

DESIGN HOTELS™

PRESS RELEASE



THE HIDE HOTEL FLIMS

A hidden gem of a home

Berlin, May 29, 2018 - Come this December, the picturesque Swiss village of Flims will welcome a modern Alpine retreat in the form of The Hide Hotel Flims. Located in the eastern region of the Swiss Alps, where skylines are dominated by unspoiled landscapes, the 47-room property will attract intrepid adventurers looking for some mountain magic. This newcomer will stand as a beacon of welcome, inspiration, relaxation, and social connection—a hidden gem among the crystal-geode stones that make this corner of the Swiss Alps a UNESCO World Heritage site. Here, guests can expect not only a good dose of winter and summer thrills, but also a deli, a restaurant, a spa, an outdoor terrace with views of the slopes, and a fully-fledged kids center.

Inside, the hotel's 47 rooms and public areas have been conceived by Erik Nissen Johansen of the firm Stylt Trampoli AB, a Norwegian visionary and artist with a passion for engaging design experiences that focus on storytelling. A living room lobby greets guests, outfitted with a fireplace, lounge, bar, and library—ample cozy nooks where staff can consult to create idyllic excursions. Defined by a warm and generous approach to hospitality, a mountain concierge is on-hand to facilitate any equipment rentals, activity planning, and to provide valuable insider knowledge of the area. Not forgetting about the younger mountaineers, a 2000 square-meter “Kindercity” boasts chocolate and bread workshops, exhibitions, a dinosaur workshop, a robotics lab, a driving school, and professional childcare.

Outside, one discovers a winter wonderland featuring 235 kilometers of pistes, while summer dazzles with crystal-clear lakes and the adventure-rich “Swiss Grand Canyon”. Flims is a rare Alpine resort, a place that retains a village feel while still catering to an international crowd seeking supreme powder, mountain biking

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for all levels, and spectacular hiking conditions. And after the thrills have been sought, a boutique cinema with four rooms, world-class shopping, and a 1000 square-meter spa beckon, all in the setting of a relaxed refuge.



NOTES TO EDITORS

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Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York and Singapore.

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