

New Art Programs at The Alpina Gstaad This Winter Swiss Resort's Contemporary Art Collection Keeps Expanding

GSTAAD, Switzerland, August 21, 2019 – In mid-June, a smoke-exhaling mythological creature in bronze arrived by helicopter to the garden of The Alpina Gstaad. *Third Animal* comes fresh from Thomas Schütte's recent exhibition at the Monnaie de Paris. That same week, *Boatman*, a painting by Dana Schutz from her acclaimed show at New York's Petzel Gallery, was hung in the resort's lounge. These pieces join other recently-acquired works by some of the world's leading contemporary artists including Jacqueline Humphries, Pierre Huyghe, Wade Guyton and Nicole Eisenman, one of the standout stars of this year's Venice Biennale. And this luxury resort's impressive art collection keeps expanding.

For the upcoming winter season, art-loving guests can opt for a scenic train excursion to see *Mirage Gstaad*, a new site-specific outdoor sculpture by Doug Aiken on view until January 2021, a private gallery-hopping tour of Gstaad and the surrounding Saanenland or a curated tour of the hotel's art collection.

Gstaad is slowly attracting attention as an arts destination. The small Swiss Alpine village is home to a number of major art collectors. International art galleries have been opening satellite spaces here for several years. The third edition of an art festival, "Elevation 1049," took place in February which included the inauguration of *Mirage Gstaad*, and one of the destination's top hotels – The Alpina Gstaad – has an art collection that would be the envy of any museum.

When The Alpina Gstaad debuted in 2012, the five-star property brought more than a blast of fresh air into the small Swiss Alpine village. After all, the last luxury hotel to open was in 1913. A Six Senses Spa, a modern Japanese restaurant serving fresh sushi, a cigar lounge modeled after one in a historic Havana cigar factory and a private cinema – so some of the hotel's high-profile Hollywood guests could screen the latest films – were a few of the unusual facilities – all new to Gstaad. And with a futuristic mindset, the owners added cutting-edge technology and features such as carbon-neutral heating. Then, Nachson Mimran, Chairman and Creative Director of The Alpina Gstaad, began filling the hotel with stunning contemporary art.

In February during "Elevation 1049," The Alpina Gstaad hosted a talk by artist Doug Aiken and two performance pieces by Nina Beier and Zhana Ivanova.

Two of the works in The Alpina Gstaad's collection exemplify the owners' commitment to the environment and philanthropy. The "Arctic" car, a custom-made electric Fiat 500 by Garage Italia Customs, was conceived to highlight global warming. Created with a special eco-sustainable film finish, polar animals disappear when the external temperature rises, reappearing when it becomes cooler. The "Ice Cream," a 1977 Chevy van painted by Richard Hambleton, a pioneer of the Street Art movement, was acquired at an amfAR auction during the Cannes International Film Festival that has raised millions for research in the fight against AIDS.

For more information about The Alpina Gstaad's programs, please visit [The Alpina Gstaad](http://TheAlpinaGstaad), email info@thealpinagstaad.ch or call 011-41-33-888-9888.

Art Galleries Open in Gstaad

In 2015, Hauser & Wirth temporarily installed an exhibition of works by Rolf Sachs in a private house in Gstaad. That led to "Calder in the Alps," an historic outdoor sculpture exhibition in 2016, celebrating the Swiss mountains and the gallery's long relationship with the Calder Foundation. Currently the gallery is open during the summer and winter seasons by-appointment-only. The Maddox Gallery opened its first international gallery in Gstaad in December 2017. And most recently in February 2019, a new gallery, Tarmak 22, opened in the Saanen airport. Other galleries include Galerie Bel-Air Fine Art, Galerie Buchs, Galerie Simple, Giovanella Kunstglaserei, Patricia Low Contemporary, Restaurant Galerie Hüsy, SAMHART Gallery and Urs von Unger Gallery.

The Alpina Gstaad

The Alpina Gstaad is set on five acres in Oberbort, the exclusive hilltop area of the village, which is in Saanenland in the heart of the Bernese Alps. Part of a CHF300 million-luxury development which includes private chalets and apartments, The Alpina Gstaad is a contemporary interpretation of traditional Swiss architecture incorporating local materials and authentic Alpine style. The luxury hotel has three restaurants: Restaurant Sommet, a Michelin-starred restaurant serving contemporary cuisine; MEGU, a Michelin-starred Japanese restaurant and a traditional Swiss stübli. There is a bar and lounge, wine-tasting room, private cinema, cigar lounge, a ballroom and several boardrooms. The 56 spacious rooms and suites – all with balconies – range from 333 square feet to 4,305 square feet.

The Alpina Gstaad is a member of Virtuoso and is part of the Legend Collection of Preferred Hotels and Resorts. Committed to achieving best practices for environmental and social sustainability, the resort has partnered with EarthCheck, the world's leading scientific benchmarking and certification group for tourism. The Alpina Gstaad is also a member of the NOW Force for Good Alliance, an organization aiming for accountability and transparency in sustainability in the hospitality industry.

Awards & Accolades

In July 2019, Organic Spa Magazine honored The Alpina Gstaad's Six Senses Spa as one of its Wellness Travel Award winners for 2019. The Forbes Travel Guide named The Alpina Gstaad a 2019 Star Award and one of 41 hotels worldwide with the "World's Best Rooms." In July 2018, The Alpina Gstaad was voted one of the "World's Top 100 Hotels" by the readers of *Travel + Leisure*. The hotel had received the same recognition in July 2016. In January 2016, the hotel was named to *Conde Nast Traveler's* Gold List. The Alpina Gstaad was voted to *Conde Nast Traveler's* "Hot List," *Travel + Leisure's* "It List" and *Robb Report's* "Best of the Best" for 2013. In November 2018 and 2017, Switzerland's most prestigious

newspaper, *Neue Zürcher Zeitung* named The Alpina Gstaad the country's top hotel. In July 2017, *BILANZ*, the Swiss business magazine listed the hotel as the country's top resort. *Schweizer Sonntagszeitung* (the Swiss Sunday Newspaper) named The Alpina Gstaad one of the "Top Ten" best holiday hotels in Switzerland and *Handelszeitung* (a Swiss German newspaper) anointed it, "Best hotel in the Ski-Spa" category. [Gault Millau](#) Swiss named [The Alpina Gstaad](#) "Hotel of the Year 2013." The hotel was a finalist in Virtuoso's "Best of the Best" awards for excellence in design, and in November 2013 won European Design Hotel of the Year from the European Hotel Design Awards.