



Gstaad's Award-winning Luxury Hotel Offers New Package to Art Basel

New "De-stress with Art" Workshop This Summer

The Alpina Gstaad Features Art Collection of Noted Contemporary Artists

GSTAAD, Switzerland, May 18, 2017 –This summer [The Alpina Gstaad](#) is offering its guests a wealth of options: hikes up nearby mountains, gondola rides to Glacier 3000 or to Horneggli in Schönried, pampering treatments in its Six Senses Spa, dips in the pool, lunches at the resort's two Michelin-starred restaurants and workshops focused on art and stress management. New this summer is a package for art lovers to [Art Basel](#) being offered from June 15 to 18. The two-night "**Art Basel Privé**" package starts from CHF1500 (or about US\$1,505) and includes accommodations for two, entrance tickets to the fair, a customized tour with a curator and a transfer either to or from Gstaad in a private limousine.

With its stunning collection of contemporary art, the award-winning Alpina Gstaad is the ideal hotel to offer programs for art aficionados. Works by more than 30 artists including Richard Aldrich, Dan Colen, Tracey Emin, Jana Euler, Terence Koh, Roy Nachum, Henrik Olesen, General Idea and The Bruce High Quality Foundation line the walls of the public rooms throughout the hotel.

Nachson Mimran, the son of Jean Claude Mimran, the hotel's majority shareholder, has been the driving force behind the collection. "Art has been a passion of mine since I was very young. As the hotel was taking shape, we thought about creating a cultural ethos for The Alpina Gstaad. Our guests certainly seem to enjoy being surrounded by art," he explained.

This summer, talented French artist Monique Bornstein will lead a three-day **De-stress with Art** program that includes daily two-hour painting lessons and



optional group classes on two days; a private tour of the hotel's art collection, yoga, Tai-Chi and meditation, massages, Kundalini back treatment and Biorhythms. The three-day workshop starts at CHF4100 (or about US\$4,115) per person, double occupancy and includes four nights in a Deluxe Room Schönried, daily breakfast, all taxes and VAT.

Only two hour's drive from Gstaad, Basel is home to Art Basel, the most important contemporary art fair in the world, as well as 40 museums with well-established collections and exhibitions. Baselworld, the show for the world's watch and jeweler industry also takes place in [Basel](#). The Rhine River meanders through the center of Basel's Old Town which was awarded UNESCO World Heritage status. Basel architects Herzog & de Meuron designed the Vitra Design Museum which opened last summer and complements Frank Gehry's museum building. The Kunstmuseum Basel is featuring a Cezanne exhibition this summer.

The **Art Basel Privé** package starts at CHF1500 (about US\$1,505) per person, double occupancy and includes accommodations in a Deluxe Room Schönried for two nights, daily breakfast, all taxes and VAT plus entrance to Art Basel, private tour and transfer to or from Basel.

For more information about The Alpina Gstaad's art collection and its arts and cultural programs, please visit [The Alpina Gstaad](#), email info@thealpinagstaad.ch or call 011-41-33-888-9888.

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. In July 2016, The Alpina Gstaad was voted one of the "World's Top 100



Hotels" by the readers of *Travel+Leisure*. In January 2016, the hotel was named to *Conde Nast Traveler's* Gold List. It has made *Conde Nast Traveler's* "Hot List," *Travel+Leisure's* "It List" and *The Robb Report's* "Best of the Best" for 2013. *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.