

**BÜRGENSTOCK RESORT**  
 Building owner: Bürgenstock Selection  
 Architecture: Rüssli Architekten, Lucerne (Bürgenstock Hotel); Lüscher Bucher Theiler Architekten, Lucerne (Palace); Matteo Thun, Milan (Medical Wellness Waldhotel)  
 Opened: September 2017

**GEBERIT KNOW-HOW**  
 Geberit AquaClean Sela  
 Pozzi-Ginori washbasin Egg

↑  
 The funicular transports the resort guests directly into the Bürgenstock Hotel.

BÜRGENSTOCK RESORT, OBBÜRGEN, SWITZERLAND

# ROUSED FROM SLUMBER



↑  
 The Palace (built in 1903) is now shining in new splendour following extensive restoration work.

With the Bürgenstock Resort high above Lake Lucerne, a piece of tourism history is now shining in new splendour. While guests from all over the world can choose from a range of activities that are as broad as they are diverse, the Geberit AquaClean Sela shower toilet is a permanent fixture in all suites.

The Bürgenstock Funicular – which was Switzerland’s first electrical funicular railway – masters the rise of 440 metres as elegantly as ever before. Once you have reached the top, you can immediately see why the origins of the hotel business on the Bürgenstock go back as far as 1873: the buildings nestle against the mountainside above Lake Lucerne like an eagle’s nest, offering a panorama that stretches from Lucerne and the surrounding hills right through to the Alpine peaks.

**VARIETY IS THE SPICE OF LIFE**

Apart from the classically styled Palace, the rest of the hotel resort is now unrecognisable. In the most prominent position is the flagship of the new resort – the Bürgenstock Hotel with its dark limestone facade. The top station of the funicular is located inside

this building. A few steps away is the Medical Wellness Waldhotel, whose gabion facade is based on the Vigilius Mountain Resort in South Tyrol, which – like the Medical Wellness Waldhotel – was designed by Matteo Thun.

**THE COMMON DENOMINATOR**

Opened in stages from July 2017, the Bürgenstock Resort has something for everyone – whether congress participants, those looking to relax or those looking to engage in more active pursuits. One common denominator is the Geberit AquaClean Sela shower toilet, which can be found in the three main buildings – the Palace, the Bürgenstock Hotel and the Medical Wellness Waldhotel.



The lobby with views of Lake Lucerne.



INTERVIEW WITH BRUNO H. SCHÖPFER,  
MANAGING DIRECTOR OF BÜRGENSTOCK SELECTION

## “WHAT COUNTS IS THE OVERALL PACKAGE”

Bruno H. Schöpfer is the driving force behind the Bürgenstock Resort. During the planning phase, the experienced hotelier left nothing to chance. Only products that impressed in every respect – such as Geberit AquaClean – were given the nod.

### BRUNO H. SCHÖPFER

The Swiss hotelier can look back on a long and successful career in the branch. He has worked predominantly in Asia and Europe. Since 2008, he has been in charge of the Katara Hospitality Group's Bürgenstock Selection, which also includes the Schweizerhof in Berne and the Royal Savoy in Lausanne. With this flagship project on the Bürgenstock, he has gone back to his roots – he had once attended the hotel management school in Lucerne.

**It is the end of September, and the Palace and Bürgenstock Hotel are already up and running. Do you feel as if you have reached the finishing line?**

Quite the opposite, the work is just beginning. I am a hotelier. And as such, I have to work together with my team to make sure that the hotel beds are filled.

**Work is still ongoing at the Waldhotel. Is everything on schedule here?**

Absolutely. I was at the Waldhotel just now. We are making rapid progress and the construction work will be completed at the end of October. This applies to the spa as well. The Bürgenstock Hotel was only officially opened last week. At the moment, we are being swamped with requests for rooms.

**The fact that everything is running like clockwork in a 550-million-franc project is remarkable, especially when you consider that the project in question is a piece of Swiss tourism history.**

As we involved the relevant associations from the very beginning, we didn't experience any major delays as a result of objections. That said, the project was no walk in the park. We had many hurdles to overcome, with two zonal plans, two design plans and 147 building permits.

**What is the underlying vision of the Bürgenstock Resort?**

The initial situation was a complex one, with no fewer than 12 buildings worthy of preservation, some of which blocked the fantastic panoramic view of Lake Lucerne. The old ensemble didn't allow a view of the lake, which was something we wanted to change.

**“The old ensemble didn't allow a view of the lake.”**

**What was your solution?**

With the new Bürgenstock Hotel, we took the largest building volume and put it in the best position. All 102 rooms have outstanding views, as do the lobby, ballroom and Spices restaurant. At the same time, we invested 43 million francs in modernising the old infrastructure alone. This also includes the funicular railway, which now leads to the public area of the Bürgenstock Hotel.

**How did the completed project come about?**

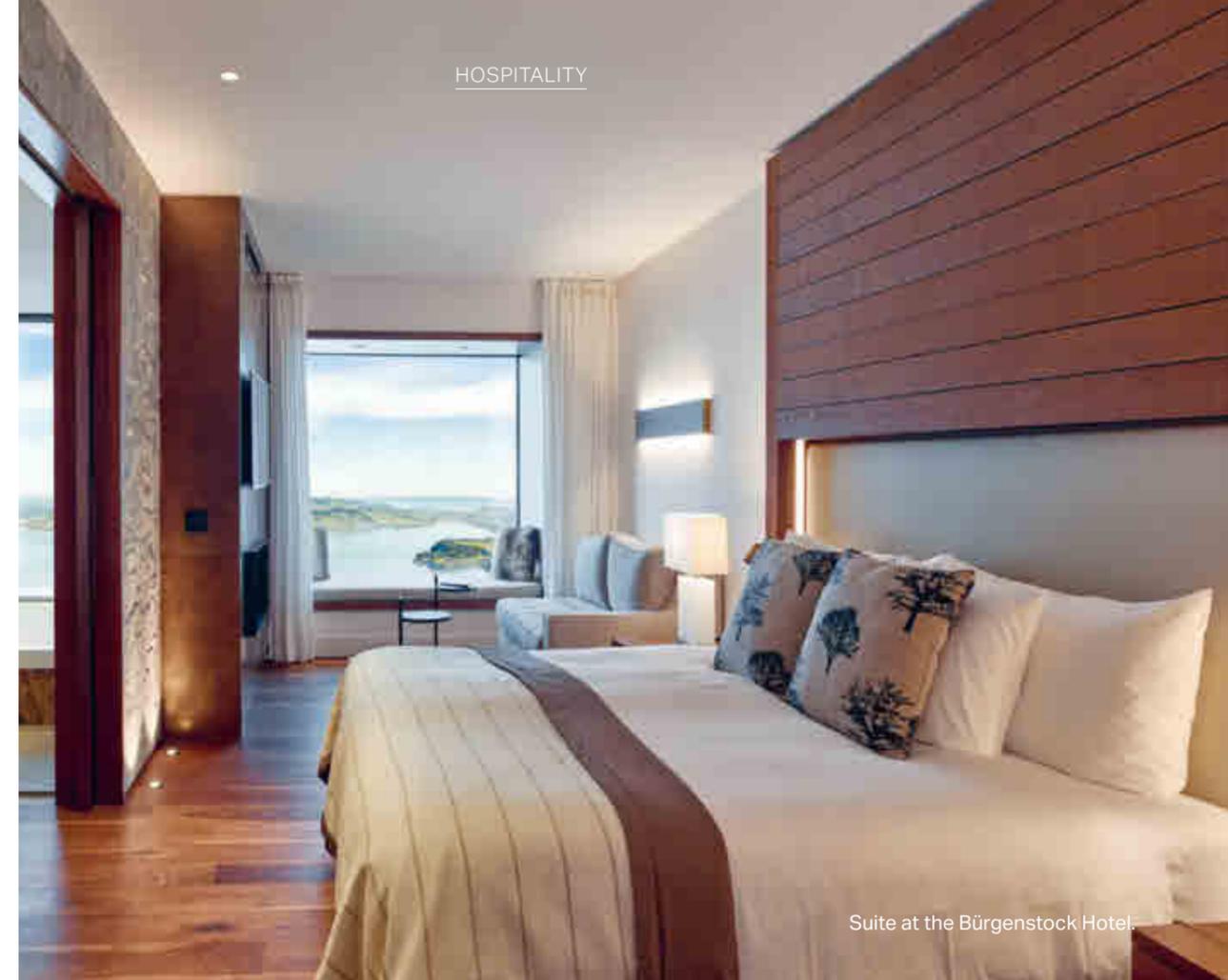
We carried out eight architectural competitions. In addition to the Bürgenstock Hotel, both tennis centres, the Panorama Residence suites, the Lakeview →



HOSPITALITY

←

Refreshing comfort: the Geberit AquaClean Sela shower toilet is found in all suites at the resort, including those at the Medical Wellness Waldhotel.



HOSPITALITY

Suite at the Bürgenstock Hotel.

Residence villas and the Alpine Spa, among others, were all decided by competitions. All in all, around two dozen architects were involved throughout the entire project.

**Yet there was no competition held for the Waldhotel and the Palace?**

No, the Medical Wellness Waldhotel was based on Matteo Thun's design for the Vigilius Mountain Resort in South Tyrol. The goal here was to take his basic idea of using building materials from the surrounding area and transfer this to a 160-room hotel. In the case of the Palace, the challenge was to bring the lobby back into its original state from 1903. This was a job for certified specialists in historic restorations only.

**The shower toilet can be found in all three hotels. Which considerations led to your decision?**

I have long thought about installing shower toilets in our hotels. However, until recently I didn't think it was the right time for them. In the hotel business, launching a new trend cannot be your aim. Jumping on the bandwagon early usually doesn't pay dividends.

**"I can't afford to correct the same fault in 384 rooms."**

**What do you look out for in particular when it comes to the shower toilet?**

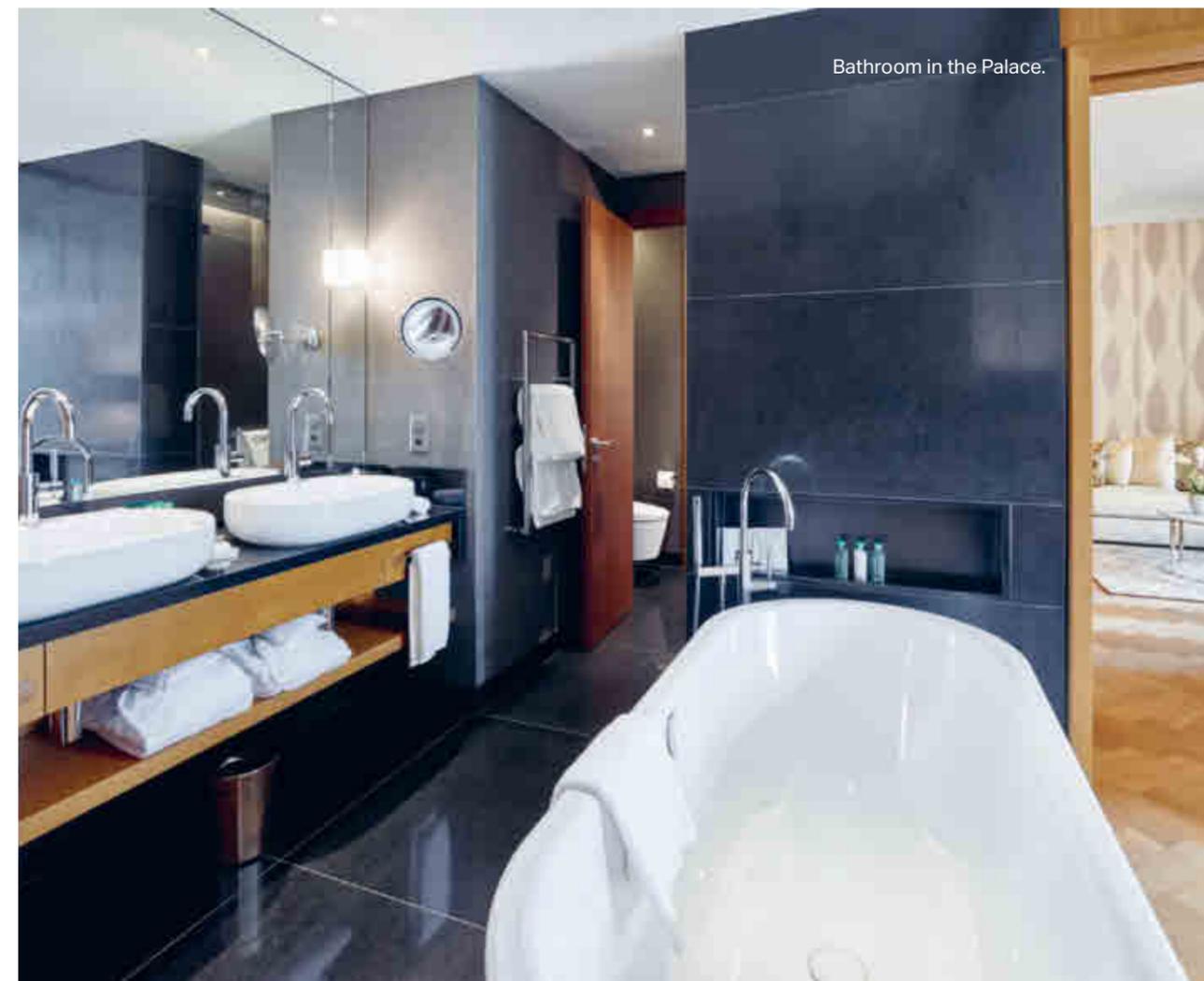
The time and effort required for repairs and maintenance is decisive. If I have to remove the toilet to rectify a problem, then the room is not available. At the same time, my technical services team is also booked out for an hour or two. If the shower toilet was affected, this would be a fault that we would have to rectify in 384 rooms. This is something we can't afford to do.

**With this in mind, what won you over on the Geberit AquaClean Sela?**

What counts is the overall package. This includes the technical characteristics of the product in terms of functionality and maintenance, the design, the services offered by the company and the price.

**Speaking of design, to what extent does the Sela fit in with the very different styles found in the resort?**

I would say that it fits in particularly well in the Waldhotel, where we wanted to consciously steer clear of the sterile conditions of a clinic and instead focus on freshness and hygiene.



Bathroom in the Palace.