

Press Release

## **Grand Hotel Kronenhof unveils new rooms by Pierre-Yves Rochon**

*Switzerland, October 2020:* For the winter 2020/21 season (starting 10 December), Grand Hotel Kronenhof ([www.kronenhof.com](http://www.kronenhof.com)) in Pontresina will unveil 15 newly-renovated rooms and suites by the award-winning French interior designer Pierre-Yves Rochon, who has also worked on the Four Seasons George V in Paris, the Waldorf Astoria Beverly Hills, The Savoy in London and sister property Kulm Hotel St. Moritz. Up to four rooms can be linked making these new rooms ideal for families and multi-generational travel.



*An example of a Rochon room at Grand Hotel Kronenhof*

All of the rooms are in the historic part of the hotel, which dates to the late 19<sup>th</sup> century, but all have a contemporary feel incorporating calming colours that reflect the local landscape. So, for example, one colourway uses beige and terracotta tones that echo the paints used on traditional Engadine houses, while another incorporates varying shades of blue inspired by the colours of the sunny skies and lakes for which this part of Switzerland is known.

When creating his designs, Mr Rochon is always mindful of the history of the building and its location, as well as the natural characteristics. As a result, many of the materials also reflect the region: the grey granite used around the wash basins and bath-tubs is from Bergell (less than an hour by car from the hotel), a patterned cork wallpaper used in the walk-in wardrobes mimics the sgraffiti decorations found on historic Engadine houses and lightly waxed spruce highlights in the living areas connect to the local coniferous forests.

The rooms on the first floor of the hotel have oak wood floors, as the original floors (found in many of the hotel's public spaces) are made of oak parquet, but room on higher floors have been carpeted to reduce noise impact. Black & white photographs of the area, as well as pictures featuring Alpine motifs (specifically produced for Grand Hotel Kronenhof), hang on the walls.

The end result is newly-created rooms that provide the perfect synergy between grand hotel style and modern Alpine living, somewhere that regional traditions and international expectations combine to create tranquil, luxurious and light interiors where every comfort is met and guests can completely relax.



*CGIs of the two colourways in the new Rochon rooms*

Said Pierre-Yves Rochon of the renovation project, “With every new project, I look at the existing architecture, the environmental characteristics, the local people’s way of life and typical construction materials. I respect the village’s history and its traditions. And then I hope to create something that will amaze the hotel guests that choose and love this property and make them like it even more. The design has to be committed to the needs of the guests and should not reflect the ego of an interior architect.

“And, of course, there are details that make a stay in the room more pleasant. A practical entry area, comfortable bathrooms with separate showers and toilets behind glass doors, a generous dressing space, the light, the view... The new hotel rooms of the Grand Hotel Kronenhof are designed like apartments or studios”.

Prices for the new Rochon rooms are as follows:

- Double Deluxe Classic, from CHF595
- Junior Suite Grand Premium, from CHF945
- Junior Suite Grand Deluxe, from CHF1000
- Suite, from CHF1365

Book online at [www.kronenhof.com](http://www.kronenhof.com), email [reservations@kronenhof.com](mailto:reservations@kronenhof.com) or call +41 81 8303030.

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## Notes for editors

**Grand Hotel Kronenhof** ([www.kronenhof.com](http://www.kronenhof.com)), located in Pontresina, six miles from St. Moritz, offers the best of both worlds: the chance to enjoy the glitz of St. Moritz, while staying in a peaceful mountain village.

Grand Hotel Kronenhof has a rich and interesting history, having first opened its doors in the first half of the 19th century as a guesthouse. However, the main part of the current building, which is a registered historical landmark, was built at the very end of the 19th century in Neo-Baroque style. The latest wing, completed in November 2007 and costing CHF 35 million (approximately £24 million), consists of 28 new guest rooms and a stunning spa complex covering more than 2000 square metres. More recently, the internationally-renowned interior architect Pierre-Yves Rochon has been renovating a few guest rooms per year, in his own inimitable style, along with the creation of an elegant cigar lounge and adjoining billiards room.

The spa is certainly one of the hotel's highlights and has been named "the best Alpine spa" (according to Tyler Brule writing in the FT, November 2009). Facilities include a 20m indoor infinity pool with counter-current system, a flotation pool with underwater music, a wide range of saunas and steam rooms, a luxurious private suite for couples to enjoy wraps and massages together, and – for the perfect final touch – a crackling log fire in the relaxation room.

Gourmet cuisine is also a specialty at the Grand Hotel Kronenhof. Awarded the title of GaultMillau Hotel of the Year in 2009, it has three restaurants (the formal Grand Restaurant in an elegant Neo-Baroque vaulted room, Gourmet Restaurant Kronenstübli serving Italian-Mediterranean cuisine with 16 GaultMillau points and the informal Le Pavillon for light lunches). In addition, the hotel features a 19<sup>th</sup>-century original bowling alley where Swiss raclette is served.

Finally, Grand Hotel Kronenhof is renowned for its extensive children's activities and facilities (a kids' playroom and Rondelle, a restaurant just for younger members of the family).

Recent awards for the Grand Hotel Kronenhof include:

- 2020 TripAdvisor Traveller's Choice Best of the Best Award  
HolidayCheck Award – 6 out of 6 rating points  
Swiss business magazine Bilanz named one of ten best holiday hotels in Switzerland  
SonntagsZeitung named one of the best 15 holiday resorts in Switzerland
- 2019 TripAdvisor Traveller's Choice Award (five years in a row) & TripAdvisor Certificate of Excellence  
Conde Nast Traveller Readers' Choice Awards: 3rd in the Top 20 Hotels in Central Europe category, 10th in the Top 20 Hotels in Europe category & 25th in the Best Hotels in the World category  
Swiss business magazine Bilanz named one of ten best holiday hotels in Switzerland
- 2018 André Soares named Executive Housekeeper of the Year by Bilanz  
PRIX BIENVENU awards, one of the top ten best luxury hotels in Switzerland  
Trivago, best 5-star hotel in Switzerland
- 2017 World Luxury Spa Awards winner  
Second place in NZZ's Swiss Hotel Ratings, named among the most beautiful holiday hotels

Both the Grand Hotel Kronenhof and its sister property Kulm Hotel St. Moritz are owned by the Niarchos family.

**For more information, hi res images and to discuss a review visit, please contact:**

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