



## PRESS RELEASE

### A LIFESTYLE DESTINATION OF ITS OWN - KAMEHA GRAND ZURICH

Zurich, October 2014... Kameha Grand Zurich, opening 28<sup>th</sup> February 2015, is a true collision of design and lifestyle, offering a plethora of awe-inducing interior design from world-renowned designer Marcel Wanders. 245 incredible rooms, including 6 business suites and 11 individually designed themed suites carry Wanders' stylistic signature. At the highest level of the property the King Kameha Suite and an exclusive Space suite, completes this striking masterpiece. Majestic, festive and unpredictable decors act as backdrop for a series of Swiss-inspired elements which continue throughout the property in the form of the exotic Shisha Lounge, classically contemporary Smoker's Lounge and dramatic Kameha Dome. The inspirational interiors and design focus highlights the property as not just a hotel but a must see destination in Zurich.

#### Marcel Wanders

Dubbed by the New York Times as the "Lady Gaga of Design," Amsterdam based Marcel Wanders is a prolific product and interior designer and art director, with over 1700+ projects to his name. Regarded by many as an anomaly in the design world, Marcel has made it his mission to *create an environment of love, live with passion and make our most exciting dreams come true*. His work excites, provokes, and polarises, but never fails to surprise for its ingenuity, daring and singular quest to uplift the human spirit and entertain.

Wander's passion for the property is clear, he says of the project, "*Others deliver an interior design, but we offer a reason for a visit, we create a destination. A hotel should entertain, inspire and stimulate. We want the guest to have a lifestyle experience, by creating a place full of surprises and beauty.*"

Wanders' chief concern is bringing the human touch back to design, ushering in what he calls design's 'new age,' in which designer, craftsperson and user are reunited. In his process, Wanders' defies design dogma, preferring instead of focus on holistic solutions rather than the technocratic. In Wanders' universe, the coldness of industrialism is replaced instead by the poetry, fantasy and romance of different ages, vividly brought to life in the contemporary moment.



## Bedrooms & Suites

Each one of the 224 Premium and Deluxe bedrooms features unique characteristics brought to life in a myriad of small ways. A series of Swiss-inspired elements, such as chocolate-patterned wall panelling, mini-bars modelled after bank vaults, lamps that resemble oversized cowbells and Toblerone shaped sofas are found throughout the hotel. Marcel Wanders' eye for detail can be seen in abundance throughout the 2 Executive Suites, 6 Business Suites and particularly the 11 Theme Suites, which have each been individually designed. The individual suites are the Princess Suite, Poker Face Suite, Ghostwriter Suite, Fair Play Suite, Watchmaker Suite, Burlesque Suite, Gentlemen Suite, Diva Suite, Workout Suite and Serenity Suite. Each suite has bespoke features to complement the theme for example roulette table and Kameha poker cards for the Poker Suite and yoga accessories and scented candles in the Serenity Suite.

## Restaurants & Bars

Each space is carefully orchestrated featuring warming woods, a mix of custom-made furniture, tactile upholstery, iconic lamps and stylish sofas. The passion for detail plays an important role in the overall concept. Italian Restaurant L'UNICO and Japanese fine dining restaurant YU NIJYO both play on their traditional features with a stunning open plan live-cooking station and contemporary design with an Asian influence respectively. PUREGOLD BAR offers an elegant, monochromatic space with gold bullion studded walls, modern chandeliers and elegant textures. The two lounges at the property represent cultural extremes, the smoking lounge provides the classical intimate atmosphere of a traditional den, bedecked with deep leather armchairs to sink into. The Shisha Lounge showcases inspiration of a contemporary Arabic nature, with flavours of the orient obvious in the furnishings and wall designs sparking a smooth international aesthetic.

## Meeting Spaces

The Kameha Dome is the striking centre piece of the property's meetings space, this 701 sqm event space houses features opulent red draped ceilings, contrasted against the cool elegance of monochromatic black and white tiled flooring and the additional grandeur of stunning chandeliers. This diverse and fresh design creates an opulent event space offering an idyllic central location, flooded with natural light.



#### **Kameha Grand Zürich**

On the hotel website [www.lieblingsplatz.com](http://www.lieblingsplatz.com) you can find insights into the extraordinary overall concept of the Kameha Grand Zürich, where the lifestyle, atmosphere and friendliness places the guest at the centre of everything. Thanks to its unique fusion of technical innovations and cordial service, the Kameha will represent an attractive addition to the Zürich hotel scene. Also, the hotel is only some six minutes away from the airport and eight minutes from the Zürich Central Station and city centre – most favourable conditions for business travellers. You can find further information and images at [www.lieblingsplatz.com](http://www.lieblingsplatz.com). News about the Kameha Grand Zürich can also be found at [www.facebook.com/kamehahotelsresorts](http://www.facebook.com/kamehahotelsresorts).

#### **About the Lifestyle Hospitality & Entertainment Group AG (LH&E Group):**

The LH&E Group is a management company of Kameha Hotels & Resorts. Kameha operates and manages international lifestyle hotels, luxury resorts, private design residences and first-class event gastronomy. The founder and CEO is Carsten K. Rath, the chairman of the board of directors is Peter Mettler. The first hotel of the LH&E Group, the Kameha Grand Bonn, has been awarded numerous national and international prizes, such as the "Best Hotel of the Year Worldwide" (Diners Club Magazine Award), "Hotel of the Year" (Busche publishing company), "Best Event Hotel of the Year" (Location Award), "Germany's Trend Hotel No. 1" (TripAdvisor) and the "Employer of the Year 2011/2012". Following the successful positioning of the Kameha Suite in Frankfurt am Main, which won the Location Award 2012 as the "Best Historic Event Location in Germany", as well as that of the Kameha Grand Bonn, the LH&E Group is now launching further projects such as the Kameha Grand Zürich.

#### **Hotel Press Contact:**

Kameha Grand Zurich  
Stefan Wurm  
Corporate Director Marketing & Development  
Pre-Opening Office  
Farman-Strasse 52  
CH-8152 Glattpark / Zürich  
Phone +41 (0) 44 525 58 10  
Fax +41 (0) 44 542 46 47  
[caroline.cerny@kameha.com](mailto:caroline.cerny@kameha.com)  
[www.kameha.com](http://www.kameha.com)

#### **UK Press Contact:**

Ophir Public Relations  
Kathryn Peel  
Managing Director  
Unit G2, 18 Coda Centre  
189 Munster Rd  
London SW6 6AW  
Phone +44 (0) 207 381 9808  
[kathryn@ophirpr.co.uk](mailto:kathryn@ophirpr.co.uk)  
[www.ophirpr.co.uk](http://www.ophirpr.co.uk)