

# hospitality design

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## straubingerplatz

Architecture and design firm: BWM Architekten

The details: Known as the Manhattan of the Alps, Bad Gastein, Austria will soon be home to the sprawling Straubingerplatz hotel development. Vienna-based BWM Architekten aims to restore the area, creating a nucleus through the fusion and transformation of two existing hotels—Hotel Straubinger and Badeschloss—into a sophisticated, 190,000-square-foot destination. “The centrally located square has what it takes to become a vibrant center of the town,” says BWM founding partner and CEO Erich Bernard. “The open hotel concept is mindful of the hotels’ unique character as well as their role as part of the ensemble.”

perspectives **sketchbook**

Hotel Straubinger's ground floor will be activated with a restaurant and bar, while the 48 guestrooms will retain their fabric, with details like patinas and original doors and artifacts imbuing a sense of age and authenticity. Interiors will be distinguished by an expressive composition of color and light inspired by the chiaroscuro of historical oil paintings.

“It's important to work with, and not against, the traces of the past and its imperfections and layers,” Bernard says.

A new tower will be constructed to house Badeschloss' more cosmopolitan 102 guestrooms. Crowned with a rooftop spa overlooking alpine panoramas and a nearby waterfall, the rock-like structure will be balanced with ornamental brass balustrades. “The refined elements are reinforced by the presence of the wild elements,” adds Bernard. “It needs to be cozy and pleasant, but its beauty is also connected with a certain bizarre character that derives from precisely these dialectics.”



Photos and rendering by MAX STENBAUER, HANS SCHILBERT, and courtesy of BWM ARCHITECTEN

