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WINTER 2017 ISSUE



SLEEP IN: ZURICH'S LEGENDARY HOTEL

Stay like a rock star at the Atlantis by Giardino

Words by Azhar Ahmad

Steve McQueen stayed here. Freddie Mercury gave an impromptu performance in the bar. Shirley MacLaine flirted with an employee. And Muhammad Ali prepared for a fight here. This iconic landmark has always played a central role in Zurich life. Now named the Atlantis by Giardino, this hotel still maintained its glamorous 70s vibe with modern amenities. Built between 1968 and 1970, Atlantis by Giardino is recognised as an important example of post-war Modernist architecture.

From its construction till October 2004, it functioned as a hotel before closing and becoming a popular venue for Zurich's artistic community. It was bought by the existing owners in 2012 and they appointed London-based HBA, the world's leading hospitality design firm, to oversee its extensive refurbishment programme. The hotel is a reflection of Zurich; an urban heart next to nature. Now styled as an urban retreat, the 95-room hotel will provide a unique and indulgent alternative to the city's current hotel offering





The design of the rooms is a play on contradictions —city vs. countryside and angular forms vs. flowing shapes—reflected in the materials used here. Handmade furnishings and the finest fabrics from manufacturers like Pierre Frey, Altfield and Zimmer + Rohde have lent the 95 rooms and suites at Atlantis a refined charm, befitting its location in Zurich. The most important materials at play here are luxuriantly upholstered walls, leather, wood, and bathrooms decorated with natural stone. The hotel's Dipiù spa bath products, inspired by southern Mediterranean gardens, are available in the rooms.



If you didn't know how to relax before, this place will show you how. The dipiù Spa, with panoramic views over Zurich, will take an holistic approach offering both Ayurvedic and modern treatments, a wide range of sporting activities and an individual service tailored to guests' personal needs. Recovery and indulgence are key words in the 1500 square metre spa, which includes sauna and steam rooms (with quiet zones), relaxation areas, a Pilates and yoga studio, a gym, and four spacious treatment rooms (where therapists will use Aveda products as well as Giardino Group's own spa range and one luxury spa suite with private Jacuzzi and steam room.

When you enter the spa's lobby the friendly staff greets you with a welcome drink. They have most of the paperwork done with just some minor details left before they hand you the electronic key that is build into a wristband. With this wristband you can open the locker, the spa and get access to the indoor heated pool. And if the view from your room isn't already phenomenal, the view in the spa is to die for! Cozy daybeds help you to relax all your joints and muscles and the splashing of the water mixed with the music and the warm air will slowly make you sleepy! After swimming and napping it's time for relaxing and there is no better way of doing this while sitting in front of a fireplace with some hot tea.

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