



**KULM HOTEL ST. MORITZ UNVEILS ROOM RENOVATION BY AWARD-WINNING FRENCH INTERIOR DESIGNER PIERRE-YVES ROCHON**



**ST. MORITZ, SWITZERLAND (January 28, 2019)** – Following the largest room remodel in its long history, the [Kulm Hotel St. Moritz](#) proudly announces **40 new rooms and suites have been redesigned by acclaimed French architect and interior designer Pierre-Yves Rochon**. Rochon, whose portfolio includes numerous luxury hotels and restaurants, has created an entirely new energy using local materials and resulting in a beautiful juxtaposition between old grandeur and modern Alpine just in time for the highly-anticipated winter season. Rochon previously redesigned the rooms at Kulm Hotel’s sister hotel property, Grand Hotel Kronenhof in 2017.

Focusing primarily on guests’ needs without compromising the hotel’s existing classic architecture, Rochon designed the rooms to model apartments and studios, arranging the space in a way that creates more practical, expansive areas including comfortable bathrooms with separate, large glass showers and toilets, onyx and gold bathroom accents, a large dressing space and noise-reducing carpets. The hotel’s exquisitely designed rooms use tranquil, elegant colors with pops of deep indigo and red, premium, locally-sourced wood and comfortable furnishings, while discreetly incorporating the latest technology.

*“After partnering with Kulm Hotel St. Moritz in the 2015/16 winter season, I was honored to return to the hotel for renovations this season. My focus this year were the rooms within the Mittelkulm, which has a storied history at the hotel. For the rooms, many now have local wooden ceilings and white paneling, as well as updated, plush furniture. The colors are stronger: this year we worked with a deeper blue and a Bordeaux red, giving the rooms a warm and comfortable feel. No one room is exactly alike, but it’s easy to see a cohesive theme throughout,”* said designer, Rochon.

Guests can now book their stay in the newly-designed rooms at Kulm Hotel St. Moritz. The [Ski Special](#) package is bookable now for winter stays. Package includes the following:

- 2 or more nights including breakfast buffet and daily Gourmet-Dine-Around (half board)
- “Hotel Ski Pass inclusive,” valid on all open mountain railways and public transportation in the Upper Engadine for the entire stay
- Ski transfer from the hotel to Corviglia ski lift station and vice versa
- 25-minute Partial Body Massage (from 7 nights)
- Unlimited access to the Kulm Spa St. Moritz
- Valid travel dates: January 28, 2019 – February 8, 2019, February 24, 2019 – March 26, 2019 and March 31, 2019 – April 7, 2019

Winter prices start at CHF 1,530 (approximately USD \$1,560) for two-day Ski Special in a double room. All reservations can be made through our reservations department via email: [reservations@kulm.com](mailto:reservations@kulm.com)

For more information on the Pierre-Yves Rochon room design or the Kulm Hotel St. Moritz, please visit [www.kulm.com](http://www.kulm.com).

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#### **About Kulm Hotel St. Moritz**

Kulm Hotel St. Moritz ([www.kulm.com](http://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 former 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 Virtuoso and The Leading Hotels of the World, Kulm Hotel St. Moritz has 164 rooms, seven restaurants (including formal dining, the Italian restaurant, “The Pizzeria” was awarded 13 GaultMillau this year, Gourmet-Restaurant the K awarded 16 points), 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.

#### **Media Contact:**

Alison Peters | Virginia Grimes

The Brandman Agency

212.683.2442

[alison@brandmanagency.com](mailto:alison@brandmanagency.com) | [virginia@brandmanagency.com](mailto:virginia@brandmanagency.com)