

Design hotel group Motel One opens first hotel in Zürich



Successful budget design hotel group Motel One has opened its second hotel in Switzerland: **Motel One Zürich**. The 394-room hotel enjoys a city centre location and unusual design themes inspired by Switzerland, Lake Zurich and chocolate, which reflect the city's prominence and elegance. The result is luxury design at affordable prices, with rooms starting at just CHF 169 per night in a single room and CHF 184 in a double room.

"Working with our partner Swiss Prime Site Immobilien to transform the old Selnau post office at this special Zurich location into a sophisticated design hotel was a particular challenge," says Dieter Müller, CEO and founder of the Motel One Group. "In our view, the result is extremely successful. My own personal highlight is the collaboration with Boesch boatbuilders and, through them, the wonderful connection to Lake Zurich." Peter Lehmann, CEO of Swiss Prime Site Immobilien, adds: "After the Basel project, we are delighted to have had the chance to continue our success story with the Motel One Group in Zurich."

Lake Zurich and Alpine panoramas tastefully integrated into the design

Guests are aware of the local inspiration from the moment they enter Motel One Zürich. An elegant gold panorama of the Swiss Alps glows behind the reception desk in an impressive setting. The mountain silhouettes are framed by high-quality loden curtains made by Swiss firm Christian Fischbacher. In the lounge areas, fine leather furniture from Italian luxury label BAXTER, Tom Dixon felt lamps and golden window drapes create a comfortable atmosphere, along with the iconic Motel One turquoise Egg Chair.

Lake Zurich is in evidence in the breakfast area, which extends onto the spacious courtyard terrace in fine weather. Airy and light, with delicate clouds on the walls and images depicting the famous lake give guests a glimpse of the breath-taking Lake Zurich landscape. Thanks to the hotel's collaboration with Swiss boatbuilder Boesch, guests can learn more about the technical details of the boatbuilder's craft through intricate original golden ship's propellers and model boats.

The adjoining area features a large workbench – perfect for working and meetings. Free high-speed Wi-Fi makes the One Lounge a relaxing place to work.

Even the bedroom decor incorporates design elements inspired by Lake Zurich and the Swiss mountains. The focal point – a high-quality box-spring bed – is framed by the Alpine silhouette and fine walnut wood, and the rooms are equipped with an LG 43-inch TV, a comfortable leather armchair from Freifrau and velvet curtains from Swiss company Christian Fischbacher. A granite bathroom with Dornbracht taps, thick towels and a Raindance shower creates a mini spa and adds the finishing touches to the room's feel-good atmosphere. Because of the architectural features of the building, there are a number of different room categories, ranging from 16 sqm to 45 sqm, some with a balcony.

Chocolate inspired decor in the bar

The bar pays homage to Swiss chocolate. The materials used are in the colours of chocolate, from full milk to caramel and dark. A giant golden chocolate wrapper adorns the ceiling above the counter, which looks as if it has been decorated with chocolate chips. Fine, leather-upholstered bar stools from BAXTER with golden feet, bespoke light pendants in the shape of chocolate drops, stools that look like layered chocolates and leather sofas in dark chocolate brown complete the look. A highlight in the bar is the golden Leatherworks armchair from Edra, which glows as if it has been covered in gold leaf.

An exclusive partnership with Max Chocolatier, the traditional Swiss chocolate maker, means guests in the One Lounge can enjoy a culinary treat: an exquisite seasonal selection of fine handmade chocolates specially selected for Motel One Zürich.

- Ends -

Notes to Editor:

For media enquiries please contact:

Ellena Johnstone: ellena.johnstone@lemongrassmarketing.com / 01865 237990

Kimali Brook: kimali.brook@lemongrassmarketing.com

www.lemongrassmarketing.com / Follow us: @pr_lemongrass

About the Motel One Group:

Like the Price. Love the Design. – Motel One, the multi-award-winning budget design hotel group, has successfully positioned itself in Germany, Austria, the UK, Belgium, the Czech Republic, the Netherlands and Switzerland with 57 hotels and 15,467 rooms (correct at 30 June 2017). Industry experts and guests appreciate the unique combination of high-quality furnishings, exclusive design highlights, high service standards and first-class city-centre locations at attractive prices.

The company was founded in 2000 and has its headquarters in Munich. In 2016 it generated turnover of EUR 357 million with an average occupancy rate of 76.6 per cent.

For further information, visit www.motel-one.com