



LET IT SNOW! FRANCO'S BAR SKIS INTO THE KULM HOTEL ST MORITZ

February 2022 – Franco's Bar is delighted to announce a collaboration with the legendary Kulm Hotel that will bring a touch of Italy's seaside dolce vita to the winter wonderland of St Moritz. From February 9th-20th, the Positano cocktail bar that opened in 2015 by Le Sirenuse will take up residence at the Kulm's storied Country Club Bar.

Presenting a curated selection of its signature cocktails and snacks, Team Franco's will infuse this classic Alpine après-ski venue, sensitively refurbished by British architect Lord Foster in 2017, with the style, brio, and ambient soundtrack of the Amalfi Coast's coolest aperitivo spot. To celebrate the alliance, the Country Club will be offering guests the chance to dance, glide or try their hands at the sport of Bavarian Curling (Eisstockschiessen) on their famed outdoor ice rink.

Le Sirenuse Hotel Imagery-

Photo Credit: Brechenmacher & Baumann

https://www.dropbox.com/sh/66bji0bcp2cn8x8/AACApodBdEEYAmuD_BrzLX7ca?dl=0

Franco's Bar Imagery-

Photo Credit: Brechenmacher & Baumann

<https://www.dropbox.com/sh/mc5y4q9s4yzqyv1/AACmF8D1oDrZiyDS0DCu7BQua?dl=0>

Kulm Hotel St. Moritz Imagery-

<https://thebrandmanagency.app.box.com/s/43qrgxr7q6mxoqog3jk4u2vw6zkkkrkzf>

Additional images of the Kulm Country Club Bar:

<https://thebrandmanagency.app.box.com/s/br37wpyd0lqfcsn5gzdc446hzwwa26xf>

ABOUT LE SIRENUSE

Le Sirenuse opened in 1951, when the Sersale family turned their Amalfi Coast summer house in Positano into a stylish small hotel. Today the 58-room resort is considered one of Italy's leading seaside luxury hotels, though it still retains the intimate, cultured atmosphere of a private home. The rooms are contemporary but reminiscent of a glamorous bygone era. It may have renowned La Sponda restaurant, a spa designed by architect Gae Aulenti, and a growing site-specific contemporary art collection, but Le Sirenuse is still very much a family affair. Second-generation co-owner Antonio Sersale looks after the day-to-day running of the hotel, while his wife Carla is the creator and manager of the hotel's lifestyle brand Emporio Sirenuse. Le Sirenuse has won numerous awards and is internationally renowned for the quality of its services. For more information, please visit Sirenuse.it/en.

ABOUT FRANCO'S BAR

Positano's coolest meeting place is not just another seaside bar. An elegant raft suspended above the sea, vibrant with the colours of the Amalfi Coast, it represents, in design and details, a unique convergence of talented artists and craftsmen, assembled here pay tribute to Franco Sersale, a man of impeccable taste who, like the navigators of old, explored the world from the Amalfi Coast. Franco was one of the four siblings who co-founded the hotel Le Sirenuse in 1951, in what had previously been the family home. Franco's Bar pays homage to his restless energy, his exquisite taste, his love of Positano's cultured Mediterranean *dolce vita*. The result is a contemporary al fresco bar with an old-fashioned, quality-first drinks menu; a place for amore, for friends, for a post-swim aperitif, for quiet contemplation of all that beauty. For more information, please visit <https://francosbar.com/en>.

ABOUT KULM HOTEL ST. MORITZ

Kulm Hotel St. Moritz (www.kulm.com) was the first hotel to be built in St. Moritz. The Kulm Hotel opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The then owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864 and, as a result, the hotel, resort and Switzerland itself celebrated 150 years of winter tourism in the 2014/15 season.

Since the 19th century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St. Moritz with views over the Lake remains the same. A member of The Leading Hotels of the World, Kulm Hotel St. Moritz has 164 rooms, five restaurants (including formal dining in the Grand Restaurant, the k by Mauro Colagreco, the Italian Pizzeria with 14 Gault Millau points and local Engadine specialties at Chesa al Parc), the extensive Kulm Spa St. Moritz (with a 20m indoor pool with underwater music, various saunas and steam room, a Jacuzzi, a fully-equipped gym and treatment rooms, all with stunning views over Lake St. Moritz) and six conference rooms, with capacities ranging from 50 to 500 people.

Entertainment and summer sports facilities include the 9-hole Kulm Golf Course St. Moritz (the oldest golf course in the country), three tennis courts and the Marmotta Kids' Club for younger guests.

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