

Badrutt's Palace Hotel's Serlas Wing (St. Moritz) celebrates local architectural heritage with a contemporary approach

FOR IMMEDIATE RELEASE

Milan, 12/06/2025 – ACPV ARCHITECTS Antonio Citterio Patricia Viel's latest hotel project, the six-story Serlas Wing extension of the world-renowned Badrutt's Palace Hotel in St. Moritz (Switzerland), comprises 25 contemporary, luxurious guestrooms and suites. The inspiration for the design of the building is the unique location in the old village of St. Moritz, surrounded by the mountainous natural landscape, and infused by the spirit of the Hotel that originally opened in 1896. The design of the new building has been conceived to offer unique and renovated guest experiences, and to establish harmonious relations with the local context.

"The architecture and the interiors of the new Serlas Wing were designed by imagining how people would experience and perceive the space inside," says architect Antonio Citterio, Chairman and co-founder of ACPV ARCHITECTS. "In the guestrooms and the suites, window openings are placed in positions that create intimate connections between guests and the surrounding landscape. The placement of the windows adds a special quality to the facade, which references the traditional architectural volume of the Chesa Planta house in Samedan (Switzerland)."

Serlas Wing connects seamlessly with the neighboring buildings: the portico at the front of the building will continue in line with the surrounding building's porticos. "The project also creates a new pedestrian path network from via Serlas to the village center with a series of stairs and passages that improve walkability in this part of St. Moritz." adds architect Antonio Citterio.

As an exercise in craftsmanship, the building's facade has been constructed using regional Dorato Valmalenco stone, dotted with deep, carved-in windows, and augmented by bronze details that add a touch of elegance. The building's cantilevered wooden roof presents a forward-looking aesthetic, signaling a departure from tradition. Guests discover the new Serlas Wing through the triple-height lobby, crossed by a sculptural bridge, lit by a large arched window from above.

"We were excited to partner with ACPV ARCHITECTS for the development of our new Serlas Wing, as they echo our commitment to marrying the historic charm of our iconic building with the highest level of contemporary design," notes Richard Leuenberger, Managing Director of Badrutt's Palace Hotel. "This initiative directly caters to the evolving preferences of our multigenerational clientele, enhancing our accommodation offerings and forging a natural link between Chesa Veglia and the entire hotel complex."

Inspired by traditional construction methods, the new Serlas Wing guestrooms provides a welcoming environment designed with a contemporary approach to the spatial functionality and the detailing of

materials, furniture and lighting. The guestrooms' color palette enhances and frames the panoramic views of the surroundings. The interiors and the material selection have been inspired by local traditions: all guestrooms feature oak wood, natural stone flooring and wool-fabric wall paneling. In addition, the interiors feature furniture by B&B Italia and Flexform, and fabrics by Loro Piana.

The lighting design by Metis Lighting covered both the exteriors and the interior spaces. The façade and outdoor lighting design accentuates the architectural qualities of the building, while indoor lighting inspires an appreciation for textures and materials.

ACPV ARCHITECTS

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CREDITS:

Project: Badrutt's Palace Hotel, Serlas Wing

Client: Badrutt's Palace Hotel AG

Design architect: ACPV ARCHITECTS Antonio Citterio Patricia Viel

Project management: projX management GmbH

Construction management: Caretta Weidmann Baumanagement AG

Local architect: hwa Architekten AG

Lighting designer: Metis Lighting

Structures: AFRY Schweiz AG

Electrical and building technology: R+B engineering AG

HVAC and plumbing: Amstein + Walthert AG

Building physics: KUSTER + PARTNER AG

Fire prevention: Brandabschnitt GmbH

Façade planner: Luchsinger & Partner GmbH

ACPV ARCHITECTS Antonio Citterio Patricia Viel

ACPV ARCHITECTS Antonio Citterio Patricia Viel is an international collective with the aim of nurturing shared well-being through unique, high-profile architectural solutions worldwide. Founded in 2000 by Antonio Citterio and Patricia Viel, the studio is currently enhanced by the creativity of more than 200 professionals and the leadership of 13 partners. From urban planning to residential and mixed-use developments, from corporate campuses to public buildings and hotels, each ACPV ARCHITECTS project embodies a new vision where nature and the noblest human aspirations can find new centrality. www.acpvarchitects.com

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