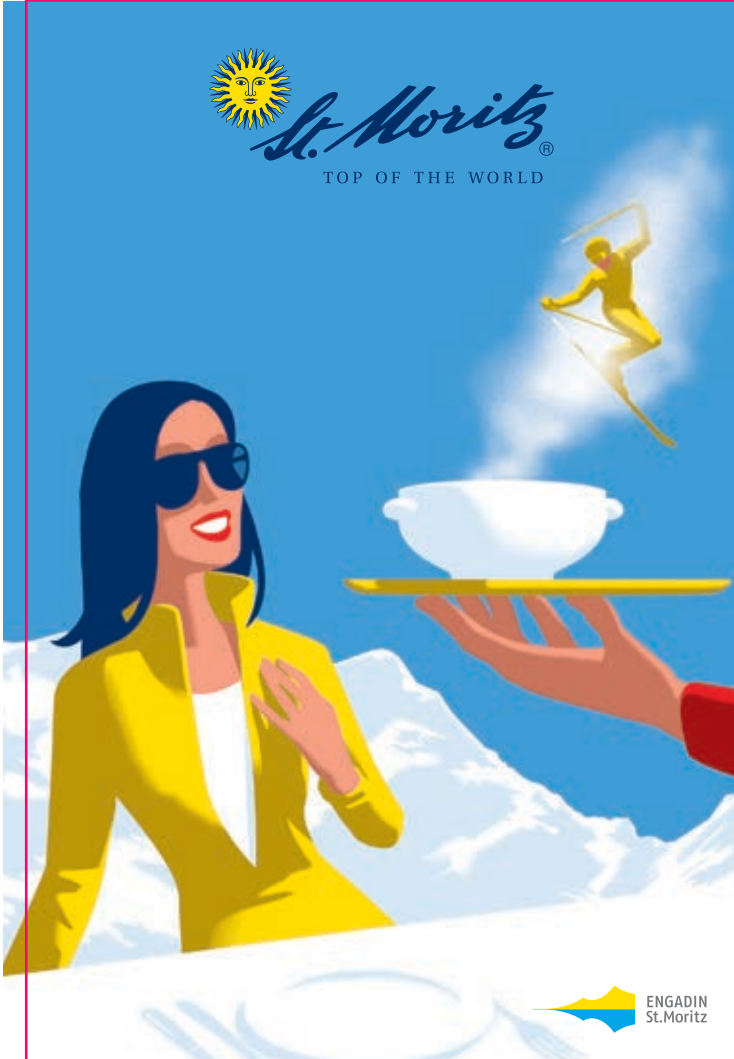


ENGADIN  
St. Moritz



St. Moritz®

TOP OF THE WORLD



ENGADIN  
St. Moritz



St. Moritz®

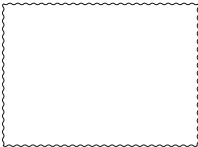
TOP OF THE WORLD



ENGADIN  
St. Moritz

*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

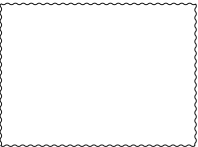
*Illustration by Christoph Niemann*



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*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

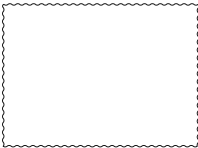
*Illustration by Christoph Niemann*



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*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

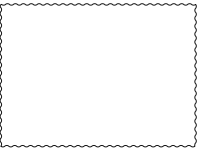
*Illustration by Christoph Niemann*



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*Tourism Organisation Engadin St. Moritz, [www.engadin-stmoritz.ch](http://www.engadin-stmoritz.ch)*

*Illustration by Christoph Niemann*



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# 1935

Innovations such as the opening of the Suvretta ski lift were popular themes for the posters.



# 1925

The colours and shapes of the lady in the red cape make it one of Dora Filli's favourites.

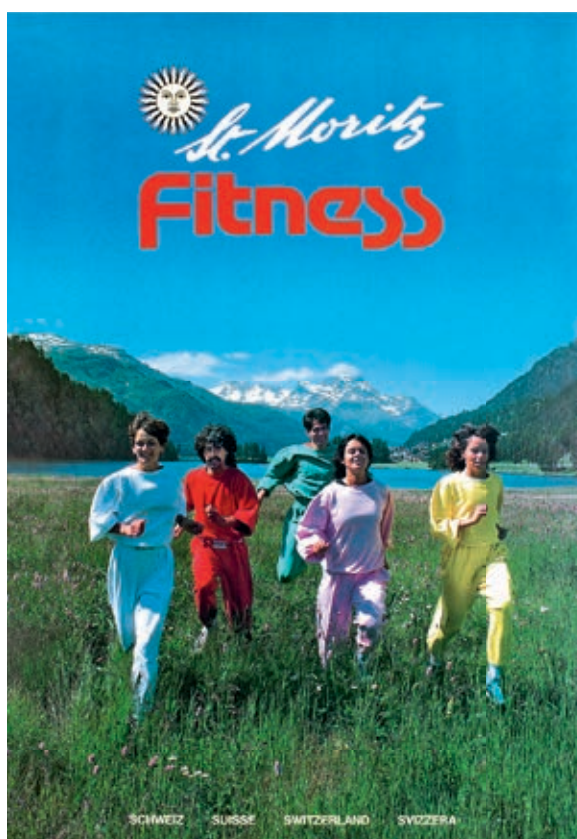


# 1960

The varied sporting offer of St. Moritz in winter has always been one of its main attractions to travellers.

# 1974

In the 1970s, photographic elements also began to be integrated more in the posters.



# 1984

Fitness, a trend originating in the USA, became increasingly popular in the 1980s – in the Engadin as well.



# 2000

Current events such as the White Turf horse races were also a popular motif.

there have been over 900 different motifs, some of which can be viewed online in the picture database of the Documentation Library ([biblio-stmoritz.ch](http://biblio-stmoritz.ch)). There have even been cases of originals trading at prices of up to CHF 30,000. There are regular exhibitions of selections – always under a specific motto – in the St. Moritz Design Gallery, the pedestrian passage in the Serletta multi-storey car park between Via Serlas and Lake St. Moritz.

Not to disrespect tradition, but is the poster as a medium even still relevant in 2017? Yes, it is. The role that the posters still play today is clearly demonstrated by the cooperation, first launched in 2012, between the Engadin St. Moritz Tourism Organisation and the world-famous illustrator Christoph Niemann. “It is obvious that he spent a lot of time familiarizing himself with the long history of tourism posters in great depth,” says Filli. “His works are the wonderful continuation of this tradition, and interpret it in a modern and contemporary way.”

Author: Yasmine Sailer



## THE ART OF SIMPLIFICATION

Since 2012, the well-known illustrator Christoph Niemann has been creating the advertising posters for the Engadin St. Moritz Tourism Organisation. A talk about finding ideas, abstraction and artistic freedom.



Christoph Niemann, born in Waiblingen, Germany, in 1970, is an illustrator, artist and writer. He studied at the Stuttgart Academy of Art, spent 11 years working in the USA, and now lives in Berlin with his wife (the art historian Lisa Zeitz), and their three sons.

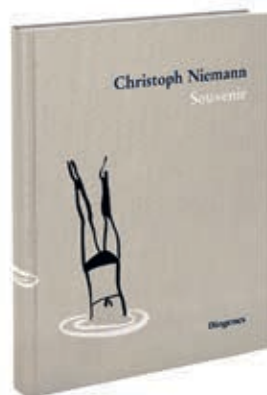
**Mr Niemann, you are an award-winning illustrator and have designed covers for magazines such as *Wired* and *The New Yorker*. What appeals to you about working for brands such as St. Moritz?** Christoph Niemann: When a client commissions a piece, he has his own aims, of course. But what is great is that there is so much trust between the Engadin St. Moritz Tourism Organisation and myself. They don't tell me exactly where to put every single line. I get a briefing, then I'm left to create the design just as I like.

**You have been creating works of art for St. Moritz since 2012. What connects you to the town?** I do have one problem: I live in Berlin. It's a fabulous city, but it's miles and miles from St. Moritz. My children are still quite small, so it's not that easy for us to get away for a weekend. I'd like to spend more time there. I do now have a personal connection with the town.

**What does St. Moritz mean to you?** St. Moritz has always been a skiing icon to me, but of course it's much more than that. The combination of the mountains and the lake is pretty unique to me, and I don't really know of any other places quite like it.

**Your St. Moritz illustrations comprise 14 motifs – how did they come to be?** We discuss the subject, what side, what aspect of St. Moritz to show. Then the process of simplification starts in my head. An idea never just comes to me when I'm under the shower or drinking coffee. At the end of my thinking and reduction process, I'm left with the one idea that comprises all the other 99.

**What is your favourite motif? And why?** If I had to choose one, it would probably be this red hotel room, where you can see a man and a child skiing in the distance, and there's a smartphone on the table at the front. I don't just like this motif because I have sons myself and love skiing with them, but because it's such a bold composition – showing the protagonists such a long way off, and only from behind – and because it really challenges the observer. It's about the ultimate luxury of leaving some-



Christoph Niemann once illustrated the New York Marathon while running. His other projects are no less exciting, such as his first major publication, "Souvenir", which was published this year by Diogenes and contains Niemann's travel illustrations.

## ***"ILLUSTRATIONS ARE PROJECTION SURFACES FOR THE OBSERVER."***

Christoph Niemann, illustrator

thing behind. The hotel room is left behind, the smartphone is left behind, and you head outdoors into the countryside. That's already quite a complex thought, and I think it's just great that I'm able to tell it in such an abstract way.

**How is the observer expected to feel when looking at your works?** The illustrations have one particular strength: they act as a projection

surface for the observer. I see one very specific situation, one particular moment, in a photo. In an illustration, the observer is also the protagonist, who is able to imagine how his experiences, his dreams, his holiday longings are fulfilled. It is important

to me that I'm not just telling the observer, "This is what it looks like here," but rather that I expose what is already in the observer's head. His impressions and the reality of the place meet in the illustration.

**So is that the reason for your reduced, bold effect, to give the observer the opportunity to interpret something into it?** Absolutely. Detail isn't bad in itself, and not every picture has to be abstract per se. When it comes to everything

that St. Moritz stands for, to this kind of holiday, however, then it's about having a blank screen for the mind.

**Where do you find the inspiration for your works? Does one have to have experienced the illustrated situations oneself?** You do have to have experienced them yourself. And in all my works, I firmly believe that the research should be done before the commission. When I sit down to draw, I subconsciously have to feed from my entire wealth of experience, and look to see where an idea is that now grabs hold of me and that conveys the content well. I can't go up into the mountains and wait for a memorable situation; it must already be present in my mental vocabulary.

**St. Moritz has a long tradition of advertising posters. What is it like for you to be continuing it?** Well, of course, it's wonderful! Switzerland's entire design history is fascinating, as is its imagery, which on the one hand is abstract and graphic, and on the other possesses tremendous charm. It's not just about the well-designed composition – there is always an element that breaks it with humour, and injects a certain zest for life.

Interview: Yasmine Sailer



A full-page background image showing a skier in silhouette jumping over a snowy ridge. The skier is in mid-air, with a bright green light reflecting off their equipment. The sky is a deep blue, and the snow-covered slopes are illuminated by bright light, creating strong shadows and highlights. The overall mood is dynamic and adventurous.

# *SPORT &*





# *ADVENTURE*

Picture this: alpine sun, mountain panoramas – and racing head-first down an ice canal at 130 kilometres per hour. That's how it is for the bold athletes who ride the Cresta Run. Pure adrenalin – for the audience as well. Those who prefer life at a slower pace can spend their holiday doing yoga or perhaps skiing under the stars.

*Photo: Jason Larraman*





Two who welcome speed:  
James Sunley and his son  
Casper. The two Englishmen  
are passionate Cresta riders.



"Toboggan" – that's what the sled the athletes ride the ice channel on is called. The finish: Cresta, the suburb of Celerina that gave the sport its name.

NERVES OF STEEL REQUIRED

# GENTLEMEN ON SLEDS

During the Cresta, a winter sport invented years ago in St. Moritz by four Englishmen, athletes race head-first down an icy racing track at incredible speeds. We met two of the fearless riders just before a competition.

PHOTOS: JASON LARRAMAN

**T**

he Cresta Run is bustling with activity. It's the end of February, and today is the day of the Claude Cartier Challenge Cup. Lying head-first on a 35-kg toboggan, the participants race down the ice channel towards the finish in Celerina at a maximum speed of 138 km/h. Pure adrenalin. Who on earth would want to race down an ice track voluntarily at such speeds?

Two of the daredevils are British: father James Sunley and his son Casper. Do they ever feel fear on the Cresta Run? "I'm extremely apprehensive before I ride the Cresta course. You always have to try to take the best line. The problem is that at high speeds, you can only see about five to eight metres ahead," says Casper

Sunley. "You always have to treat the track with respect and not become careless. Anyone who claims they're not even a little bit afraid before the race is lying," adds James Sunley.

It was four Englishmen who introduced the popular toboggan race to St. Moritz. That is why impeccable English is spoken at the St. Moritz Tobogganing Club (SMTC) even today. And as ever, the president of the renowned SMTC, James Sunley, is also an Englishman. Half of the 1,240 Club members are also British. The fact that they came to St. Moritz at the time, stayed, and kept returning is all down to one man who had a brilliant idea in the summer of 1864: Johannes Badrutt, former owner and manager of the Kulm Hotel. He offered his English summer guests the opportunity to experience the beauty of the Engadin in winter as well. If they didn't like it, Badrutt would reimburse their hotel costs. An offer that the English guests were all too happy to accept. So they came, and they wanted to have a good time. Once again, it was Johannes and Caspar Badrutt who provided and financed the first



Cresta Run in 1884. Then, in 1887 the Club was founded. Badrutt only had one condition: the club had to be run by a Briton!

Casper and James Sunley are discussing the weather conditions. "It's slowly getting warmer and the ice is starting to melt, so we have to ride early. The perfect racing conditions are after a cold night with a slight thaw in the morning. That thin film of water on the ice is perfect," explains James. Before every race, the Pilot Course – the test driver – has to approve the course. Like all the riders, the Sunleys prepared their toboggans the day before, grinding and polishing the runners. The tension is mounting, along with their concentration. The racers are warming up and putting on their protective clothing – tight skinsuits, not unlike the kind worn for cross-country skiing – in the dressing room. Amateurs are advised to wear strong clothing such as tweed or knickerbockers. It's British after all.

There are two starting points for the Cresta Run. "Top" starts above the old Catholic church of St. Mauritius near the Kulm Hotel, and heads for the finish over 1,214 metres with an altitude difference of 157 metres. The course record is 49.92 seconds, held by Lord Clifton Wrottesley since 2015. The starting point "Junction", which shortens the course by one-quarter, is by the Cresta Clubhouse. "The Top course has a gradient of an average of 20%, maximum 35%, is faster, and has another three corners due to its length. On Top, the speed reached at the point where Junction begins is already approaching 90 km/h. The atmosphere is completely different. Everything looks blurred, and you can feel the vibration in your abdomen. Once you've got the most dangerous corner, 'Shuttlecock', behind you, you can breathe again. But then at the finish you've got to manage to stop from this tremendous speed," explains James.

#### CRESTA, SKELETON & BOBSLEIGH


*Don't confuse tobogganing down the Cresta Run with bobsleigh, which also had its origins in St. Moritz in 1897, when two sleds were linked together. Pioneered by the English, early bobsleighting took place down the road from St. Moritz to Celerina. The legendary Olympia Bob Run was first built in 1904; today it is 1,722 metres long with 14 corners, an average slope of 8.14% and enabling speeds up to 135 km/h. Like the Cresta Run, the Olympia Bob Run is hand built every year – it's the only remaining natural ice track in the world. Both runs were Olympic tracks in 1928 and 1948, and the famous Olympia Bob Run has hosted numerous European and World Championships – now including several bob skeleton world championships. "Taxi rides" are also offered on the Olympia Bob Run – two guests ride the course in a four-man racing bobsleigh with a pilot and a brakeman:*

[www.olympia-bobrun.ch/adrenalin](http://www.olympia-bobrun.ch/adrenalin)

Casper is currently Tower Boy. He helps in the Club as a volunteer during the Cresta season. And, together with the secretary, the commentator in the control tower, he controls the race from above. The spectacle is monitored by 16 cameras, and the organisers are in constant radio contact. "It's usually completely quiet, but things can get hectic. The most important thing is the athletes' safety," explains Casper. Positioned along the course are up to 12 members of staff from the Seiler company. Every



Photos: Jason Larraman, Giancarlo Cattaneo, Mar Galli



*“EVERYTHING LOOKS BLURRED  
WHEN YOU’RE TRAVELLING  
AT 100 KM/H, AND YOU  
CAN FEEL THE VIBRATION IN  
YOUR ABDOMEN.”*

James Sunley, Cresta athlete

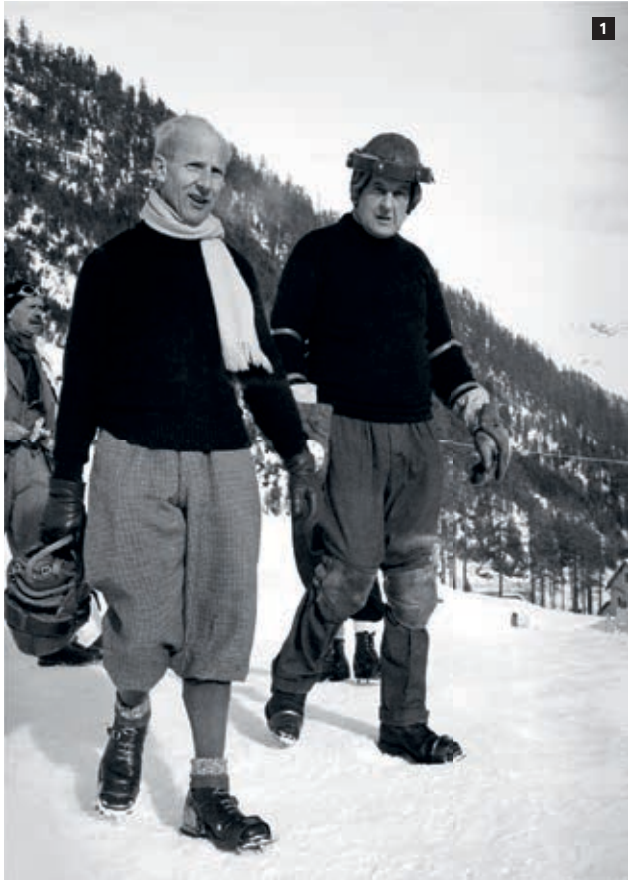


Full speed ahead: Participants in the Cresta race down a course made of natural ice – and can easily reach a top speed of 130 km/h.



The Cresta members' Clubhouse (left) has been standing since 1963. The shoes with "rakes" (above) provide support on the descent.





***“YOU MUST ALWAYS  
TREAT THE COURSE  
WITH RESPECT.”***

James Sunley, President of the St. Moritz Tobogganing Club



It was in fact a group of Englishmen who brought the Cresta to St. Moritz (1). The athletes' safety and protection is the main concern (2, 4). Bold tobogganists first raced down the natural ice track to Celerina in 1884 (3).

Photos: Alamy (3), Gettyimages, Jason Larraman



The weather is the key factor in determining the perfect descent. It is ideal if the night was cold and there is a slight thaw in the morning. This results in a film of water that is easy to glide over smoothly.

year they construct the course by hand anew, and from 6am every day they are out there maintaining it.

The Cresta season starts just before Christmas, and continues until the first weekend in March. In this time, there are some 12,000 descents. Races take place every week on Wednesdays, Saturdays and Sundays, usually named after a former member. James has won the Blue Riband (colloquial term for the Grand National) three times. The other days are used for practice. The winners are celebrated fittingly after the races. "The Sunny Bar at the Kulm Hotel is the spiritual home of the Cresta, and it's where the prizes are presented after each race, followed by a lunch," explains James. There is no prize money, but there are little trophies and a small bottle of champagne. The Cresta is all about rituals. One is that on achieving certain times, racers are given pullovers with different stripes. Not a ritual but a warning are the three loud peals of a bell that can be heard after someone falls off at the famous Shuttlecock Corner. With a hand signal the racer then indi-

cates that he is all right. There is even the "Shuttlecock Club", named after the corner and open to anyone who has ever fallen off at this legendary corner. Another ritual is the Firework: after the presentation ceremony, all the men who fell off at Shuttlecock that day have to jump up in the air three times and, gesticulating wildly, loudly imitate a firework.

And what about the rumour that women are not allowed to ride the Cresta? "Ladies not admitted" – as the red-and-yellow sign on the door to the Cresta riders' changing rooms proclaims. And it's true: ladies have not been allowed to participate in the official races since 1929; they may only do so once a year, on the last day of the season. However, they are more than welcome in the bar and to offer encouragement along the course, and are also able to go anywhere else. There are, in fact, 250 female "non-active members" of the SMTC. Because whether you are a bold Cresta rider or enthusiastic observer, everyone should experience the Cresta Run at least once in his or her lifetime.

Author: Valentina Knapp Voith



## HEALTH TOURISM

# ON HOLIDAY IN TOP FORM

More and more people want to spend their holiday boosting their energy levels with feel-good sports and a healthy diet. The Engadin is the perfect place for this.

ILLUSTRATION: ALEKSANDAR SAVIĆ

**F**itness lovers at the Ovaverva pool, spa and sports centre meet up to start the day with swimming or yoga – sometimes even before breakfast. Afterwards they head to the outdoor whirlpool to relax and enjoy the views of the two 3,000-metre peaks, Piz Albana and Piz Julier. All over the world, more and more people are doing just the same as the guests of the Ovaverva: treating themselves to a sports programme on their holiday – not, it has to be said, to break any records, but simply to increase their well-being. Gentle Kneipp spas have been around for a hundred years and even our grandparents appreciated the benefits of strolling around the lake, of course. But, “the trend referred to as ‘sportivity’ is now such that more and more leisure and tourism providers are responding to the increase in physical awareness, and customising the appropriate offers,” reports trend researcher Verena Muntschik of the Future Institute in Hamburg. “It’s not

about a hotel simply having a few bikes or a sauna on offer for guests to use; that is pretty much the standard today,” says Muntschik. “Rather, it’s about tailoring complete packages of sports, wellness and nutrition for customers.”

Some hotels furnish their rooms with stability balls, exercise mats and similar equipment. Others operate their own yoga centres with renowned instructors, or offer a large pool where guests can swim properly rather than just splash around.

In a current study, the United States-based organisation Global Wellness Institute reports on where this trend is headed: Growth in the wellness travel sector is twice as fast as in the tourism industry overall. “The desire for more exercise,” adds Muntschik, “is linked to the increased desire to do something for one’s health. That’s why more and more emphasis is being put on medical treatments in tourism.”

The increased health awareness of stressed city folk is perfectly countered by the tourism offers of the Engadin. Thus, for instance, the



## INFO

Are you seeking inspiration for your very personal sportivity programme in the Engadin?

Have a look here:  
[www.engadin.stmoritz.ch/winter/sport](http://www.engadin.stmoritz.ch/winter/sport)



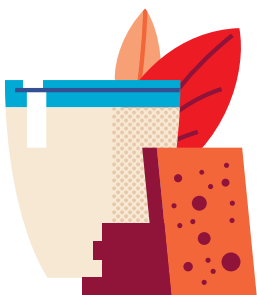
## “HOTELS OFFER COMPLETE PACKAGES OF SPORTS, WELLNESS AND NUTRITION.”

Verena Muntschik, trend researcher at the Future Institute in Hamburg

### ABOUT CHRISTOPH SCHLATTER

*Christoph Schlatter is the manager of the Laudinella and Reine Victoria hotels in St. Moritz. He co-initiated the Santasana rehab programme for cardiac patients. But he also looks after his own health. The 34-year-old rides a bicycle and a mountain bike, enjoys jogging, and sometimes gathers ingredients for his evening meal: mushrooms from local forests.*

[www.santasana.swiss](http://www.santasana.swiss)



Santasana programme launched this year is aimed specifically at holiday guests with cardiovascular problems. “Participants receive professional medical care by specialists for two or three weeks, and can enjoy a holiday at the same time,” says Christoph Schlatter, who runs the Laudinella hotels in St. Moritz and launched the Santasana project in the summer of 2017 together with co-operations partners such as Viktor Fässler, an entrepreneur from Zurich; the MTZ Heilbad; and the Klinik Gut. Examinations on arrival, individual exercise programmes, medical checks throughout, and a comprehensive check at the end are all part of the programme. But there is still plenty of time for excursions and cultural activities.

Christoph Schlatter sees the project as the possible start for other offers that combine

pleasure and health. “St. Moritz has a spa culture that goes back hundreds of years,” explains the hotelier, “and we can follow on from that.” To Schlatter, the glamorous party and event culture for which St. Moritz is also known are certainly not an obstacle. “We don’t have to turn the place into a spa town, with everyone walking around in bathrobes.”

Of course, travellers to the Engadin can also arrange their very own sportivity programme rather than taking advantage of the complete packages offered by the tourism professionals. They could, for instance, walk to the Morteratsch glacier, go ice skating on Lake Silvaplana, or float in the bubbling mineral waters of the spa. There are 1,001 spots here where body and mind can find peace.

Author: Stefan Skiera





## DELUXE HEALTH RESORT

The Lanserhof hotels are pioneers in the field of health tourism. A conversation with Christian Harisch, CEO of the Lanserhof Group.

**St. Moritz Magazin: Health tourism is currently in the process of a developing. Mr Harisch, what makes your concept so successful, what makes it stand out?** Christian Harisch: We are not a hotel in the classic sense, but a clinic that is also an extremely pleasant place to stay. This distinguishes us from a hotel. The Lanserhof is based around a medical principle that balances conventional medicine with alternative remedial methods. Our product is very targeted and wouldn't work everywhere, but only in particular places. Because it is based on people's willingness to spend money on their health.

**Where do you get your expertise from?** The Lanserhof has now been in existence for 32 years, and I've been running it for 20. We currently have almost 100 doctors under contract and work with them either directly or indirectly. And we are constantly looking for new doctors and partners. After all, it's no coincidence that we're sitting here in the Engadin today with Adi (ed: Dr. Adrian Urfer, director of the Klinik Gut) because to us it's clear: if we want to do something in Switzerland, we want to work with the Klinik Gut. We wouldn't go to a country where we would have to invent or learn everything ourselves from scratch. We much rather work with partners and the best doctors in the country or region, and on that basis continue to develop the Lanserhof.

**What is the main reason why guests come to you?** Without doubt it is that they wish to stay healthy. They don't come to us because they are seriously ill, saying, "I'll be made well again there". Instead their approach is, "I want to do something for my health, for my body. I want to detox. I want to do something for my mind

because I can't sleep. I want to do something for my fitness levels, about my weight, my blood sugar, my blood pressure, my arteries, calcification, bowels, digestion." The possibilities are endless. We have also had cases where the guest who came to stay with us had his first examination with our cardiologist at 10am on the Monday morning, and was actually on the verge of having a heart attack. Two hours later he was in hospital, six hours later he had four stents, and three days later he was back with us to complete his stay. People don't pay attention to their bodies anymore. Someone who goes into the office early, is on the go all the time and spends a lot of time on his mobile and iPad will not realise when he is ill. He will actually think he is healthy. And this is what we want to work on. We have had so many successes in the past 32 years, and we have lots of regular guests. It is quite clear that women do much better when it comes to listening to their bodies. Because, men are always more likely to know the size of their car's engine than their own blood pressure. It's more important to them. I think that a society is developing that is becoming more aware, and that's why it is important to recognise the warning signals. I think that's the general direction we are heading in. And we can see tremendous potential, and are constantly on the lookout for new methods. But always in alternative as well as conventional medicines.

**How important is exercise in all this?** At the Tegerensee we have a maximum of 80 guests, and we employ 16 sports coaches and 60 therapists. Sports and exercise are extremely important in these spa treatments. You're not





#### ABOUT CHRISTIAN HARISCH

*Austrian-born Christian Harisch is the managing director of the Lanserhof hotels on the Tegernsee and in the Tyrol. The two resorts combine a luxurious ambience with a medical prevention programme for guests. Harisch holds a doctorate in law and comes from Kitzbühel, where he runs the Weisses Rössl and Schwarzer Adler hotels, which have been owned by his family for over 100 years.*

[www.lanserhof.com](http://www.lanserhof.com)

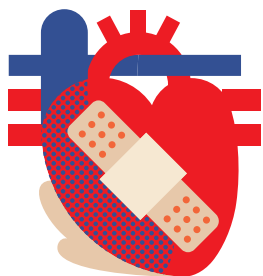
going to manage the Engadin Ski Marathon during your stay. A little gentle cross-country skiing, some hiking certainly, always at altitude. But that's actually something that worries me a little about St. Moritz. The months from December to March aren't the best time for a stay at a health spa in St. Moritz. There's too much going on, too many distractions. This is probably the most challenging time to come for a spa. Where you'd usually say, "That's not really a problem", you are more aware of things. Guests are extremely sensitised. And that's why the architecture is also so important. That one chooses a form of architecture that promotes self-reflection.

**Most of your guests come from Germany, Switzerland, the United States and the Benelux countries. Are you also interested in Asia and South America as markets?** Thinking about New York and London, there's already so much

demand coming from these cities. As far as South America and China are concerned, of course St. Moritz would be a wonderful launch vehicle. Because the Tegernsee is now less well known internationally than the Lanserhof brand. The Tegernsee brand is really only known to people in Germany, Austria and possibly Switzerland. Internationally, we market ourselves as "south of Munich". People have heard of Munich. St. Moritz has the advantage of being a brand itself, while almost no one has heard of the Engadin – apart from our regular guests. Even people on the indoor ski slopes in Dubai have heard of St. Moritz.

**What makes St. Moritz so special?** There are undoubtedly several relevant factors. I've been here for many, many years because I do a lot of sports. The altitude, for one thing, which is like Aspen. Of course, that also has its disadvantages, because some people are unable to come here because they struggle with the altitude. But then, they can also come to Innsbruck or to the Tegernsee. So the altitude is the first thing that makes St. Moritz unique. The second thing is the appeal of the water – so this combination of mountains and water. The lakes. I see them as a massive force as well. And then St. Moritz also has the major advantage of being sunny. These three factors are all present here in one combination. And this quality is what makes St. Moritz unique. But you have to have strong partners in such a special place. Our partner is Christoph Ingenhoven – for everything concerning architecture and design. And for medicine, it's the Klinik Gut. Of course, it's just wonderful to have such a facility at the destination.

**Could you imagine a Lanserhof in St. Moritz?** Well, the basic question is: Is the Lanserhof a public interest? I don't know. And the next question is: How certain is it that the Lanserhof will come? And I say that it's not, because we haven't got any contracts yet. But the talks are going well. The Klinik Gut and Ingenhoven as partners – those are my only conditions. And then the town and the public have to agree that the project would be of such great interest that individual interests are pushed into the background. That, I think is the key.







NIGHT SKIING

# *THE GOLDEN RIVER*

Every Friday night, the north slope of the Corvatsch is turned into the longest floodlit ski run in Switzerland. For our writer Jon Bollmann, however, it is much more than that: it is a shining phenomenon made of liquid gold. ...



A band of glowing gold runs down into the valley on Corvatsch Snow Night. All around it there's only darkness.

W

ith a little luck, you'll be able to experience one of the most fabulous phenomena in the world on a starry winter night in the Engadin: the "Golden River" on the Corvatsch. This usually occurs on a Friday night, after the day guests have finished for the day and the piste machines have done their utmost to restore the mountain to pristine conditions. Then, once the darkness has gently settled over the valley, a gate opens on the north side of the Corvatsch and allows liquid gold to flow over the gentle slopes all the way down to the valley floor. On its way, the Golden River calmly wends its way towards its goal in wide curves, only becoming a little confused at Alp Margun and Alp Surlej. Then, after a short detour through the forest, it reaches the plateau of Surlej, where it disappears into a massive rock.

Exploring this recurring spectacle is something that should be a firm fixture on every adventurer's visit to the Engadin. An expedition guide in eight steps:

### 1. EQUIPMENT

The average temperature in space is  $-270^{\circ}\text{C}$ . High above the Engadin valley floor you're pretty close to this endless cold. On cloudless nights, when the stars look as if they're close enough for you to reach out and touch, it is especially freezing. So several layers of warm clothing are essential. And if you're planning on upping the speed a little, be sure to pack some goggles for protection against the wind.

### 2. ARRIVAL

The charge for the official Corvatsch Snow Night on Fridays is CHF 27 for six hours on the mountain. If you'd like to have the slope all to yourself for three whole hours, this exclusive fun will set you back CHF 4,700. However, if you go in a small group, the price for each participant will quickly drop.

### 3. REFRESHMENT

When you arrive at the Murtèl station one kilometre above the valley floor, you'll be at the



starting point for exploring the Golden River. This is its source, and from here it flows down into the valley. For keen explorers and adventurers, there will be no holding back this close to the source. However, those who prefer to travel without hurry and would appreciate some fortification before the first run can head to the Restaurant Murtèl for a pizza from the wood-fired oven – once you’ve tried one, you’ll never have to go to Naples again!

#### 4. DESCENT

A few steps away from the station, the glowing, golden piste gently wends its way down the mountain. The air smells of the fresh night, alpine hares hop across the soft slope, and you find yourself gripped by sheer delight, from the tips of your toes to the tips of your ears. Now the time has come to enjoy what you have been looking forward to. And the musically inclined can do so humming “I’m Yours” by Jason Mraz or “Billionaire” by Bruno Mars. A recent study found that these are the best songs for encouraging skiers to travel at a leisurely, comfortable speed. This is particularly highly recommended at the start of the piste, because although the snow conditions are powdery, it’s best to approach night skiing slowly to allow yourself and your eyes to adjust.

#### 5. WARM-UP

The ride up the mountain takes seven minutes, while the descent can vary. In good conditions, World Cup skiers will complete the 4.2 km of the run in about 150 seconds. So on Snow Night, Didier Cuche could thunder down the mountain some 36 times. However, it is far more pleasant to travel at a more moderate speed, and enjoy a pleasant sojourn or two (or more) in a warm hut. Such as the cosy Alp Margun, where Silvia and Dorigo Riz à Porta have been spoiling their guests for almost 30 years. The man with the rather unusual name is landlord, avalanche disperser, bee-keeper and passionate hunter. He knows many celebrated winter guests, who regularly visit his comfortable lodge. Because people who have

learnt to appreciate the host with the strong character as well as the honest food find that a winter without the Alp Margun is a wasted winter. Special mention must be made of the brilliant venison ragout, which, depending on just how good hunting has been for Dorigo, he prepares with ibex, marmot and the like – or otherwise prepares as a vegetarian version. Those who afterwards ski through the night with their ears wide open may, with a little luck, hear the call of the wild. ...

#### 6. ACTION

When the legs are getting tired after a few more descents, it’s time for the Hossa Bar, where revitalising drinks, irresistible beats and general fun are to be had until late at night. In fact, it’s known well beyond the country’s borders. On Friday evenings, the bar is held firmly in Italian hands. The party-loving youths of Milan, for whom Snow Night has become iconic, come to the Engadin especially for it, skiing and partying and generally contributing to the lively atmosphere, which soon and reliably gets the Hossa Bar bouncing.

#### 7. FINISH

Before the lights go out at 1am, it’s time to master the last 150 metres down, through the mysterious “God da la Craounera”, where you will hear the echo of your turns and the gently spraying snow. At the end of the forest, the Golden River of the Corvatsch flows into a meadow, then trickles away close to the valley station of the cable cars. The expedition has come to its successful conclusion, and you’ve skied and carefully mapped the entire course of the “river”. Now it’s time for home, feeling proud and happy.

#### 8. SWITCH OFF

Although lights-out is the official end of Snow Night, the experience usually lingers. Because as they sink happily into bed, most guests still relive one or the other of the evening’s highlights in their mind’s eye.

Author: Jon Bollmann



#### INFO

Corvatsch Snow Night  
December–April,  
Fridays from 7pm  
Adults CHF 27,  
children to age 12  
CHF 16  
[www.corvatsch.ch/en](http://www.corvatsch.ch/en)





*THE GOLDEN RIVER WENDS  
ITS WAY DOWN INTO  
THE VALLEY IN WIDE CURVES.*

The 4.2-km course on the Corvatsch is the longest floodlit slope in Switzerland (top). Après-ski with drinking and dancing at the Hossa Bar (right).







# *ARTS & CRAFTS*

“Most people don’t know ... how much splendour is revealed in the smallest things, in some flower, a stone, the bark of a tree, or a birch leaf,” wrote lyricist and lover of the Engadin Rainer Maria Rilke. But florist Irmi Torri, who creates veritable works of art out of plants and flowers, certainly is not one of them. ...

Photo: Getty Images







## FLORAL DECORATIONS

# SAY IT WITH FLOWERS

The flower boutique Bel Verde belonging to florist Irmi Torri decorates hotels and private homes with artistically arranged bouquets.

PHOTOS: MAX GALLI

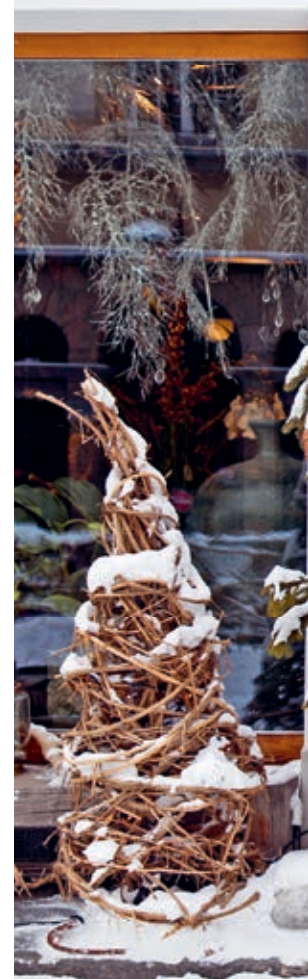
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he mountain world of the Engadin sinks into hibernation in the last weeks before Christmas and New Year. Fields and meadows disappear under a thick layer of snow, while flora and fauna find peace and tranquillity. Every year at this time, St. Moritz becomes the smallest city in the world. The high society from all over the world descends, taking up residence in the suites of the luxury hotels or elegant private chalets – all of which need to be decorated with exclusive flower arrangements. The bleaker the nature outside the front door, the stronger our desire for colourful floral decorations.

For Irmi Torri, flowers are much more than just decorations. “A tasteful bouquet instantly gives a room a more private character. You feel at home more quickly,” says the florist, who runs a flower shop in St. Moritz, and knows exactly what her clients, accustomed as they are to the very best of everything, want. Which is immediately evident on entering her flower

boutique Bel Verde. Artistically arranged branches, gently shaped fir branches and glittering Christmas decorations hang from the moss-covered ceiling. Arrangements of amaryllis, red holly berries and long-stemmed roses with Christmas baubles compete with silver vases in front of the black-and-gold wallpaper. A festive ambience and exclusive products are very important to Torri. “But my shop is a workshop, not a museum. When we’re busy, the floor is often covered with leaves and stalks – and our customers appreciate this working atmosphere.”

Twenty years ago, Bavaria-born Torri answered an advertisement in a German trade magazine: “Florist wanted in St. Moritz.” Originally, she only intended to stay a few months and breathe a little mountain air. “But I found I loved it so much, I stayed another season ... and then another one,” she reminisces, and smiles. She has had her own flower shop for 17 years now, and has long integrated in the



## INFO

Bel Verde  
Via Stredas 7  
7500 St. Moritz  
T +41 81 834 90 70  
[www.belverde.ch](http://www.belverde.ch)

# bel verde

floristik • ambiente



Irmi Torri in front of her flower boutique (above). For 17 years, she has opted for aesthetic appeal – which is just what her customers appreciate so much about her tasteful bouquets (left).





Fresh flowers as far as the eye can see: Quality is of the utmost importance for Irmi Torri.

Almost nothing is impossible when tying these floral creations. It's not even unusual for flowers to be dyed.



Irmi Torri loves working with natural materials, using them, for instance, to make her beautiful and unique containers.



*“A BOUQUET  
INSTANTLY GIVES  
A ROOM A MORE  
PRIVATE CHARACTER.”*

Irmi Torri, owner of the Bel Verde flower boutique





Life gets busy at Bel Verde as the end of the year approaches: That's when the business is hard at work, producing festive door decorations and Advent wreaths – either for hotels and shops or for private individuals.



Women at work!  
The green proof: fallen leaves and stalks.

village. In 2015, she moved from Via Somplaz to Via Stredas. “We’re not located on the main street any more, but we have more space for selling, production, the workshop and storage – which is very pleasant, especially when things get hectic.”

Like now, in December. Bel Verde is at its busiest. In addition to vast Advent wreaths, which the hotels and shops in the village like to buy, Torri’s containers, made by hand using natural materials, are especially popular. Bowls made of soft, fluffy cotton bolls and exotic eucalyptus seeds or planters made from pine cones covered in a thin layer of concrete so they may also be put outside – there is almost no limit to just what can be done. “I love making stylish objects for indoors from hand-washed and arranged materials without distorting them.” These exceptional creations, which have one admiring the sheer variety of delights nature bestows upon us, are mainly produced during the summer and autumn seasons, when life is a little quieter.

Torri and her team comprising seven people supply hotels and shops all year round. They also provide the floral decorations for weddings, events and parties. However, most of Torri’s business comes from private customers at the turn of the year. Her favourite job is decorating these customers’ villas and chalets for Christmas, she says. This includes decorating balconies, terraces and Christmas trees. It is not unusual for Torri to add a small item of furniture or decorative object to underscore the overall effect of the arrangements. “My customers of many years’ standing are completely satisfied. Of course, my creations have to suit the styles of their interiors, but I have developed a good eye for that,” says the 43-year-old. Sadly, though, she is never present at the best moment, namely when her customers see her work for the first time. “That would be the icing on the cake.” However, by then the florist already has her hands full again – with her next floral composition.

Author: Anina Rether



*IN THE EARLY DAYS,  
MANY PEOPLE  
SUFFERED  
FROM THE COLD  
ON THE PISTES.*



In 1932, Austrian Leo Gasperl set a speed record in St. Moritz wearing the "Thirring" (also called "bat"), by Colmar (1). Men still competed in knickerbockers and woollen jumpers at the 1924 Olympics (2). Baggy wool trousers were the thing for the piste in the 1930s (3). Skirt over trousers: For a long time, ladies' ski fashions looked like this (4).



## TRADITION OF SKI FASHION

*CHIC IN THE SNOW*

In bygone days, Englishmen used to throw themselves down the slopes clad in elegant tweed suits, while the ladies wore their ski trousers under a skirt. The path to the current high-fashion functional clothing has been a long and exciting one.

**I**n 1932 a pair of skis cost the equivalent of CHF 36 in Switzerland. This is just as unimaginable today as is the clothing that the first English skiers wore to wend their way down the snow-covered slopes in the 19th century. That's because they wore their regular winter clothes: tweed suits, knickerbockers in loden cloth with long socks, and thick woolen jumpers. The ladies at the turn of the century usually skied down in a skirt, although often with long trousers concealed beneath them. Because these long skirts tended to get caught up in the tips of the skis, in time the ladies also started to wear knickerbockers, covered by a shorter skirt that reached to just above the knee. During WWI, attitudes relaxed towards women wearing trousers because the shortage of male labour meant that more and more of them had to start working on the land. From this time, women – athletes

or otherwise – were able to wear the garment once reserved for men, without restrictions.

The year 1928, when the Olympic Games were held in St. Moritz, can be considered the time of the first upturn in outdoor clothing. More and more fashion labels, from Burberry and Lanvin to Hermès, now started creating their own designs for the pistes. In 1932, the small company Colmar created quite a stir. Known today for its down jackets, back then its spectacular “Thirring”, a kind of bat-like coat that allowed the wearer to sail in the wind and create speed records, created a furor.

Body-hugging designs began to be seen in the post-war period. One of the forerunners of this innovation was Maria Bogner, wife of the successful skier Willy Bogner. She developed what turned out to be one of the biggest hits ever: the stretch trousers, or ski trousers. This garment consisted of trousers that were made



Photos: Dokumentationsbibliothek St. Moritz (2), Action Press, DPA





Legendary: Bogner's ski trousers revolutionised ski fashions (1). Audrey Hepburn wore a ski suit by Givenchy in the film "Charade" (1963) (2). The Swiss wore the skin-tight "Kris Cut" suit for the first time at Sapporo 1972 (3).

of a stretchy material and tailored tightly to the leg, with a strip of fabric that went under the foot to pull the trousers tight. The style was honoured by the German Ladies' Ski Team, which wore them to the 1956 Olympic Games in America.

Skiing really became en vogue in the 1960s, due mainly to a variety of famous winter athletes such as Grace Kelly and Jackie Kennedy, who could be seen on the pistes and in the bars of the sophisticated alpine resorts Gstaad, Kitzbühel and St. Moritz and wore the outdoor clothing by international fashion labels such as Dior, Chanel and Pierre Cardin. In 1963, Audrey Hepburn wore a ski outfit by Givenchy in the film "Charade" – and proved to a vast audience just how good you could look in the snow.

Apart from the renowned fashion companies, locals in the popular winter sports resorts also started to see the opportunities for making money from skiing as a sporting activity. One of them was Kurt Ulmer, who in 1969 founded a label in St. Moritz that he named after its target group: Jet Set. The concept quick-

ly found favour, and he was soon able to count celebrities such as Gunter Sachs, Brigitte Bardot and Gianni Agnelli amongst his clientèle.

To everyone's tremendous surprise, though, it was a Swiss diver, and not a designer, who in the 1970s came up with the full-body suit that is still used in skiing competitions today: Hannes Keller based his design on the traditional tight wetsuit and, together with the Japanese brand Descente, launched the skin-tight "Kris Cut" on the market just in time for the Sapporo Olympic Games in 1972, in which the Swiss team won not one, but two gold medals in the downhill.

The end of the 1970s saw a turn in ski fashions, and now the focus shifted quite clearly towards function. More and more labels started to appear in the ski fashion sky, specialising in complete equipment. What was unimaginable 85 years ago is a matter of course for skiers of today: breathable fabrics that are fitted tightly to the body, stretchy, wind- and waterproof, and which ensure that every downhill run is an unlimited lifestyle pleasure whatever the weather.

Author: Yvonne Pölsterl

## “WE ARE TRENDSETTERS”

Myriam Mele has been CEO of the sportswear label Jet Set, which is based in St. Moritz, since 2013. Since then, she has ensured that the label has continued to develop ski fashions, both consistently and innovatively.

As the name implies, Jet Set describes a lifestyle in which you are at home in glamorous St. Moritz in winter, and in sophisticated Ibiza in summer. In the 1980s, the eponymous label was the hippest thing men and women could wear in the snow. Myriam Mele is now using a pioneering spirit and her feeling for trends to follow on from this success, and is helping to restore the Jet Set label to its former glory.

**Ms Mele, what makes the Jet Set label so unique?** We set trends, we don't follow them. We are sexy and fashionable, we work with prints and colours. We believe lifestyle has to be fun. That's in our DNA. We are constantly looking to see what is new for us, what we want to offer our customers, and how we can continue to develop. We want to make sportswear where fashion and functionality go hand in hand.

**One of the biggest steps forward compared with how things used to be?** That's right. Back



The latest winter look from the Jet Set Winter 2017/18 collection

then, you could have either fashionable or technical, but never a combination of the two.

**What innovations are among the label's most important milestones?** That's quite clear: style! We showed people that you can still look sexy even when you're skiing, and don't have to be all wrapped up. Customers liked that, and they also started wearing Jet Set sportswear away from the pistes.

**How do you manage to combine tradition and innovation so successfully?** Some of our basics are classics, and we will always have them in our range. But we are also further developing some of the classics – for instance, with new prints, details or fabrics, so that they also appeal to the younger customer.

**If you could see into the future: Where do you see the trend in ski fashion heading?** The materials will always continue to be developed and improved to make sure that the customer is comfortable on very warm days as well as on very cold winter days.

**What do you think is the perfect day in St. Moritz for a Jet Set customer?** The perfect day would begin on the pistes of Corviglia, followed by lunch at the El Paradiso hut. Then it would be on to the spa at the Kulm Hotel, after which the evening would be spent at the restaurant La Baracca.



Before fashion-conscious, Swiss-born Myriam Mele became CEO, she was responsible for marketing and retail, amongst others, at Jet Set.

Photos: PR/Jet Set

Interview: Yvonne Pölsterl



WHAT IF ...?

# ... *ST. MORITZ WERE AN EVENING DRESS?*

Fashion designer Silvano Vitalini on waterproof blazers, the style of St. Moritz style, and his home – the Engadin.

P

aris, Milan, New York: the fashion metropolises of this planet are the ultimate destination for many young designers today. But not for Silvano Vitalini. That's because the young fashion designer is bound to St. Moritz by a deep love. A true man of the Engadin, he worked on the management team of the Dracula Club for eight years, and in 2012 opened his "Schneideratelier" – tailor's studio – in St. Moritz. His signature items: the Engadin blazer, made from local materials, and fabulous evening gowns.

**Silvano, why did you decide to stay in St. Moritz and work as a fashion designer here?**

Silvano Vitalini: It's my home! My parents live in Samedan, and it's a comforting feeling knowing you've got backup in an emergency. Plus my friends are all here, too. Because of the different seasons, it's not that easy to run a high-end clothing shop in the Engadin unless you're part of a major group, though. Which is why starting here was a challenge for me. And if it works here, it will probably work anywhere else in the world as well. After all, "If you can

make it here, you can make it anywhere." I think the Engadin is brilliant – as long as you love nature and sports, of course. And to me, St. Moritz has the character of a city anyway.

**How are your designs created?** The ideas come to me, I sketch them, and then most of the work is done on the dummy. Often, the end result is completely different from what I originally had in mind. I always tailor the prototypes myself. Some of the work for customised productions is done by tailors in Italy who have sewn for well-known Italian fashion labels. My aim is to start producing in Switzerland at some point.

**What do you offer your customers?** I mainly offer blazers, trousers and waistcoats, but no collections. I don't want to start running after trends, but to produce timeless classics with a certain innovation behind them, perhaps in the choice of fabric. I've just designed a blazer that is waterproof and fireproof. My philosophy is: classic cuts with modern materials, timeless fashion that you can still be wearing ten years from now. The current signature

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Silvano Vitalini's idea of St. Moritz as an evening dress: made from the best materials in the world



#### ABOUT SILVANO VITALINI

*Silvano Vitalini was born in Zurich in 1986, and grew up in St. Moritz. He wanted to be a designer ever since he first visited a fashion show in Milan with his mother. His grandmother taught him how to sew, and after his military service he studied fashion design in Zurich. He returned to St. Moritz via Shanghai, then scraped together all his savings in 2012 and founded his "Schneideratelier", his tailor's shop – something he to this day never regretted. "It takes a healthy portion of bravery, confidence, all your savings – and plenty of naïveté. But I wouldn't have got the experience I gained doing it this way anywhere else."*

piece is the Engadin Blazer. It's unlined, and can be worn during the day to go shopping, to go hunting or to go to dinner.

**Is there anything for the ladies?** I don't offer customised designs for women. But women do come to me wanting to wear a man's blazer – which I think is seriously cool. I also have two partnerships, one with the British designer Pinky Laing, with whom I have designed an Engadin Blazer for women. The second one is with another friend, Danja Good, and we make unusual couture dresses, some of which have already been worn to the Cannes Film Festival.

**How would you describe today's St. Moritz style?** As a passionate Cresta rider, it is shaped by people in my life, so it would be knickerbockers, a cricket sweater and tweed jacket. For me, there are two St. Moritz styles, the one being the traditional, sporty, familiar St. Moritz that is associated with the Cresta and all the clubs, and the other is the sophisticated, eccentric, extravagant St. Moritz.

**What are the fashion must-haves for St. Moritz?** Sporty by day, elegant by night. If it were up to me, the man of the world would wear a dinner jacket in the evenings, and the lady would be in an evening dress.

**And if St. Moritz were an evening dress, what would it look like?** If I were to produce an evening dress that embodied St. Moritz, I would use all the very best materials from all over the world. It would be an elegant long dress, made of Indian silk, lace from St. Gallen, Scottish tweed, Egyptian cotton or Japanese denim. Held together by threads, zips and buttons from Switzerland – and possibly sewn on a Swiss Bernina sewing machine. Basically, it would be just like St. Moritz: People come here from all over the world, but are held together by the locals. Which is why this dress would also be sewn on a Swiss sewing machine.

**What do you do in your spare time?** I run the QN Bar on the side. I also love skiing and riding the Cresta run, I play golf and enjoy my evening swim in Lake Staz. Because I often have to travel on business, I like spending what little spare time I have in the Engadin. For me, St. Moritz is both my workplace and where I go on holiday.

Interview: Valentina Knapp Voith



# PREVIEW

In summer 2018, we will shine a light on entrepreneurship in St. Moritz: on trend-setting projects as well as on people who lead the way with a bold sense of business. An issue full of ideas, pioneering spirit and inspiration.

Many great ideas were conceived in the Engadin. One of the most recent ones: running shoes by the On company. We meet with founder Caspar Coppetti.



Even traditions such as the “Alpabzug”, when the cattle are brought down from the mountains, may be entrepreneurial in nature – for instance, if they enable visitors to experience a region’s cultural heritage.



Best-sellers made in Engadin: our range of top culinary exports from Bündnerfleisch (dried meat, photo) to Nusstorte (nut cake)

Photos: private, Engadin St. Moritz, Romano Salis

*“IT IS AS IF I HAD ENTERED THE  
PROMISED LAND. ... I WANT TO  
STAY HERE FOR A LONG TIME.”*

FRIEDRICH NIETZSCHE,  
1844–1900



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