
THE HIDE HOTEL FLIMS

Presskit

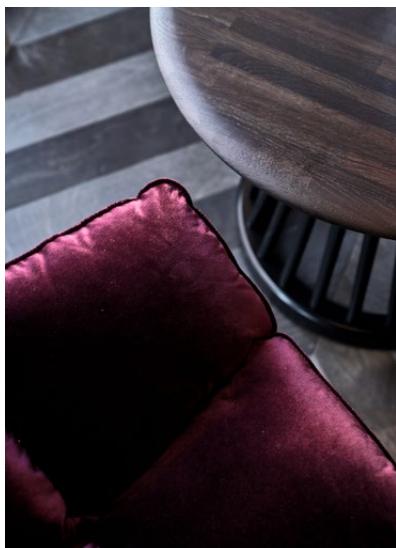


 DESIGN HOTELS™


FLIMS-SWITZERLAND
THE HIDE
HOTEL



THE HIDE HOTEL FLIMS



Set amid the dramatic peaks of the Swiss Alps, The Hide Hotel Flims is a multi-layered property; in equal parts elegant mountain retreat and high-style adventure playground. Characterized by an explorative gastronomic program, seamless skiing experience, world-class spa and cool luxe guestrooms, the hotel is a magnet for adrenaline junkies, peace seekers and locals alike.

Designed by Norwegian visionary Erik Nissen Johansen of Stylt Trampoli AB, this hideout presents a modern hub in which inspiration, relaxation, and social connection are all tangible possibilities, and modern Alpine living becomes a lived-out fantasy. A sum of its many parts, The Hide presents the perfect amalgamation of cozy and contemporary for a getaway where guests determine for themselves just how much, or how little, recreational activity is on the itinerary.



FACTS

Name: The Hide Hotel Flims

Address: Via Nova 80, Flims 7017, Switzerland

Founding Ownership: Günter Weilguni, Manfred Weilguni, Daniel Mani

General Manager: Hannes Ingold

Rooms: 42

Suites: 5

Restaurant: The Hide Deli, The Hide Dining

Bars: Die Terrasse

Chef de Cuisine: Adrian Tschanz

Architecture & Design: Stylt Trampoli AB



LOCATION

One of three towns, along with Laax and Falera, that make up the Alpenarena — one of Switzerland's largest winter sports regions — Flims is defined by its unspoiled landscape, sustainable development, and myriad outdoor pursuits. Neighboring such natural wonders as the 'Swiss Grand Canyon', Lake Caumasee, and the UNESCO World Heritage Site of the Tectonic Arena Sardona, the town is a springboard to exquisite immersion in authentic Alpine living.

With immediate and direct access to 224 km of ski slopes and four snow parks, as well as world-class hiking and biking trails, The Hide Hotel Flims' location renders the need for car transportation almost redundant. Set in Stenna Flims, a new retail and lifestyle complex, the hotel has a host of amenities that include banking, a medical centre, retail outlets and a supermarket right on its doorstep. Beyond the center, a further range of bars, shops, cafes and restaurants are within easy, walkable reach.

The Hide Hotel Flims is a 105-minute drive from Zurich Airport and a 30-minute drive from Chur train station, from where guests may take a 30 shuttle to Flims. The hotel is able to arrange transfer services for Zurich airport.

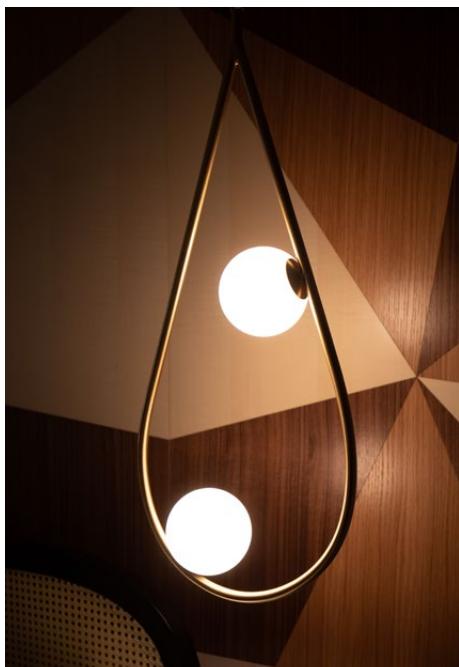
ARCHITECTURE & DESIGN

Designed by Baumschlager Eberle and cutting a sleek silhouette in the quiet Swiss town of Flims, the four-story Stenna Flims complex is a sympathetic challenge to local architectural norms. In an homage to the landscape of its surrounding environment, the elongated, elevated structure slots into the horizon with ease, imitating the rocky nature of this mountainous region. Inside the multifaceted, multi-level building lies The Hide Hotel Flims, a 47-room property whose unique hospitality philosophy and ski-in/ski-out concept is wholly supported by the complex's structural design. Perfectly positioned to grant guests instant access to the ski lifts, as well as allowing them to end their ski right at The Hide's lobby via an extended slope, every aspect of the hotel's design has been conceived to facilitate the plethora of recreational activity on hand.

Inside, the décor of the hotel could not be in greater contrast to its Brutalist-inspired façade. Led by Erik Nissen Johansen of Stylt Trampoli AB, the interiors find inspiration in the geodes of the Alps, which are translated into a suffusion of jewel tones, plays on kaleidoscopic, geometric forms, and clever, tactile lighting. An overlying theme of 'Alpine warmth' sees dark hues and rustic finishes mingling with raw materials like wood, metal and glass for a result that is reflective of the locale and its spectacular peaks.

The aesthetics of the public areas are informed by an opulent colour spectrum that spans deep electric blue to emerald green. The entrance lobby, for example, is defined by a striking violet, which adorns the walls, ceilings and exposed pipework, while rich jade and ruby red velvet upholstered seating by Moroso and Arflex offer a pleasing contrast. Wall art by Swiss-Cypriot artist duo Bane&Pest acts as a striking focal-point to the space, which also features tchotchkes, bucket swivel stools and wooden fur-clad benches.

Throughout the property, carefully placed lighting by the likes of Skryta, Studio Beam, & Tradition, GUBI and Kettal illuminate each space, heightening the pervading mood of warmth and intimacy. The converging of raw ceilings with exposed piping and striking pillars with bold deep pile carpets, plush curtains and snug, secluded corners further enhance the hotel's distinct boutique style, which cries out for languid days spent lazing and people watching.



RESTAURANTS & BARS

Bound together by the same fibres of comfort, relaxation, and social connection, each food and drink outlet at The Hide offers curated dining experiences elegantly intertwined with contemporary design. From casual gatherings and après ski refreshments to more lavish affairs come nightfall, The Hide Hotel Flims has all bases covered in inimitable style.

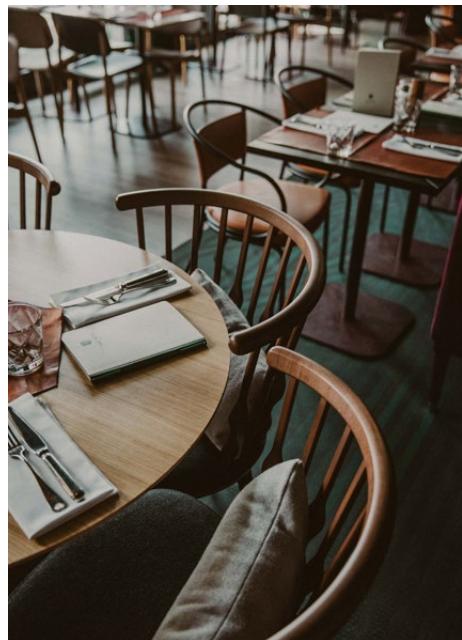
THE HIDE DINING

The hotel's flagship restaurant, The Hide Dining is a destination in its own right. Located on the property's first-floor, the restaurant heralds a shining ode to modern fine dining with a menu crafted by chef Antonello De Marco. Here, guests can expect to be treated to a cuisine that touches on specialties from the Grison region while also crossing borders to incorporate a slew of international dishes. Warming, homely dishes such as the Bünder Gerstensuppe (a Swiss barley soup) is a crowd pleaser during colder climes thanks to a modern update, but more global fare, like such as juicy fried corn poulard and thick buttery mash are given equal billing on the menu. The pièce de résistance of the 85-seat space is undoubtedly the large glass dry-aging counter in which local beef is hung onsite, destined to be served alongside comforting starchy sides like 'Piz'n'Cheese' — gratinated pizokel (Swiss buckwheat spaetzli — and French fries with Swiss cheese and sage. Alongside the restaurant's brass grills, red banquettes, chesterfield seating and modern chandelier lighting, the dramatic counter compounds the venue's status not only as The Hide's fine dining outlet, but as a gastronomic showpiece for Flims.

Chef: Antonello De Marco

Capacity: 85 seats





THE HIDE DELI

The ying to The Hide Dining's yang, The Hide Deli is an informal restaurant space, also led by chef Antonello De Marco. A playground for adults and children alike, The Hide Deli wholly fulfills its purpose as a community dining spot, with casual fare that includes fresh twists on Middle Eastern flavors and Alpine classics. The relaxed seating layout creates a warm, convivial atmosphere, while a café-style serving counter and tall lofty ceilings are reflective of The Hide's cozy and contemporary aesthetic. It's an altogether more laid-back mood than at the hotel's neighboring eatery; here, lounging, people watching, and social networking is not just allowed, but encouraged. Filled with the scent of freshly baked bread, The Hide Deli is on hand to satiate post-piste hunger or all-day grazing with hearty dishes meatballs served on yoghurt sauce, or homemade labneh with olive oil, zatar and honey tomatoes. Modish forest-green metro tiles line the walls and bar, complementing the shades of emerald, olive and peacock green which permeate the space. Plush, double-height curtains and butter soft leather-backed chairs round up the cool urban Alpine vibe.

Chef: Antonello De Marco

Capacity: 85 seats

LOBBY LOUNGE & BAR

The Hide Hotel Flims starts as it means to go on. Guests are welcomed by a striking lobby, where a cacophony of lush jewel tones, standout furniture pieces and sumptuous velvet seating invite day-long idling. Floor-to-ceiling windows provide a front row seat to an elongated slope that literally ends at the hotel's doorstep, facilitating The Hide's ski-in/ski-out concept. A suspended fireplace and raw, unfinished concrete ceilings and columns complete the lobby lounge which is energized come nightfall when live DJ sets and a spirited bar come to life. Here, guests may close their day out with tipples from a well curated menu that includes a wide variety of gins, signature cocktails and long drinks.

DIE TERRASSE

Away from the slopes yet still fully exposed to Flims' crisp Alpine air, Die Terasse is a covered outdoor area overlooking the region's mountain ranges. The Hide's crowning glory, the rooftop terrace allows guests to take in the full beauty of the locale without having to leave the hotel. Equipped with heaters for colder months and available to rent for private functions, Die Terasse is a creative gathering space where guests may entertain and be entertained among awe-inspiring views of the mountains. The Hide Deli and bar menu offerings are served on the lower terrace while the upper level provides catered options for guests in a more private setting.



ROOMS & SUITES

With just 47 guestrooms — comprising five Junior Suites, 39 double rooms and three single rooms — The Hide Hotel's accommodation promises privacy and tranquillity. Arranged across the property's top floor, each room is accompanied by an outdoor terrace complete with deckchairs and tables, offering vistas of the valley and mountains beyond in this UNESCO World Heritage certified corner of the Swiss Alps.

As with the rest of the hotel, the design of the guestrooms was entrusted to Nissen Johansen and is a continuation of the property's homage to the geodes of the Alps. As such, each space is an arresting assemblage of oscillating wallpaper, custom-made geometric wall paneling and lush velvets, all of which combine for an effect that mirrors the local mineral rocks not just in color, but also in shape and form. Brass accents and low hanging lighting by the likes of Heathfield & Co and Studio Beam set a relaxing mood that is both inspiring and soothing. This feeling of harmony is aided by the fluidity of each room's open-plan layout, where bedroom areas flow into floor-to-ceiling black mosaic tiled bathrooms. Polychromatic wall-to-wall carpets inspired by nature further augment the overarching design concept, with their dark reds, deep greens and powder pinks gently binding the multifaceted rooms together into one warm, cohesive space.

Equipped to meet the requirements of even the most seasoned modern traveler, each guestroom at The Hide is furnished with a Samsung concierge tablet, Bluetooth sound system, flat screen TV, Nespresso coffee machine and fridge. Bathroom amenities have been specially created by The Hide using their own tailor-made ecological natural ingredients.

Fifteen of the hotel's rooms are able to accommodate an extra bed, while an additional three rooms feature connecting doors, making this retreat equally suited to both couples and families.



ACTIVITIES

WINTER

For first timers and aficionados alike, winter sports are made simple at The Hide, with a heated ski-rental outlet, ski lockers and a ski and snowboard school all located within the Stenna Flims complex. Immediate access to 224 km of ski slopes, four snow parks and 28 ski lifts put the hotel in an enviable position, while ski passes and ski lessons can be conveniently arranged through the onsite concierge team.

The Hide Hotel Flims has also collaborated with a local ski and snowboard manufacturer, enabling guests to have their skies and/or snowboards tailor made to their own specifications, which the non-governmental, non-profit museum presents access to sizable photo book and multimedia archives supplied by MediaTech.

SUMMER

Beyond the ski season, 250 km of hiking and biking trails are located in immediate proximity to the hotel, while a partnership with a local game keeper offers guests the opportunity to explore local nature and wildlife. It's all tied together by an onsite mountain concierge available to facilitate any equipment rentals, activity planning, and to provide insight of the far-reaching area, which includes the 'Swiss Grand Canyon' and the spectacular Lake Caumasee, bordered by thick forests.

KINDERCITY

Neighboring the hotel is an extensive selection of retail outlets, restaurants, bars and leisure spaces populating the Stenna Flims complex. This includes four cinemas offering entertainment for both adults and children, and Kindercity, a learning and play center with an emphasis on science, technology, engineering and mathematics. Working in collaboration with the hotel, Kindercity offers unlimited and complimentary entry to both little and large guests.



THE HIDE SPA

Come May 2019, The Hide Hotel will include an expansive 1,000 square meter wellness area complete with a panoramic view Finnish sauna, a sanarium, ice fountain, rainforest showers, treatment rooms and a relaxation area, all of which will be open year-round. These areas will be joined by a separate private spa space with its relaxation area, steam bath and Finnish sauna, as well as two adjacent massage rooms for couples.spaces populating the Stenna Flims complex. This includes four cinemas offering entertainment for both adults and children, and Kindercity, a learning and play center with an emphasis on science, technology, engineering and mathematics. Working in collaboration with the hotel, Kindercity offers unlimited and complimentary entry to both little and large guests.

MEETINGS & CONFERENCES

The Hide Hotel Flims includes a 128 square meter conference room, available to hire for private events and meetings.



CONTACTS

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