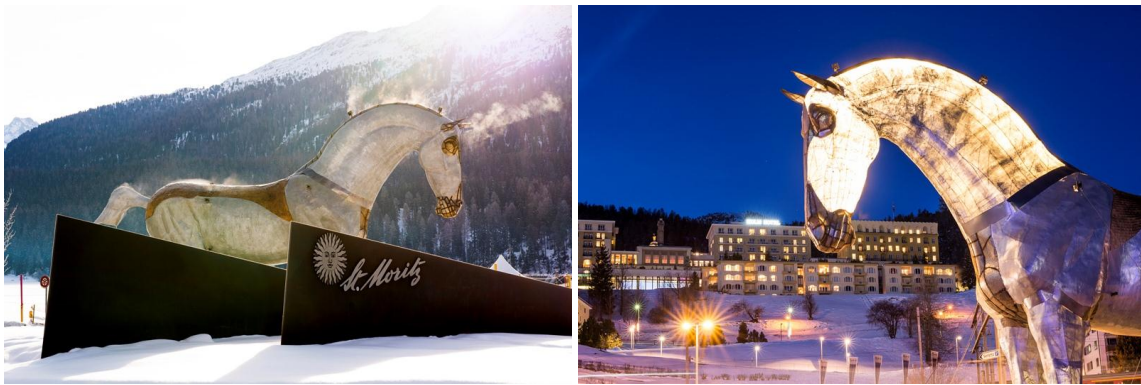


The Trojan Horse makes an appearance at Night Turf in St Moritz

Switzerland, 9 February 2016: The Trojan Horse entered the Night Turf arena at 5pm last Friday (5 February 2016), but was not taking part in any races. Instead, it stood majestically transfixed to the ground, presiding over proceedings. For The Trojan Horse is a work of art, a sculpture weighing 5.2 tonnes and measuring 14 metres high by 20 metres in length, the hollowed-out body of which has been made into a private lounge, capable of holding private events for up to 10 people.



The Trojan Horse – at White Turf & with the Kulm Hotel St. Moritz as a backdrop

The idea for The Trojan Horse was conceived by Heinz E. Hunkeler, General Manager of the Kulm Hotel St. Moritz (www.kulm.com), and Silvio Martin Staub, President of the St. Moritz Racing Association, but it was created by local Engadine artist Curdin Guler, a passionate horse lover influenced by the 19th century French sculptor Auguste Rodin, who crafted the sculpture from a variety of materials to give it a natural and realistic appearance.

Though a modern piece, it was created the old-fashioned way, free form, without the use of computer technology, reliant entirely on the artist's intuition. One kilometre of steel rods, weighing 2900 kilos, were used in its construction, along with 800 metres of silver-coloured polyester and 3200 pieces of wood shingle made from local Engadine stone pine.

The sculpture took over four months (and almost 14,500 hours of labour) to build, with nine people working on the project from late September 2015 up till the end of January prior to its unveiling last week. Said Guler, "The Trojan Horse was an incredibly exciting but also dangerous project, because it brought great challenges,



with regard to technical aspects, meeting the deadline, creating the shape and getting all the calculations right”.

The Trojan Horse was assembled in separate parts – the body, head, legs and interior space – before being assembled in Samedan, just a few miles from its final resting place beside Lake St Moritz. The Trojan Horse will remain in situ until the last White Turf race of 2016 is run on 21 February, and will make further appearances at White Turf in 2017 and 2018, before being put out to pasture.

According to Heinz E. Hunkeler, “Equestrian sport has a long history here in the Engadine Valley and White Turf plays a very important part in our winter sports offering. The Kulm Hotel has always been a pioneer, ever since its founder Johannes Badrutt made a bet over 150 years’ ago that paved the way for winter tourism. It is also the leading hotel in St. Moritz, continually seeking to provide outstanding guest satisfaction, so it felt natural for the Kulm to be one of the main sponsors, alongside White Turf, of this innovative initiative that will add another dimension to our guest experience.”

The Niarchos family, owners of the Kulm Hotel St. Moritz, are strongly associated with both the equestrian and art scenes, so sponsorship of The Trojan Horse was a natural choice. The hotel is a major sponsor of the Snow Polo World Cup, the Longines CSI ***** St. Moritz and the White Turf races, in addition to which its grounds are currently playing host to Sterling Ruby’s STOVES installation (till 27 March 2016), part of Vito Schnabel’s inaugural exhibition since launching his eponymous gallery in St. Moritz.

During the winter season, rooms at the Kulm Hotel St. Moritz cost from CHF575 (approx £400) for two people sharing a double room on a half-board basis; reservations can be made by phone +41 (0) 81 836 80 00 or by e-mail via reservations@kulm.com.

NOTES TO EDITORS

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 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 172 rooms, five restaurants (offering formal dining, French fine dining – the Gourmet-Restaurant the K has 16 GaultMillau points, the Italian Pizzeria with 13 GaultMillau points, local Engadine specialities and Japanese), the extensive Kulm Spa St. Moritz (with a 20 m 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 sports facilities include the 9-hole Kulm Golf Course St. Moritz (the oldest golf course in the country), three tennis courts, a natural ice rink, a curling field and the Marmotta Kids' Club. The Kulm Hotel St. Moritz is inextricably linked to the Cresta Run, which was built within the hotel's grounds in 1891. To this day, tobogganing pilots congregate in the Kulm's Sunny Bar, which is Switzerland's oldest sports bar; the walls of the bar are lined with trophies and images of famous people who have hurled themselves down the infamous ice track.

Recent awards for the Kulm Hotel St. Moritz include being named Switzerland's third Top Luxury Hotel in the 2016 TripAdvisor Travelers' Choice® awards, as well as securing fifth place in the hotels worldwide recognised for best service category. This year, the Kulm was also named sixth best hotel in Switzerland by HolidayCheck and one of the most popular hotels worldwide. In 2015, the Kulm secured a top ten place in the "Friendliest Luxury Hotel" category at the Switzerland Tourism PRIX BIENVENU awards, entered the TripAdvisor Hall of Fame for excellence in hospitality for consistently achieving great traveller reviews on TripAdvisor, was named 5th best hotel in Switzerland by SonntagsZeitung's hotel critic Karl Wild and was named the best five-star hotel in St. Moritz for wellness, active holidays and luxury travel by HolidayCheck; the hotel's Gourmet-Restaurant the K also won 16 GaultMillau points. In 2014, the Kulm Hotel St. Moritz was included in a list of the top ten best holiday hotels in Switzerland compiled by renowned Swiss newspaper SonntagsZeitung and the top ten most welcoming luxury hotels in the country list put together by Switzerland Tourism.

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

White Turf St. Moritz - Showtime in winter

The 109th hosting of the international horse races in St. Moritz combines all the charms of modern Switzerland in terms of life, innovation, ambience and style. With many prominent personalities the White Turf marks a social winter peak equally for the equestrian sport activists from around the world and the local population.

Harness racing, steeplechase and horse racing as well as the world-exclusive skijoring races are among the most spectacular disciplines. In addition to the exciting equestrian sport, art, cuisine, concerts, cultural events and a children's paradise entertain in the elegant tent city on the frozen Lake St. Moritz. For further information: www.whiteturf.ch

Night Turf St. Moritz - spectacular night race on snow and ice

The second edition of the Night Turf St. Moritz in 2016, organized by the St. Moritz Racing Association, is a spectacular horse race at night on the frozen Lake St. Moritz. The unique atmosphere, festival operations in the tent city and a brilliant light show delight guests and locals alike. Thanks to the commitment of the local tourism organizations and the community the access to the frozen lake and the use of grandstand seats are free of charge for all visitors. In the VIP tent will happen a special program with exclusive dinner, live concerts and party afterwards. For further information: www.nightturf.com

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