

ATLANTIS

BY GIARDINO
ZÜRICH

A Treasure Has Resurfaced

10 things you should know about
the Atlantis by Giardino, that sets itself
apart from other hotels.



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Part of Giardino Hotel Group

A Treasure Has Resurfaced

**10 things you should know about the Atlantis by Giardino,
that sets itself apart from other hotels.**

It is an architectural jewel. A gem of Zurich's post-war modernism. There hasn't been a popstar who did not at some point in time frequent the Hotel Atlantis – from Frank Zappa to Grace Jones to Freddie Mercury. After a complete renovation, the legendary hotel at the bottom of the Üetliberg mountain reopened on 1 December 2015 as Atlantis by Giardino. A property that seamlessly picks up on its glamorous past as a stage for international guests and a meeting point for Zurich's citizens. An urban retreat with 95 rooms and suites that combines style and elegance with Mediterranean hospitality. It is only a stone's throw away from the forest of the Üetliberg and a short stroll to the cultural treasures of the city as well as the banks and boutiques on Zurich's famous Bahnhofstrasse. Before a long business day, swim a few lengths in the wonderful outdoor pool (25m long) or after a long cultural tour through Zurich, enjoy sitting in the bar with a drink to hand and take in the enticing city lights while experiencing the magic of a special place. Ayurveda by Giardino was added to the hotel's relaxation programme in spring 2016. The Giardino resorts are the first five-star hotels in Switzerland to offer authentic treatments and cures of the ancient Indian art of healing. **10 good reasons to visit the Atlantis by Giardino:**





The History

Of strawberry fights and pool parties

At the Atlantis, things have happened which you would not experience anywhere else – and they made history. On 1 November 1970 the hotel at the bottom of the Üetliberg mountain celebrated its launch and immediately became a magnet for guests from all over the world. Politicians and athletes stayed here, including, among others, Jean-Claude Juncker and Steffi Graf. But it was mainly popstars and actors who frequented the hotel. At the Atlantis, Shirley MacLaine flirted with a member of staff, Freddie Mercury gave a private performance at the bar, and Carlos Santana and Frank Zappa arrived with several truckloads full of equipment. Grace Jones was a guest, as well as Elton John, Rod Stewart, Eric Clapton and Steve McQueen. Not to mention the Swedes: ABBA stayed in 1979. The Austrian actress Dagmar Koller lived at the hotel for three months when she played the lead role in 'My Fair Lady'. Manners were not always minded at the Atlantis. Band members of The Who threw parts of the lobby furniture into the pool at 2 a.m. after they performed at Zurich's 'Hallenstadion'. And Emerson, Lake and Palmer mistook some strawberries for missiles and left a new pattern on the hotel's wallpaper. Definitely a way to be remembered! As you can see, once you start immersing yourself in the history of the hotel, you will constantly be surprised.



The Architecture

Stairway to heaven

Looking down on the Atlantis by Giardino from the heights of the Üetliberg mountain you would think an alien spaceship had landed on the lawn. With its three wings, the hotel resembles a Y-shape. It has a transparent ground floor which is elegantly topped by three storeys and a hovering attic - all together creating and radiating elegance. Due to its unique features, the building has been listed. It is a masterpiece by Annemarie and Hans Hubacher and Peter Issler. The trio designed the building in the 60's but it was only realised in 1968 and finalised in 1970. Like many other Swiss architects, they were influenced by Scandinavian designers, which might be the reason why the hotel is often compared to the Hotel Radisson Blu in Copenhagen which was designed by Arne Jacobsen. The three long, curved façades catch the sun at any time of the day like a concave mirror and offer quite diverse vistas. There are wonderful views of the city, Lake Zurich and the Alps, beautiful forests and meadows and the Limmat valley and Käferberg. In the days gone by, the hotel featured 149 rooms "with either one or two beds... toilet and bidet floor-freely installed", as it was written in an old document. On 4 January 1971, the Swiss Television broadcasted: "The Atlantis can be described as currently being the highest ranking Swiss hotel."

Today, the Atlantis by Giardino offers 95 rooms and suites. The conversion, designed by the architects of the Swiss Monoplan AG, is based on the original. The appointment of the public areas has been kept, with only the rooms having been transformed into something lighter and more fluid. Another listed feature of the hotel and a treasure of the post-modern building is the spiral staircase opposite the reception desk. Like a main artery it connects the various storeys up to the attic.



The Interior Design

Sophisticated, elegant and gracious

“At the Atlantis by Giardino the main theme is simultaneity”, says Inge Moore. “City and countryside, urban cultivated and rural serene, angular shapes and floating composition, the old and the new.” Inge Moore is the Creative Director of the London design company The Gallery HBA, and is overseeing the interior design of the property. Wherever wood and marble was formerly used, she maintained this feeling and used the same materials. And opposite the reception desk, she placed two extraordinary armchairs with narrow backrests – exactly like the originals. Inge Moore took the two classic items and had them upholstered following the original pattern.

Most of the new furnishings were designed by HBA and manufactured by Molteni in Italy. This includes the reception desk in the lobby, which is artfully carved from walnut wood and sits on a bronze-coloured copper base. Some items reflect the style of the late 60's, early 70's. Various other objects have been carefully chosen from other designers like the 'Origami Table' from Patricia Urquiola and a coffee table with marble inlays and form a perfect alliance in the lobby.

Similarly arranged as per the original from the 70's and well rounded is the kiosk and business area on the ground floor. Gallery HBA used historical photographs mounted on glass which have been embedded in the design. A reference to Zurich's importance as a financial hub is the safe wall on the first floor. The bar and restaurant Hide & Seek seamlessly merge. Here you will find white marble with black marble inlays in the shape of a Y, which is the outline of the building. A bookseller was commissioned to put together a refined library for the restaurant Hide & Seek allowing guests to dine between art books and a generous window façade.

The order of the guest rooms has stayed the same, although three rooms have been reduced to two to meet today's standards of luxury hospitality. Dark parquet flooring, padded walls (wild suede flair) and surfaces of stone in the bathrooms bestow elegance on the rooms. The suites' bathrooms have been kept in marble. Throughout the hotel, the colour scheme of the fabrics and wallpapers reflect nature. Textiles like embossed leather and mohair pay homage to the olden times – at the Atlantis by Giardino, they seem sophisticated and graceful at the same time.



The Hublot Suite

Mysterious journey through time

It is different, more mysterious and its overall appearance more masculine than any other room or suite. It comprises 68 sqm including master bedroom, living area and bathroom. And without question, the Hublot Suite revives the theme of watches with its unusual design. For the first time, the Swiss watch maker company presents itself with its own suite in a hotel.

“It was a special honour for us to be able to contribute our ideas and philosophy to the design of this suite. We are delighted about the cooperation with Atlantis by Giardino,” says Hublot CEO Jean-Claude Biver. The suite was designed by the Swiss company Studioforma. Black mirrors and large Hublot watches painted in pop art style alternate on the living room walls. The ceiling lamp in the centre of the room is made from bronze and aluminium and resembles the inner workings of a clock. Lamps and table reflect the design of Hublot boutiques. In the master bedroom are two showcases with various creations from the renowned company. The suite just oozes a fable for watches.



The Restaurants

Cuisine without borders

Wherever you dine at the Atlantis by Giardino, you always have the feeling that the border between inside and outside is blurred. Both restaurants – Ecco Zürich and Hide & Seek – have large windows and are flooded with light. For the restaurant Ecco Zürich with its 35 seats (plus a private dining room and further 35 seats on the terrace), Rolf Fliegauf brings his concept from Ascona and St. Moritz to Zurich. Rolf Fliegauf (36) has his own unique philosophy – imaginative and local. And it has brought him plenty of success. His Ecco Ascona and St. Moritz restaurants have both been awarded two stars by the Michelin Guide. In Zurich, he has passed on the baton to his trusted associate and former sous-chef Stefan Heilemann (34). He plays with textures and temperatures as musicians do with notes off the page. In October 2016, Ecco Zürich was awarded two Michelin stars.

Those who value a perfect breakfast buffet will not be disappointed at Hide & Seek. Whether at seven or at ten o'clock, it always looks perfect: the curls of thin-cut ham, the cleanly sliced fresh bread and delicious ice-cold juices and smoothies. At lunchtime and in the evening, the kitchen crew follows a new and holistic concept. Focus is placed on the stimulation of five taste qualities: sweet, salty, sour, bitter and spicy components are integrated in every dish. An interplay between herbs and seasoning completes the food. The spelt risotto, for example, is flavoured with wild garlic, morels and young Belper Knolle, and the steak tartare with raspberry mustard, marinated vegetables and egg confit. Many recipes are inspired by Mediterranean, Middle-Eastern and Asian cuisine – the ingredients, however, are all sourced from the local region. The Hide & Seek concept is also implemented at two other Giardino hotels – Giardino Ascona and Giardino Mountain in St. Moritz. The menus of all Hide & Seek restaurants include common dishes as well as individual dishes with ties to the respective region.



The Bar

Stringer with a view

What makes a bar remarkable? A remarkable bar has an extraordinary ambience. Ideally, it's laid back and tantalising at the same time. Like the Hide & Seek bar at the Atlantis by Giardino. A safe wall reflects the fact that Zurich is the financial hub in the heart of Europe. Various cocktail tables and comfortable chairs create a fine eclecticism, some of which reflect the 70's. For example the club armchair from Brabbu and the round coffee table made from brass and marble. The glamorous interior of the bar is reminiscent of the set of the film American Hustle. Enjoying a drink with friends or business partners while the lights of the city twinkle down below through the huge glass window is truly a special moment. The cocktail classics are listed under "The established", alcohol-free mocktails can be found under "The easygoing" and special Atlantis cocktails are presented under "The particular". There are plenty of options for a snack in the "The additional" section of the menu, such as scallop crudo, thinly sliced Swiss hard cheese, olive caramel and pumpnickel or an Atlantis club sandwich.



The Cigar Lounge

Drag by drag of sheer pleasure

The luxury of a cigar is the time you spend with it. At our Cigar Lounge we created the atmosphere to go with it: elegant and serene. Leather club chairs are placed around a round table. Oxblood red wing chairs made from the finest velvet and three humidors of dark, Spanish cedar wood flank the lounge. Enthusiasts can enjoy a wide range of Habanos and Davidoff cigars along with all the accessories. A perfect place to enjoy life to the fullest.



The dipiù Spa

“Nature is wise, you only have to listen to it.”

The dipiù Spa at the Atlantis by Giardino is a prime example of how interior designer Inge Moore has brought nature into the hotel. The indoor pool area looks like it has been carved into the mountain, and throughout the entire 1,500 sqm large spa, organic forms have been created and sensual surfaces have been added layer by layer, like they have been growing over thousands of years. The design perfectly reflects the philosophy of the Giardino Group. Already 10 years ago, Daniela Frutiger, CEO of the company, created her own cosmetics line, dipiù, together with scientists. She has developed it further ever since. Products without silicones, without paraffin, without preservatives.

The essentials come from the Ticino wine maker Meinrad C. Perler. Wine, oils from olives, lemons, almonds and acacia honey. These products, as well as products from Aveda and !QMS Medicosmetics, are used for treatments at the spa.

‘Di più’ is Italian and means ‘more’. At the dipiù Spa, this translates into: more innovation, more professionalism, more hospitality. The focus is purely on the guest. All treatments are adjusted by qualified therapists to meet the guest’s needs. With the opening of the Zurich property, the Giardino Group has extended its spa offerings by including special treatments based on the Indian medical science of Ayurveda (“knowledge of life”). The competence team comprises of an Ayurvedic doctor and therapists who can also give guests dietary advice after a consultation. Ayurvedic dishes are served at the restaurant Hide & Seek. “The holistic approach is very important for us”, says Daniela Frutiger and adds: “Nature is wise, we only have to listen to it.”

The dipiù Spa at the Atlantis by Giardino features treatment rooms, a sauna, steam room and relaxation areas, a Technogym fitness studio as well as an Aveda Hair Salon and a barber shop.



The Outdoor Pool

Head above water

Does anyone still remember the wonderful movie 'The Swimming Pool' with Romy Schneider and Alan Delon? This classic was created at the same time as the Hotel Atlantis. At that time, the hotel did not have an outdoor pool. But now it does. With a length of 25 m, even serious swimmers will enjoy doing their laps. Natural stone adorns the pool, hemmed by a decorative wooden patio. To lie here, read and be served a drink from the Ocean Bar by the friendly Atlantis staff is surely an unforgettable experience – all this in Zurich and while still being surrounded by nature at the same time. Like a backdrop in a movie.



The Garden

Beauty grows, year after year

Green is not everything, but without green everything is nothing. And what would a Giardino hotel be without a garden? Naturally, it will take a few more years before it will show its full splendour, but the foundation has been masterfully laid by the landscape architects. On nearly one hectare of land there is a rose garden, a shadow garden and a herb garden. Shrubs and fescue grasses surround the pond. Water gently runs down a rocky slope. And in summer, flowers will bloom on the meadows. The hotel's chefs are already looking forward to harvesting our own cherries, apples, pears and walnuts. Giardino-like – after all, nomen est omen!

Luxurious nonchalance

About the Giardino Group

The Giardino Group comprises of five properties in Switzerland, which includes four 5-star-superior-hotels as well as one boutique hotel. Charismatic design, superior service and a casual ambience define the resorts and retreats. Besides the parent property, the Giardino Ascona, the Giardino Group also includes the Giardino Mountain (Champfèr near St. Moritz), the Giardino Lago (Minusio near Locarno) as well as the Atlantis by Giardino (Zurich).

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