

ZeitRaum



Luxury is always
a bit cheeky

Pure poetry – Lech's
traditional costumes

A map of
the clouds

A culinary trip
through Zug

The sound
of a place

Former ski pro Felix
Neureuther opens up



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Stuben am Arlberg

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LECH ZÜRS

Editorial

Dear reader,



From this issue onwards, our ZeitRaum Magazine will receive a fresh new look. From now on, the design, concept and editorial work will be in the hands of our partner friendship.is & Super BfG, a collective of creative people who have been closely associated with Lech Zürs for many years. Among other things, the new ZeitRaum is intended to reflect a combination between a sense of tradition and the spirit of innovation that has shaped and distinguished our region and the entire holiday destination of Vorarlberg for generations.

The values and unique qualities of Lech Zürs will also be brought to the fore and new perspectives will be opened up. Be it through portraits, such as that of hotelier Herbert Jochum in this issue, who over nine decades of his life has accompanied the development of Zürs. Or be it through exciting reports like the one about climbing onto Roggalspitze. Or be it during a foray through the gourmet town of Zug, to name just a few.

Exceptional people, an impressive natural environment, sports and leisure activities as well as culture and joie de vivre in all its facets - Lech Zürs has many faces. Our Magazine is just as diverse and full of character as the town itself, made to fulfil your desire for discovery, holidays and reading.

Sincerely,

Hermann Fercher
Director of Lech Zürs Tourismus GmbH

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Luxury is always a little cheeky



Philosopher Lambert Wiesing was the first in his profession to deal with the term luxury in detail. In our interview, he tells us the difference between luxury, comfort and ostentation, what space, time and aesthetic experiences have to do with it and to what extent all this applies to places like Lech Zürs. In September of 2021 Wiesing will be a guest at Philosophicum Lech.



Mr Wiesing, you have published a book entitled *Luxus* ("Luxury"). How do you define this term?

LAMBERT WIESING: Luxury is always tied to things that include an exaggerated amount of effort. These things become a luxury for someone when, through the possession of this irrationally elaborate thing, one makes the experience of being autonomous as a person in relation to ideas of expediency and appropriateness. That is why luxury quickly turns into something cheeky, one refuses to do what they themselves consider reasonable. This applies to every experience of luxury. What varies greatly from person to person, however, are personal

ideas about what should be regarded as excessive effort. But apart from that, one of the biggest problems when talking about luxury is that the term is very often equated or confused with two other terms: comfort and ostentation.

What distinguishes luxury from ostentation and comfort?

LAMBERT WIESING: We are dealing with three phenomena that are closely connected and can also occur simultaneously or in conjunction. Luxury is about the experience of autonomy through the possession of irrationally elaborate things. Comfort, on the other hand, means a certain sensuality,

an experience of something pleasant. And ostentatious are those things that are used as a symbolic means for self-expression. However, the German word *Protz* ("swank") has a negative connotation. Prestige means the same thing, but is a much less biased word.

One could ask whether an experience of luxury can be prepared or planned?

LAMBERT WIESING: I believe that it is rather counter-productive to prepare such experiences: The more advertising a place does, the more likely it is to become a prestigious place. Enthusiasts and connoisseurs, on the



Enthusiasts and connoisseurs, on the other hand, are looking for that certain clash with the ordinary.

other hand, are looking for that certain clash with the ordinary. They are very difficult to approach through advertising, because they are looking for what isn't covered by advertising. It's almost dialectic: The more you advertise, the less attractive it becomes for them.

Lech Zürs is a place that promises its visitors "more space and more time". Space and time are unlimited, yet only a limited amount is available to each and every one of us. Does that make space and time luxury goods?

LAMBERT WIESING: That depends to a great extent on the way of life and the lifestyle of the individual. There

are many people who don't have that many options in life. You are running the risk of being regarded as cynical when you tell someone that time is a luxury commodity – just think of the people waiting in a refugee camp. The people you have in mind when you talk about time as a luxury good are probably people who have a busy life and a full schedule. When such a person takes time off, it is usually more comfort than luxury: At least when that person is enjoying the peace and quiet. In certain circles, such time off can also be used as a prestige object to show off and impress. But as I said, luxury must be distinguished from comfort and swag-ger. Luxury is when you deliberately



disregard your schedule and experience that you are still in control of your time, despite all expectations and conventions.

Doesn't taking time off in this way also save you time, because you can recover and then perform better at work?

LAMBERT WIESING: If you see it that way, then you are entering a logic of improvement: You take a holiday in order to be able to work effectively. This is very useful and not excessive or inappropriate. Luxury is something exaggerated, a break with such a logic of optimising practicality. In short: If you take a holiday exclusively in

order to be able to work more efficiently afterwards, then I would not speak of luxury.

Does luxury have anything to do with ownership?

LAMBERT WIESING: Yes, but not necessarily ownership of large or expensive things. Here's an example: It takes fairly little effort to listen to entire music albums on streaming platforms on the Internet. Nevertheless, more and more vinyl records have been sold in recent years. There may be various reasons for this – one is certainly the appeal of this conscious decision to avoid that idea of effectiveness and the compulsion to

optimise ourselves, which has become more and more expected and normal in our society.

You have talked about travelling before. What luxuries can the tourist industry offer its guests?

LAMBERT WIESING: You can't offer luxury like you can offer comfort or prestige to someone. Luxury is about an aesthetic experience that may or may not occur to someone under certain conditions. An aesthetic experience is always about an experience that makes you feel like a human being. A kind of life experience in the sense that the individual feels that he or she is alive. This experience can by



no means be achieved only through luxury, but, as Kant said in his Critique of Judgement, also through the experience of beauty and sublimity – both phenomena more than a few seek and experience when taking to the mountains.

Lech Zürs also wants to create more space and time for thought. Philosophicum Lech was founded on this premise 23 years ago. Isn't philosophy or a forum like Philosophicum a luxury in itself?

LAMBERT WIESING: Philosophizing as an activity certainly has a structural



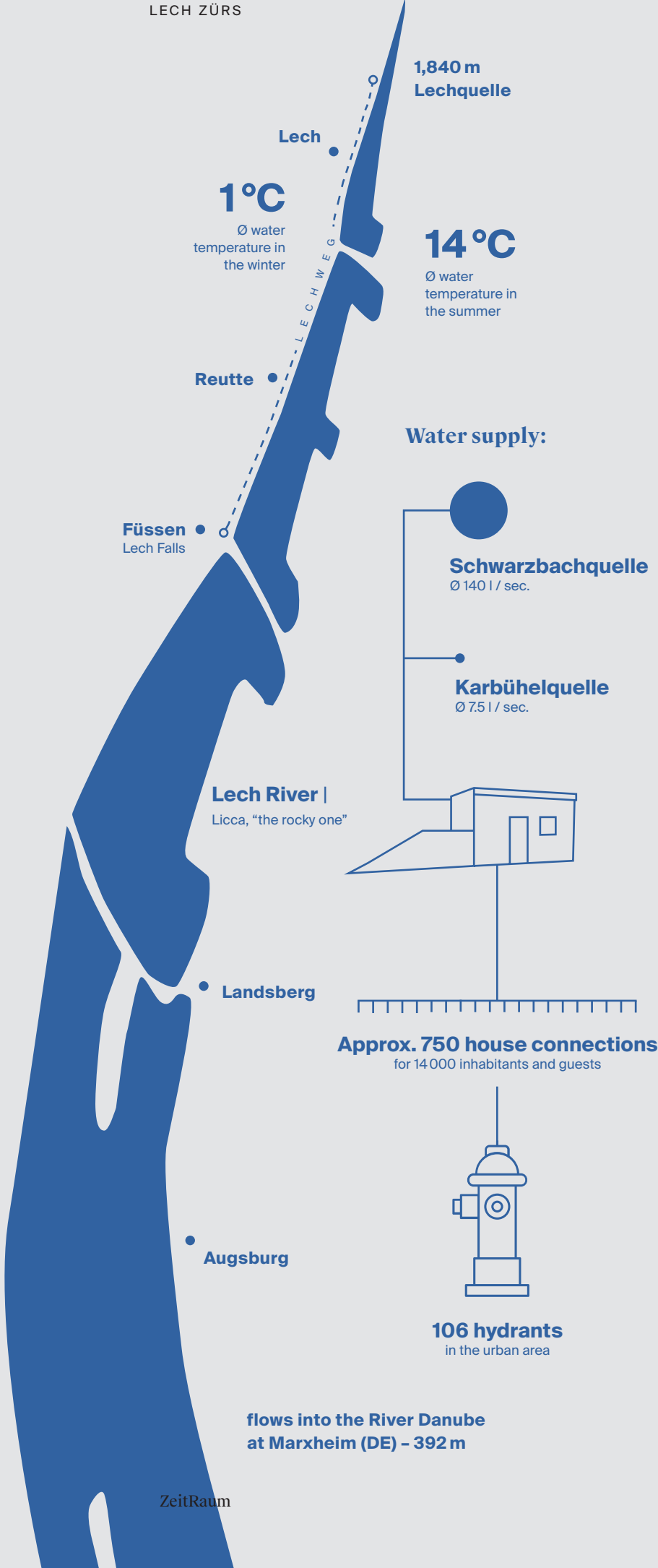
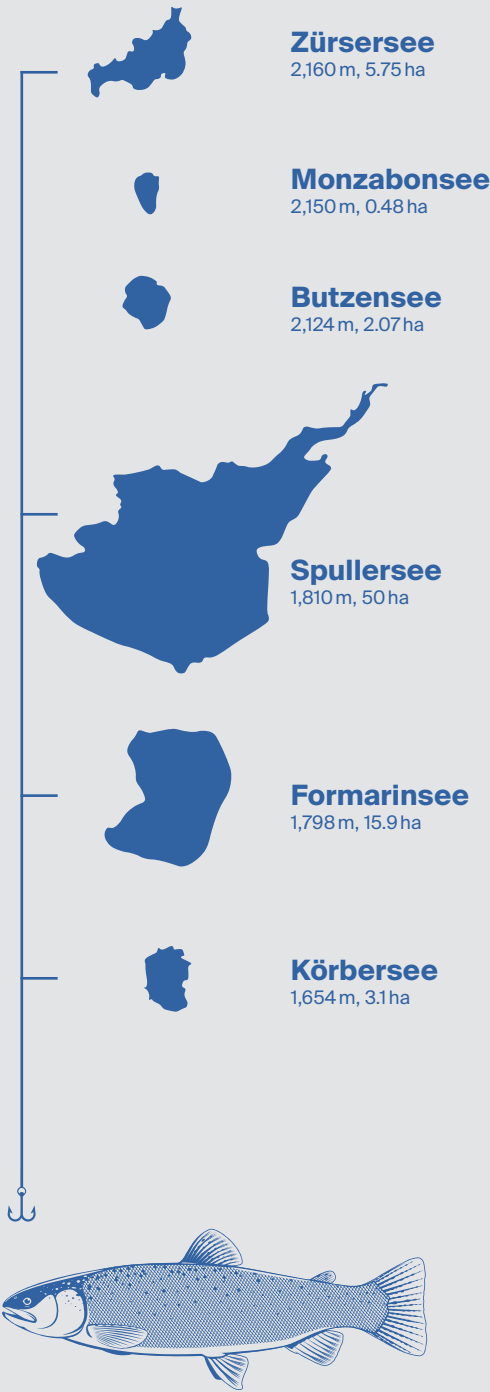
**Philosopher
Lambert
Wiesing**

→ born in Ahlen in 1953,
→ is a Professor of Philosophy with a focus on image theory and phenomenology at the Friedrich Schiller University of Jena.
→ His book *Luxus* was published by Suhrkamp Verlag in 2015.

similarity with experiences of luxury, because even in philosophizing, a lot of effort is often purposelessly put into sometimes very small problems that play no role in everyday life. Philosophers extensively discuss questions such as whether the keyboard on which they're writing is real. And this has a certain similarity with the exaggerated effort that underlies a luxury experience. Since Lech is a place where a great – and for many an exaggerated – deal of effort is put into many things, so Philosophicum fits in well. ←

Water in Lech Zürs

The lakes of Lech Zürs:



Life Space

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A portrait of hotelier
Herbert Jochum

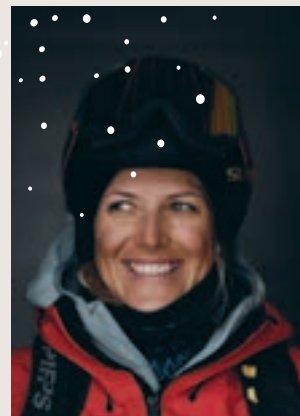
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In all modesty and discretion



It is the beginning of March when we have our appointment with Herbert Jochum at Hotel Lorünser. A few days before the Corona lockdown. At that time, none of us suspected that the events of the coming weeks and months would keep the whole world in suspense. We welcome the 94-year-old in the same way we used to before Corona. We shake hands. And sit down in a cosy corner of the hotel in the center of Zürs. Only a few guests are sitting in the lobby. Everyone else is skiing. The season is in full swing.



Hotel Lorünser in 1932



Herbert Jochum (l.) in his role as the coach of the US National Women's Team at the Olympic Games 1952 in Oslo, tech-talking with the Frenchman Emil Allais, himself the coach of the American National Men's Team.

"I don't know what to tell you," says Herbert Jochum. One could be excused to think he didn't run Hotel Lorünser for decades, that there was nothing for him to be proud of. And this, although he is interwoven with the place, with the house, as if he were part of it. "He has never been a great talker," confirms his son Gebhard, who took over the house from his father almost 20 years ago and now runs it together with his wife Monica and his sister Elisabeth.

Herbert was born in Lech in 1925. There were no ski lifts yet and the snow seekers arrived by horse-drawn carriage. At that time Hotel Lorünser did not yet exist either; his father, also called Gebhard, worked for Hotel Alpenrose and taught tourists how to ski in stylish three-quarter cloth trousers. Wilhelm Lorünser had his house built in 1927. Almost ten years later, Gebhard Jochum and four colleagues from the famous Zürs ski school, which he had previously founded, were to buy it. Five ski instructors acquiring a hotel – a courageous step. It was a logical step to turn it into a sport hotel. "Our guests have always been primarily interested in skiing, and not in partying," says Herbert Jochum. The spirit of skiing was then, as now, tangible in the halls of Hotel Lorünser. Probably like no other hotel in the region.

When his father and the others bought Hotel Lorünser, Herbert Jochum was a boy of ten who loved skiing as much as his father. He graduated from the commercial school in Feldkirch, and during school holidays, he would already work at Hotel Lorünser. After the Second World War he travelled to London and Paris to learn English and French. He took the exam to become a ski instructor, in 1952 he even trained the American women's Olympic team for the Oslo Olympics. They won two gold medals. He wouldn't have told us if we hadn't asked. He also doesn't mention that he himself was a talented racer before he started training others. The man is modesty impersonated.



Herbert Jochum (r.) as a young ski instructor in Aspen/Colorado (1952). Next to him is Friedl Pfeifer from St. Anton am Arlberg and his deputy Fred Iselin (l.).



Herbert Jochum training Soraya Esfandiari-Bachtiar, wife of the Persian Shah Mohammad Reza Pahlavi in Sun Valley, USA (1955).

Herbert Jochum speaks slowly and calmly. He remembers all the important events and the corresponding dates. 1937: Austria's first T-bar lift is built in Zürs. 1949: First major reconstruction of Hotel Lorünser. 1952 to 1954: Trips to the USA, which were to have a strong influence on him. He loved working as a ski instructor at the Sun Valley winter sports resort in Idaho. He wanted to travel on to Chile and then settle in the USA, "but then I had to come back to continue the business." He did what he had to do. And it sounds a little like he did it more out of a sense of duty than enthusiasm. Thus Herbert Jochum became the managing director of Hotel Lorünser in 1955. For decades he ran it together with his wife Inge, née Moosbrugger, whom he was to marry in 1958. "I'd known her since I was a kid," he says. At Hotel Lorünser, Inge was responsible for the staff and the kitchen, as Herbert Jochum relates. "Like a housewife," he says, smiling. Of course, she was more than that. Inge Jochum has since passed away.

Herbert Jochum is a veteran hotelier, one who was always around, one who always had an opinion. Everyone here knows him. When he takes his little walks through the village, a lot of people want to talk to him. He hasn't been skiing for seven years because of vertigo. When asked what makes a good host, he answers with a modest smile: "What can I say? I can't judge

that." And then he jokes: "You'll have to worm everything out of me." He got into his profession by chance, he says. "But if you don't like what you're doing, you can't succeed at it, that's for sure. You have to be able to talk to the guests."

And talk to the guests, entertain the guests he could. And despite the fact that he no longer made any journeys abroad, the world came to him: People from all over the world, crazy about skiing, appreciated Sporthotel Lorünser from the very beginning – he himself was still a small boy and Hotel Lorünser was a rather simple dwelling. Initially, there was only one bathroom on each floor, for which the guests had to add their names to a list. Wooden walls with many gaps only sporadically separated the rooms and at night the hotel entrance was locked. It was not until the 1950s that the hotel industry experienced an upswing.

Regular guest Meta Werner, who had been coming here since 1934, described the atmosphere like this: "Even before the word 'hip' existed, the Lorünser was already 'hip'. The best skiers in the world knew that it was the place to stay at. There were no caviare or oyster festivals, but only fun evenings, without a dress code. There was a lot of mischief, we always had a good time." You didn't have to wear a tuxedo or evening dress at

There were no caviare or oyster festivals, but only fun evenings, without a dress code. There was a lot of mischief, we always had a good time.

Hotel Lorünser; its dress code was kept rather casual, but always in style. Once a week a band was booked and a house ball was held. And supposedly Hotel Lorünser had the best hot chocolate in the region. "Oh, is that so?" Herbert Jochum asks and laughs.

During the first reconstruction in 1949, the rooms were given private bathrooms and toilets and the front hall was renovated. Even during Herbert



Even in New York, you don't have to mention the name Loruenser. It's enough to say: Jochum.

Ah, you're talking about Hotel Lorünser.

Jochum's time, a lot happened at regular intervals – reconstructions, extensions, optimisations. New equipment was added to the rooms, a new wellness area and new roof terrace were built. "I always liked to build," he says.

And the guests were always happy to come back, many of them for decades. The Christmas season was always fully booked for years; guests appreciated the family yet sophisticated atmosphere. And in the middle of it all was Herbert Jochum. He keeps a low profile about his guests; he does not mention any names,

even though it is known that Hotel Lorünser used to and still hosts many celebrity regulars.

"Now I've told you some things after all," says Herbert Jochum as we come to the end. We agree. The Jochums belong to Hotel Lorünser like the deep snow belongs to Lech Zürs. Another regular said it best: "(...) even in New York, you don't have to mention the name Loruenser. It's enough to say: Jochum. Ah, you're talking about Hotel Lorünser." ←

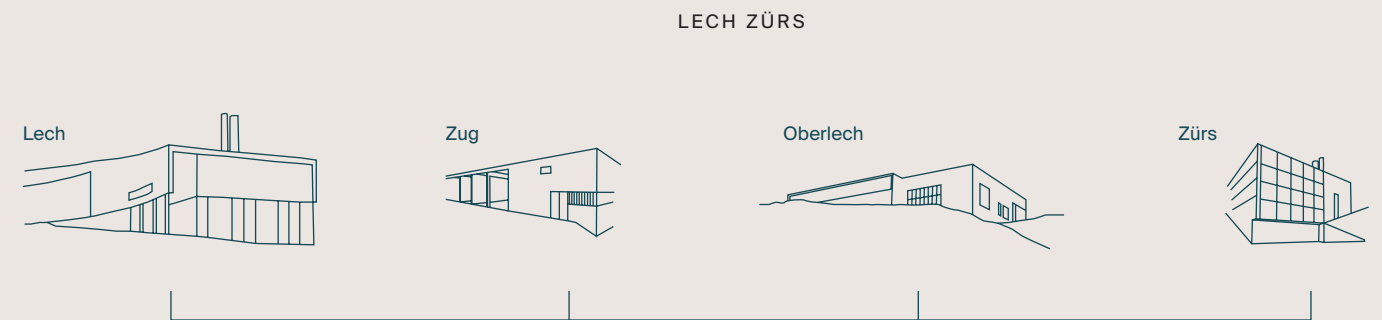


Sustainability:

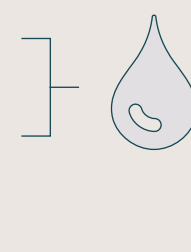
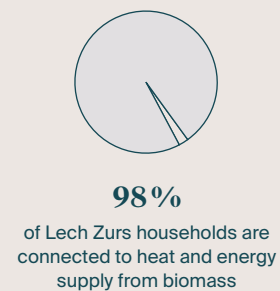
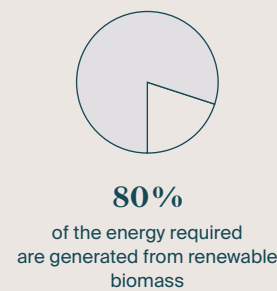
A matter-of-fact priority

Oberlech is car-free. Lech and Zürs handle public transport using a hybrid bus. Electric vehicles can be parked and charged up in its “Green Garage”. Four biomass plants in Lech, Oberlech, Zürs and Zug use regional wood chips (a renewable source of energy) to produce enough heat for all houses and companies in Lech Zürs. Skilifte Lech operates Schottenhof in Oberlech as an example for progressive high-alpine farming. Since its inhabitation some 700 years ago and up to this day, Lech’s farmers contribute to landscape conservation through their hard work. Ski-Zürs AG fully invests in regenerative sources of

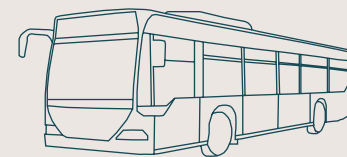
energy and operates all of its cable cars and chair lifts, mountain restaurants, snow producing systems etc. with TÜV certified green energy from Austrian hydropower. Nature speaks for itself anyway in Lech Zürs. Making tourism and our life as sustainable as possible is a matter of fact for us. Much has been done, much is being done and a lot still remains to be done. And we are working on it, every day.



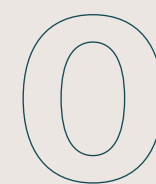
65 000 000 kWh
of energy are generated using Biomass in the village



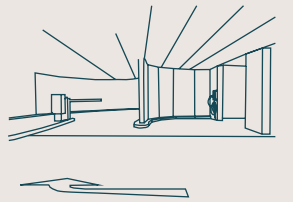
Energy supply



~ 1 million
passengers are transported by
the Lech Zürs' “blue fleet”



CO₂
emissions from transport
in Oberlech in the winter

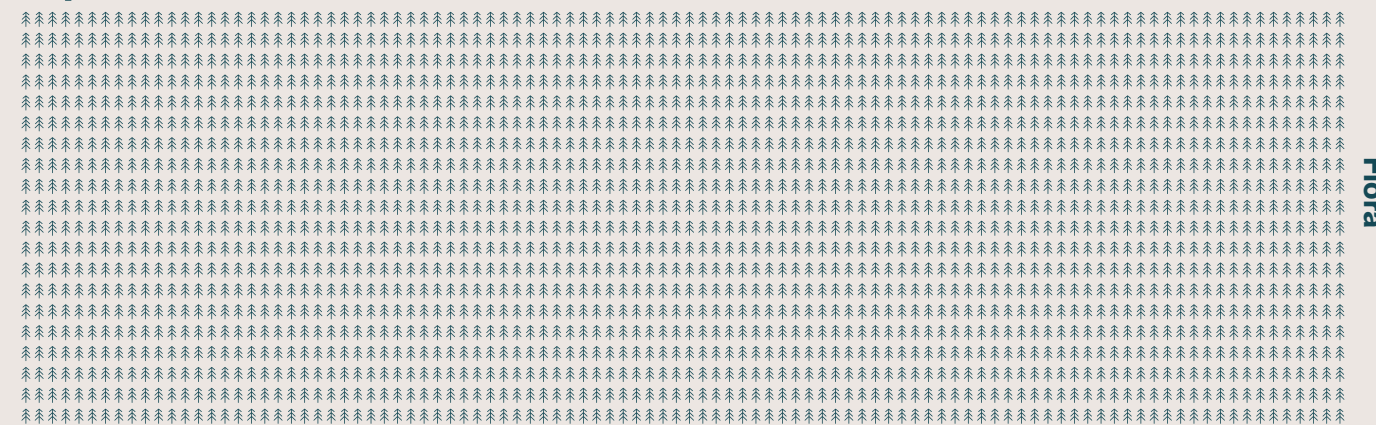


23
parking spaces with charging systems
at the “Green Garage”

Mobility

2,000

trees are planted annually at the nursery



Flora

You can read what are up to in terms of sustainability in our “Gestern. Heute. Morgen.” sustainability brochure, available at Lech Zürs Tourismus or by mail from www.lechzuers.com/en/brochure-order

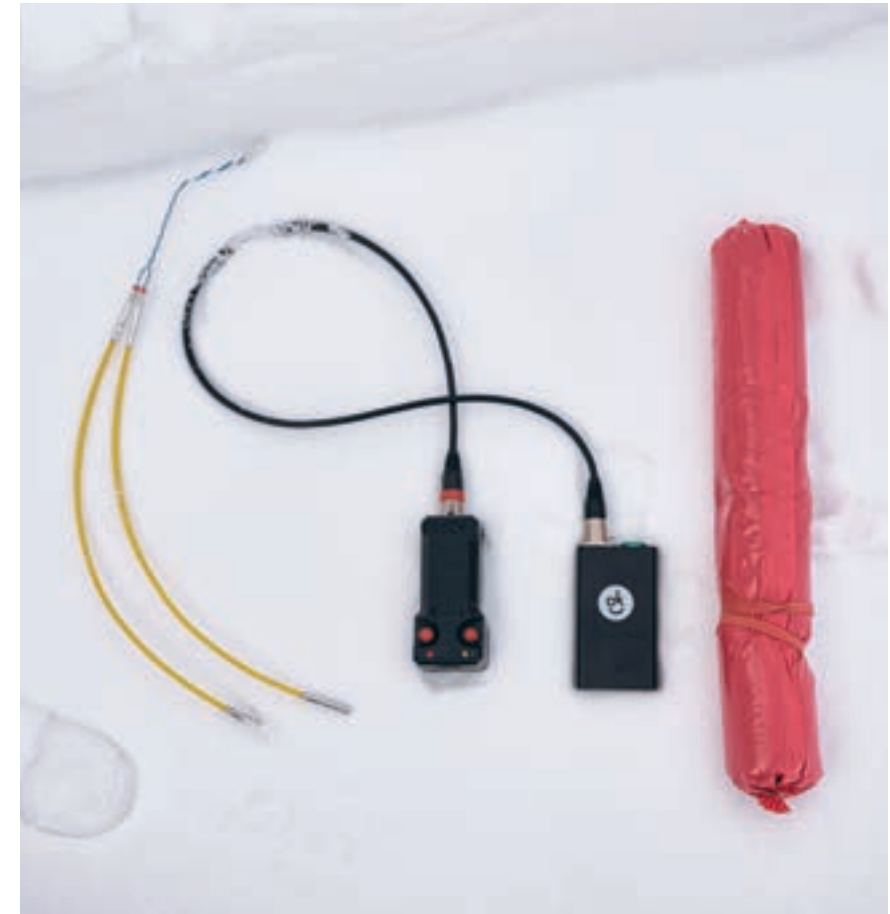
The woman



Angelika Kaufmann is an avalanche blaster in Lech Zürs, the only woman on the Arlberg in this area and one of at most four in all of Austria. The 34-year-old inherited her job from her father. He had already been working as a blaster for years when Angelika found his job to be “cool”. “His stories sounded dramatic and action-packed. I liked that.” After training to become a state-certified ski instructor and ski guide and working at the Ski Austria Academy, she

returned to Lech Zürs. First she worked as a blasting assistant at her father’s side for a year. Now, she has been a master blaster and a member of the avalanche commission for more than ten years. Angelika and her team secure the slopes in the skiing area by means of planned blasting.

... has what it takes



When Angelika Kaufmann sets off on her blasting missions, she has a ten kilogram backpack on her. It contains fuses, a detonating machine and battery, detonators and ammunition. “The explosive ammunition – for example Lavinit – is only available in a bunker directly on the mountain,” explains the demolition expert. Every blast is prepared directly on site. The critical points are marked in a map system and are sighted on skies. A helicopter is used if the weather allows it.

“Where and if blasting takes place is decided by the respective commission for its area.” The commission to which Angelika belongs is responsible for the ski slopes around Steinmähder, Hasensprung and Rotschrofen.

Work Life Lech

Lech as a temporary place of work

In the sixties, seventies and eighties, hoteliers and ski guides tell me, many guests often stayed in Lech Zürs for four weeks or more at a time. In this context, one would be excused to think primarily of the small fortunes that were probably spent in the process. Perhaps it is also worth remembering how, during this time on the slopes, in the terrain or in the evenings at the hotel bars of Lech Zürs, deep friendships, close networks and beneficial business relationships were formed which ultimately proved to be practically priceless. The “old generation” obviously had an intuitive talent for work-life blending, as we refer to the fusion of private and professional life today. Even back then, a clean separation between the two areas of life was something no-one would strive for, having a workation was almost en vogue.

Of course, internal company communication via digital channels such as Slack, Zoom, Microsoft Teams etc. or meetings with dozens of participants across the globe didn't exist, and neither did Facebook, Instagram and the like, now used to acquire hundreds if not thousands of friends,

to network with them, to share experiences. All this factors have simplified many workflows in recent years, expanded our possibilities, allowed us to pack more encounters into one day than any generation before us.

As always, there is also a counter-trend. People who are pro-actively changing their communication behaviour, actively ending their social media activities or at least consciously limiting their digital interactions. Meetings, even if this is supposedly more time-consuming, are increasingly being conducted in real life again. Covid-19 is able to slow down but not stop this burgeoning comeback of meeting in person and talking in both private and professional contexts.

And above all, another trend is developing that neatly combines digital work and analogue experiences: We call it “workation”: In other words, temporarily moving one's individual workplace to where people usually take their holidays, moving to the mountains for a few weeks every year to work from there. And to live. In fresh air, in a new environment and in the



midst of nature, which ideally produces new thoughts, brings upon a new impetus, enables new neuronal structures in the brain – and, by the way, a feeling of holidays.

...to act out of the box, using nature as a source of strength and inspiration to be creative

...

Of course, this is not possible for everyone due to family, financial or industry-specific circumstances. However, a highly intensive, highly effective work phase with your own team, a so-called sprint in great surroundings, is feasible and therefore worth considering for many – with a ‘bonus’ holiday feeling for everyone thrown into the bargain. Analogue brainstorming on the terrace of the Freiburger Hütte in the morning, Alpine experiences in one of the most beautiful destinations in the Alps during the day, time to exchange private and professional experiences in a team at night. Ventilated, inspired, contentedly tired.

As already mentioned, this temporary departure from the structured work environment is nothing new in principle, but we have obviously lost sight of it or simply forgotten it. Forgotten to escape the beaten track, or, more generally speaking, to act out of the box, using nature as a source of strength and inspiration to be creative, be productive, meet new people and much more.

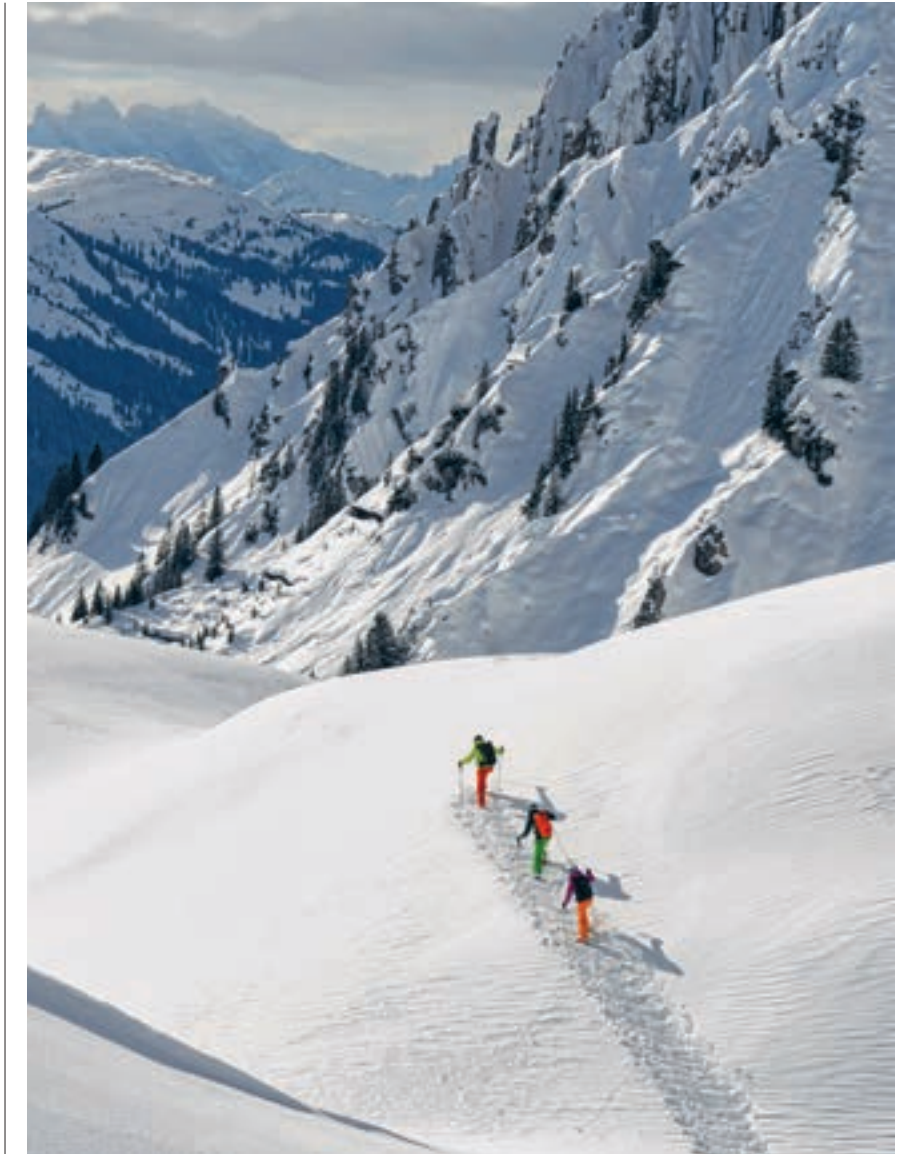
What’s the ideal place for this? It has got to be a place where everyone shares a passion – and where this passion can be experienced directly. Lech Zürs is one of those rare places where the ski resort literally starts right at your doorstep – and not just after an ascent with two feeder gondolas. Within five minutes, the cross-country ski trail takes you from the village centre into the wilderness and silence of the Zug Valley. The trail run up to Wöster has its starting point behind the church. Perfect conditions for those who want to combine leisure with work. No matter whether you want your break to last 30 minutes or several hours – nowhere else can you get out into nature and back to work again more quickly and easily. High-speed Internet access is available almost everywhere, even at the lodges up in the mountains. Unless you don’t want it. Then it’s deliberately left out. The key word is digital detoxing.

When it comes to night life, Lech Zürs offers world-renowned restaurants, bars and hotel lobbies that

Nowhere else can you get out into nature and back to work again more quickly and easily.

invite you to get into conversation. Conversations that lead to skiing a deep-snow slope the following day with a new friend, an employee, a potential business partner – and then to discuss a joint project idea at lunchtime.

These opposites – getting to know each other personally, making real connections, then working remotely again over a longer period of time – are extremely important. That is why there will be a lot more work to do in the next few years in terms of workation. There are already specialised agencies whose business model is to help companies organise their working holidays. There are architectural firms that design perfect



“hubs” for hotels, where like-minded people can come together in a beautiful place, to work on projects undisturbed and break out of familiar structures.

And, of course, hosts – people and places – will also deal with this development. How will hoteliers in Lech Zürs expand their range of services in order to satisfy the growing demands of their clientèle in the future? How can mid-seasons be used for this? Will hotel rooms and lobbies be designed differently? Will bed and breakfasts, apartment rental companies and hotels cooperate more closely to connect an exciting mix of people? Lech Zürs with its international guest structure, the existing

infrastructure and, not to forget, its authentic and innovative hosts has everything this market demands – in its role as an organically grown social hub that brings people together in a very natural way. We will have to wait and see what the future actually brings. One thing is for sure: People long to work from different places. And that’s not a new thing. Maybe we should learn to let the longing be longing and just do it – just like the generation before us. ←

→ Turn the page to read more on the most important terms in the field of New Work.

The little glossary of the brave new working world

Co-working space Business concept where self-employed persons or freelancers can rent temporary workstations including infrastructure such as WLAN, printers or meeting rooms. Some co-working spaces can be rented on a monthly basis, others on a daily basis.	Remote work Working independently of one's place of work Having a home office is also a form of remote work. There is a German word for it, but the English term has also become established in the German-speaking world.
Digital nomads Self-employed persons or employees who only need a laptop and Internet access to do their work, can therefore work from almost anywhere and often change their place of residence.	Workation Merging work and vacation – working where others take their vacation.
New Work A concept created by philosopher Frithjof Bergmann in the 1980s as a “new way of working” characterised by certain features such as independence of time and place or flexibility, and which is primarily about self-realisation: Doing what you “really, really want to do” (Bergmann).	Work-life blending A term that is repeatedly used in the “new work” context instead of “work-life balance”. In the future, according to the theory, private and professional lives would become increasingly intertwined - which is why New Work experts consider a clean separation to be no longer possible or appropriate.
	Work & travel Travelling from place to place to take on odd jobs there again and again. The focus is on travelling and not on working: Work is basically only done to make travel possible.



Matthias Felsner
→ born 1975 in Tyrol, grew up in Lech Zürs
→ one of the brains behind friendship.is, the communication agency in charge of this magazine
→ enjoys combining work and leisure time in Lech Zürs



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It's going to rain.

Cirrostrati

If stratus clouds block out the sun like long veils, it will almost certainly not stay dry.

Altostrati

These bluish-grey cloud layers often extend over hundreds of kilometres. The sun then appears as if through a frosted glass pane – and sometimes it is no longer visible at all.

Cirrocumuli

These thin, small, white clouds of ice crystals look harmless, but they are harbingers of thunderstorms.

A heavy
thunderstorm
is approaching.

Alto cumuli

These medium-height, white or grey clouds are usually as harmless as sheep. Unless they form small towers – then there is a chance of snow or rain.

The weather will remain as it is.

Stratocumuli

Grey, sometimes white, deep and thick clouds indicate an improvement in the weather, especially in winter.

The weather is going to get better.

Heavy snowfall is to be expected.

If the mountains are wearing hats, the weather will be good. (A saying)

Cloud cap

A mountain wears a cloud cap only when the atmosphere is stable without the chance of rain or thunderstorms.

Early morning fog

Rolling mist in the morning promises a "lovely day".

If it's grey in the morning, the skies will be blue later on. (A saying)

Stratus clouds

A continuous grey layer of low hanging clouds usually spells bad weather.

The weather is going to get worse.

A map of the clouds

They can be as fluffy as cotton candy and feathers – or as dense and thick as a heavy blanket. And even when they're quiet they always have something to say about the weather. Those who know how to read clouds can plan with confidence. And know whether the time is right for an extensive hike in the mountains, a quick run down the slopes or an afternoon at the spa.

The time of day of their appearance makes all the difference.

Cumulus clouds

The dense water clouds are reminiscent of domes or cauliflowers. If they appear around midday and disappear again in the evening, the weather will remain fine; if they appear in the morning or evening, the weather might become worse.

Nimbostrati

These grey snow or rain clouds often cover the whole horizon. Their underside appears dark because the large drops of water in them let almost no sunlight through.

T h e r e
w i l l
b e
s n o w .

A thunderstorm is approaching.

Thunderclouds – Cumulonimbi

These gigantic, dense, swelling towers of clouds carry a lot of water and can reach a height of up to ten kilometres.

Red skies in the evening spell good weather.

Afterglow

A red sunset means that the sky in the west is almost free of clouds. It follows that it will probably not rain the next day.

Cirrus clouds: cirri (pl.), cirrus (sing.)

Cumulus clouds: Cumuli (pl.), cumulus (sing.)

Stratus clouds: strati (pl.), stratus (sing.)

Holiday bliss – in the face of a pandemic



It's snowing. And nature acts as if everything was all right. As if this were a winter like any other. As if it were enough to cover the earth, the mountain pastures, the mountains themselves with the cold, white element for which the Inuit, so they say, have 70 words. But this year, even that is not enough to create a world of blissfulness.

There was a time when our biggest concern was not to lose radio reception right at that moment when our favourite song was playing and we were about to impress our kids in the back of the car with our ability to sing along and recall the lyrics flawlessly. Today, we follow the latest infection figures of a region while on the way there.

Oh, Corona, it's difficult to love thee! But one should see good in every thing and flip the coin until it falls on the other side. My not entirely voluntary conclusion runs

as follows: What I really like in 2020/21 is that in the first gondola onto the Rüfikopf, I no longer have to get so close to the other people that I can smell how many drinks the closely crammed occupants had the previous evening, or if the lady at the left feasted on salami at the breakfast buffet. This year I can breathe freely and let the fresh mountain air flow deeply through my lungs – at least the bit that my FFP2-mask lets through.

So let's talk about the good things in life: a perfect holiday in Lech – back in the day.

It's one of those days you love the winter for. Far away from the grey slush and all the penetrating fog of the city. An icy cold, sunny January day in Lech. Cool mirrored ski goggles protect my eyes from the sun's harmful rays, a sporty suit shelters my body against the cold. Mountains as far as the eye can see. Not a single

You let your mind wander out in the forest, pensively growing in the moun- tains. Your soul breathes: Quiet.

cloud on the horizon. The heart pumping with joy. The rush of speed. The privilege of the empty pistes, thanks to an early gondola ride.

Or shall we take it easy and embark on a winter walk? Softly the crystals crunch under the soles, the eyes take in the beauty of the landscape. You let your mind wander out in the forest, pensively growing in the mountains. Your soul breathes: Quiet.

Man in harmony with the elements. Life is perfect. Everything is as it should be. Everything is the way it always was. Nothing can dampen the mood. Up to the moment in which at the end of the day, you return to a familiar restaurant, and – with the expression of a connoisseur on your face – let the waiter know that you don't have to see the menu, that you will have what you had last year, and the year before that. The waiter (he too has always been here) regretfully shrugs his shoulders: "Sorry, we've changed the menu a little bit. Unfortunately, we no longer serve your favourite. Are you sure you don't want to take a look at the menu?"

Depending on whether you have children with you and depending on their inherent temperament, the following scenes either involve tears or a temper tantrum, or at least unenthusiastically veiled disappointment.

But why does everything on holiday always have to be the same as it has always been? If you take into account that most people only get five weeks of holiday time per year, it becomes easier to understand. Valuable holiday time should simply feel right, like a tailor-made suit.

Now, over the years, tailor made suits have the habit of starting to pinch. Rarely can someone wear his or her confirmation suit to a wedding or – ultimately – be buried in their wedding suit at some point. Life equals change. Of the body, the suit and the menu too. Pity. But it's true.

Let us once again engage in the difficult balancing act between the suit, the menu, Lech, and let us also throw this stupid virus into the mix: This unusual winter season 20/21, the course of which – I bet – no astrologer, clairvoyant or even a virologist could've predicted, will remain in our memory.

Let us accept it with gratitude! At least every additional day that it continues. Every run that we can enjoy, every kilometre on the trail that we conquer without breaking a sweat. Every dumpling we enjoy at the lodge, maintaining our distance from each other – never again will it taste so good, because at any moment a newly decreed travel warning could pull the plate from under our noses. Holiday bliss is no longer a given, but is bestowed upon us lucky ones by a kindly fate.

And when, in a few months, everything is back to normal, when a vaccine is available and the virus is getting bored with infecting people, let us remember this gratitude and the tolerance for unavoidable circumstances:

I have to wear a mask? So be it! Let's just get up onto the mountain.

My favourite dish has disappeared from the menu? Never mind! I can instead sit in the sun in front of the lodge.

Queuing to get onto the lift? Whatever! Let's enjoy the view while we're waiting.

Ultimately, life is still beautiful. Despite the virus or even because of it.



Author
Martina
Strolz

→ born in Bregenz in 1971, a graphic artist and writer by trade,
→ spends half a year in Lech and the other half on Lake Constance.
→ Her novel "Hotel Mimosa" was published in 2018. The second one is in the works.

LECH ZÜRS

6,000 m

Snow

in Lech Zürs



The largest
snow flakes
form at

0 °C

Ø Winter temperature



-7.4 °C
2012/13



-1.7 °C
1988/89

1947 – 2020
Ø 76 m of fresh snow per year

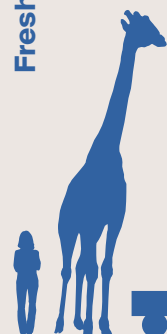


Record year 1966/67
13.1 m of fresh snow



Fresh snow per year in metres

13.1 m



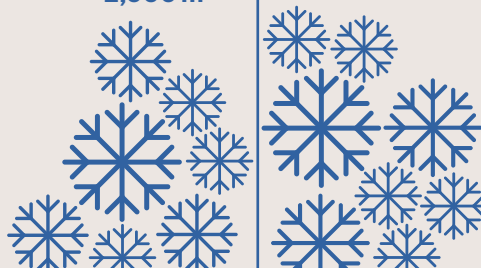
No snowflake is like the other or, in other words, there are more possible snow crystal formations than atoms in the universe.



approx. 1 h
till touch-down

Cruising speed 4 km/h

2,000 m



White Lech

1940 On average, Lech is snow-covered from 15 November onwards 2020



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Photos from Herbert Lehmann



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the most beautiful way

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The value of the moment

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Omeshorn

One mountain – a thousand
possibilities

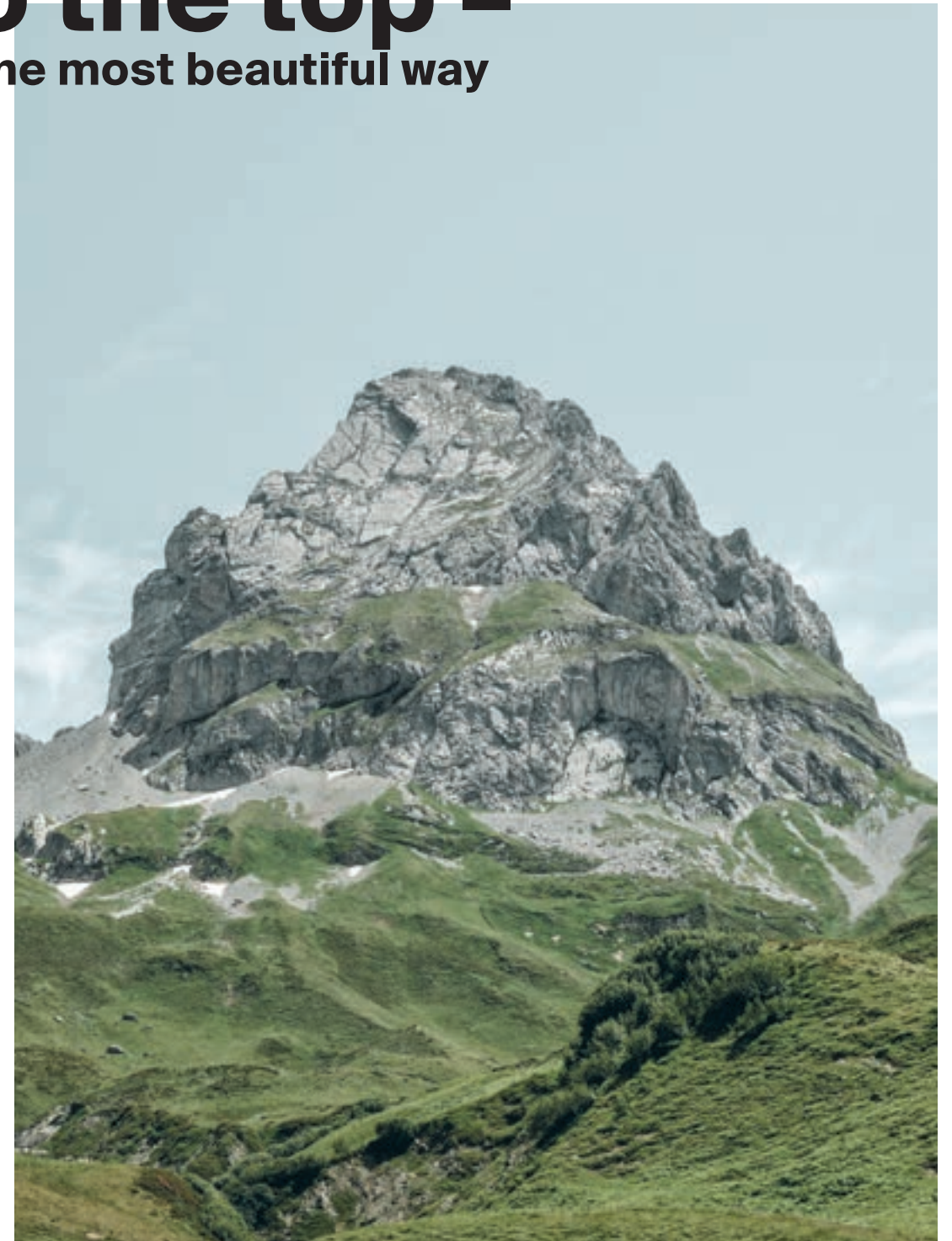
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When the World Cup
comes home

An interview with Nina
and Patrick Ortlieb

Exercise Space

All the way to the top – in the most beautiful way



**There are climbs that have promising names or boast the highest difficulty.
And then there are lines, like the north edge on Roggalspitze, which
lead to the summit in such a logical and beautiful way that you simply have
to add it to your list of achievements.**



We may have walked fifteen or twenty steps, no more. Stefan stops and turns to me: “Almost a little too hot to climb, isn’t it?” Sweat is dripping from his forehead, getting caught in his blond chin-length curls. The morning sun is scorching hot. And although we are standing at over 1,800m above sea level, the comfortable ascent to Ravensburg Hut feels like a Bikram march. We have only brought thirty meters of altitude difference behind us. Somehow I doubt that we will make it back to the parking lot at Lake Spullersee before the predicted weather change. Stefan, however, calmly puts the backpack down and

takes off his vest. White traces of salt on the backpack strap indicate that he has shed a lot of sweat in the mountains. The patch on the head pocket gives away that he is a mountain guide. And the turquoise-blue colour of Lake Spullersee in the background tells me that the basin stores melt water, a fact Stefan will confirm later. The 39-year-old managing director of Alpinschule Arlberg knows the area, the mountains, the people and of course our destination today: the north edge ascending to 2,673 m high Roggalspitze.

An alpine classic

“Lake Spullersee”, says Stefan as we continue on, “is used by the Federal Railways to generate energy – for the tunnel.” He’s talking about the Arlberg railway. In the 1920s, the original high Alpine lake was dammed and connected to the power plant building in Wald am Arlberg via a tunnel and pipeline system. Since then Innsbruck has been connected to Bludenz by way of electricity. And if you look closely, you can see old foundation walls in the gravel bed of the lake. They bear witness to the first Walser settlements here on the Arlberg. Stefan doesn’t know why people moved up here. “Maybe they felt too warm down in the valley,” he says and opens the cattle gate. We have reached Ravensburg Hut.

With fully filled drinking bottles we continue uphill. At the foot of Spuller Schafberg (2,679 m), we continue across the green alpine meadows of Grazer Staffel, further east towards Roggalspitze. We talk little, walk fast. Again and again I look up to the edge: An alpine classic, I was told. One of the ten best edge climbing tours in the Alps, I have read. An amazing experience, Stefan had said. A feeling of anticipation is taking hold of me. Because soon the walking will end and we will finally start climbing. There is no better reason for hiking. Stefan agrees and is holding his hands tightly interlocked under the shoulder straps of his backpack. A posture that is the hallmark of many mountain guides. Someone once told me that it is supposed to protect from the wind. There is no wind yet. “But there will certainly be a nice breeze at the top of the edge,” says Stefan confidently. After all, he has climbed several six-thousand-metre peaks in Nepal and has completed the most difficult climbing routes in the Dolomites. This is probably why he has that inner peace and bold composure that mountain guides are renowned for.

Edge climbing par excellence

Brittle rock, greasy steps. The first of ten pitches of rope are



**Mountain and ski guide
Stefan Bitriol**

→ Born on 28 October 1981 in Bludenz
→ Co-Managing Director of Arlberg Alpin – Alpine and Skiing School
→ State certified mountain and ski guide, canyoning guide and climbing instructor to amateur and professional athletes
→ Has been working in outdoor sports since 2003
→ Motto: “Everything is ‘tippi toppi’ (‘jolly good’)”

probably not the reason for the legendary character of the route, which was first climbed by the brothers Franz and Max Harrer in 1932. At that time they had untouched rock underneath them, but only had nailed mountain boots at their disposal to find friction on the limestone. I don’t want to swap with them and clip myself to the belay at the belay station next to Stefan. “Let’s change shoes, shall we?” Stefan asks me. I nod and we pull our climbing shoes out of our backpacks. That’s a good sign. From now on, I guess we really will climb. And at once the predicted wind is coming up. We climb further up to the first shoulder. With every metre the air is getting cooler, the views of the valley more impressive. After the second shoulder Stefan dances over the first key spot of the fourth pitch of rope and disappears behind the edge. From now on we climb in the shadow of the wall.

Actually it’s always the same procedure: climb up, stop, unhook the intermediate belay, attach to the harness and follow the course of the rope until you reach the next intermediate belay and finally the belay station. That’s climbing by descent. For the person in front, in our case Stefan, the matter is far more challenging: He has to look for the line in the rock; he has to know where to find drill hooks and where to place intermediate belays in the rock and above all, he has to do one thing: Not fall. This is one of the most important rules when moving in alpine climbing terrain. That’s why you actually always choose a route that is easier than what you are capable of in such undertakings. This leaves time for a look into the distance. And you should definitely let your eyes wander. If you do, you can see Bregenzerwald Forest in the north and behind it the Allgäu Alps. I think I can see Großer Widderstein, but Stefan is out of call and out of sight. But the rope signal tells me that I can climb up. So I push myself over a small overhang and find myself in a vertical plate. Many small steps, but few handholds. What is required

here is technical climbing, not just pulling up. Below me lies a chasm of at least 500 meters. I’m grinning. Roggalspitze really lives up to its reputation as an alpine classic.

Views in all directions

We are standing at the belay station of the seventh pitch. Exposed and airy, but enough space for four feet and two bodies. Clouds are piling up in the west. Without uttering a word, we both know what we have to do. Keep climbing quickly, take a short rest at the top and then get off the mountain. Stefan says that the most beautiful part of the tour is ahead of us. And he isn’t wrong: The next 80 metres promise exposed climbing in direct line with the North Pillar. To the left and right of it one looks into deep rocky gorges. A dizzying sight, if you are not hanging in a climbing rope and feel a slight pull upwards. Stefan prefers to belay a little closer, he says. Because the guests with whom he travels in the mountains every day more confidence. And trust is important, regardless of whether your climb is classified as a fourth or tenth degree of difficulty. You have to be able to rely on each other. And Stefan always keeps his word. I would probably believe him if he said there was no storm coming. If the sky hadn’t turned dark long ago.

And then everything happens very quickly. The last pitch of rope we climb on a running belay, because the terrain is easy. Only once do I have to use my hands to help, but then the summit cross is already rising above me. The best thing to do there is to sit down on one of the big rocks and let Stefan show you the mountains: In the south, the Ötztal Alps rise up, in front of which lies the Verwall. Located to the far left is Ortler, the highest mountain in South Tyrol, and to the west you can see the Rätikon, the Adula Alps and Tödi, the tallest rock formation in the Glarus Alps. And below us are Lake Spullersee and Ravensburg Hut amidst green meadows. Lingering above us are black-grey clouds, with the first roars or



thunder coming in fast. We pack up and head out.

Descending is rarely a fun thing to do, because going up is always easier than going down – for physical reasons alone as the joints do not like going downhill. Stefan doesn't care about that. He wants off the mountain. Whether we like it or not. The thunderstorm is coming closer and closer and neither Stefan nor I want to become lightning rods today. But descending quickly is one of those things. You're exhausted from going up, you're lacking focus and motivation. And the normal route on the south-east side of Roggalspitze is more challenging than expected: The craggy terrain is exposed and sloping. Where the rock allows it, the danger of falling is reduced by wire ropes;

stumbling and slipping is still not an option. In classic mountain guide fashion, Stefan has tied me to the short rope. Together we work our way down. Twice we have to cross small old snow fields, around which small streams have formed. This makes the rock wet and the descent even more slippery than it already is. At a fast rate we reach the foot of the wall, grab the rope and start running. The first few drops hit us on the the last metres towards the parking lot. Then it flashes and cracks, and the skies open. But that does not detract us from the experience we just had. That's the way it is when you want to make your way to the top in the most beautiful way. The northern edge of Roggalspitze is pretty damn close. ↵

Factbox
Roggalspitze

- Level of difficulty: 4+
- Rope lengths: 10
- Climbing elevation: 350 m
- Climbing time: 2.5 h

→ Access:
From the Spullersee parking lot, first follow the signs for Ravensburger Hütte (approx. 30 min.). After that, walk further into the valley to the Alpine huts of Brazer Staffel and ascend along a narrow path to your left, later through steeper rocky terrain to the Northern Canyon (1 h). The access is to your right and above on a wide ledge (approx. 2,300 m).

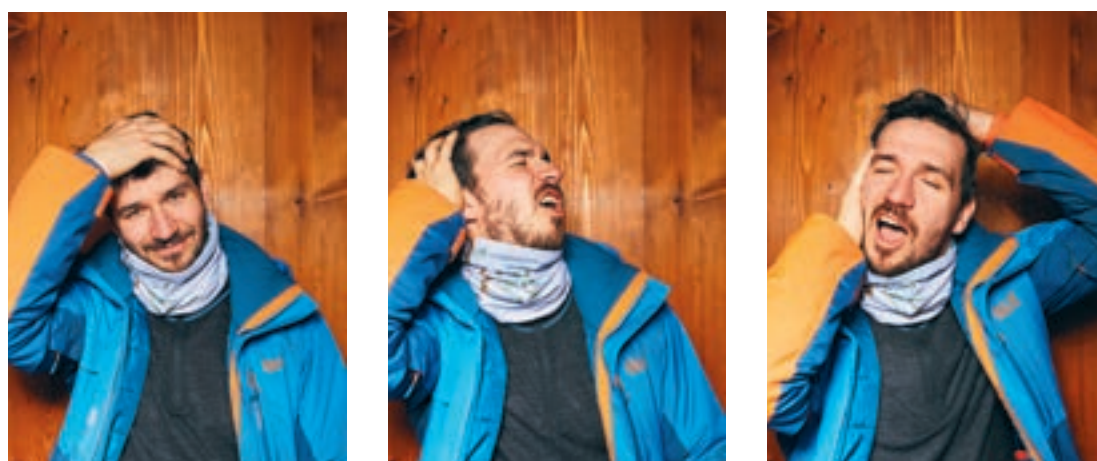
→ Equipment:
1 x 50 m single rope
Helmet
Band loop
8 express loops
Basic assortment of mobile support devices (chocks/friends)

→ Characteristics:
Alpine edge and ledge climbing, mostly on compact rock in Alpine terrain. Especially the upper rope sections run in a direct line along the edge and promise great climbing meters.

→ Descent:
The descent is along the marked and partially secured regular path on the southwest side to the foot of the wall and on to Ravensburger Hut or the Spullersee car park (2 h).



The value of the moment



Former professional ski racer Felix Neureuther has spent a lot of time in various places around the world. In our interview, he tells us why he only saw very few of them, what moments he remembers and what he likes to spend his time with after retiring from professional sports. In addition, the man from Garmisch-Partenkirchen reveals what makes the Lech Zürs region special to him.

You retired in March 2019, until then you had dedicated a lot of your life to skiing. How does it feel to suddenly have so much time?

FELIX NEUREUTHER: To be honest, I don't really have that much time even now. It was very important for me to smoothly transition from professional sport to normal life. As a matter of fact, I don't believe that after so many years at the top of professional sports, it is possible to simply stop and do nothing. I was lucky that I didn't have to end my career overnight; instead I was able to prepare for it slowly. Now – after a little time to reflect – I am still very happy and satisfied with the decision I made.

In an interview with Frankfurter Allgemeine Zeitung a few years ago, you said the following referring to the life of an athlete: “Over the years I had to learn to simply enjoy individual moments.” Did you now also have to learn to enjoy your free time?

FELIX NEUREUTHER: Everything is very different now. I used to measure moments by successes. And now it's other moments that give me satisfaction. One of my children smiling at me, for example. These moments have a different quality. In sport, I used to be subjected to extreme pressure at all times. That's why I said back then that I first had to learn to enjoy these moments. Leading after the first leg, standing at the top waiting for the starting signal and knowing that 50,000 spectators are waiting at the finish can become strenuous, but it's actually something wonderful.

Even during your active career you were not one to keep opinions to yourself. Time and again top athletes are accused of living in a bubble. Do you think that top athletes should use their popularity to speak out and get involved in social issues?

FELIX NEUREUTHER: The question is, did I do what was good for me?!

Maybe I should have shut up once in a while.

Maybe I should have shut up once in a while. But actually, maybe not. I just say what's on my mind, the way things are. And if I see that things are going in the wrong direction in one area, I try to counteract. Especially when it comes to sport or exercise. Because these issues are so central to our society – especially for children. You simply have to address mistakes clearly and openly.

You have two small children yourself and are involved with the United Kids Foundation. When you think about the future of your children or, more generally, the children of today's generation: What makes you feel positive? What worries you?

FELIX NEUREUTHER: There isn't that much that makes me feel positive. The political situation is getting worse. There are more and more extreme

manifestations – whether left or right. On the one hand, I see digitisation as a great opportunity, but on the other hand it is also a huge problem. So it isn't exactly easy right now. But then I keep meeting so many young people who are so positive and who are engaged in cool things. Who stand up for their convictions and take to the streets for it. And then I say to myself that it's not going to be that bad after all if they are the future. The future can also be rosy. But we all have to work together – even the older generation has to pitch in.

Do you feel that we are living in a fast-paced and hectic age?

FELIX NEUREUTHER: Yes, we are living in extremely fast-paced times. Digitisation and social media influence our way of thinking so strongly that we have developed completely different values. But that is not my world. Different values matter for me. Life isn't always about higher, faster, further, more beautiful, more expensive, richer... For me it's all about respect, acceptance, humanity and also about being down to earth.

You mentioned values that are important for you personally. Which topics do you think are the ones most often neglected in public discourse?

FELIX NEUREUTHER: Once again, I would say: Respect. If we accepted other people the way they are, we would all enjoy life much more. Respect plays a central role in my life. For years I had to accept the fact that there was a little Austrian (editor's note: Marcel Hirscher) who is a pretty good skier. I have always tried to be better than him, but also accepted when I wasn't. And to respect him as a person.

Often Marcel Hirscher was only fractions of a second in front of you. In skiing, you have to invest an insane amount of money to be just a little bit faster than the others. Does it sometimes drive

But I only really learned from defeats and I am grateful for them because each one made me stronger.



you to despair when you work incredibly hard, but the results just don't come in?

FELIX NEUREUTHER: Defeats are simply part of it and are important life experiences. The important thing is that you learn something from them and that you give your best next time. If that is not good enough – well, there are worse things in life. And also, I was faster than Marcel often enough, and those victories felt even more amazing.

Looking back – what do you think you took away from this fight for the best times and also the successes and setbacks that came with it for your life?

FELIX NEUREUTHER: I didn't take away anything from the victories because I always defined success differently. When I won my first World Cup individual medal in Schladming in 2013, I looked at the thing and thought: So that's it now?! Cups or medals really don't mean anything to me and that's why they don't exist in my home. The most important thing are the moments that stay in my mind and those I used to absorb. But I only really learned from defeats and I am

grateful for them because each one made me stronger.

Let's talk a little more about spaces and places. As a professional skier you were on the road a lot, but everything was strictly timed. Did you even have time to get to the right places?

FELIX NEUREUTHER: No! I once managed to do so in New Zealand. We spent four weeks in a row there and I had two days off, although the coach only wanted to give me one. But I enjoyed the second day off and had time to at least see a bit of Queensland. But apart from that I went to many different places, went through my agenda and left again without really seeing anything.

“There will never be anything more beautiful in life” you once said in relation to exercising in nature. What do you feel, for example, when you stand on a mountain and look into the distance or when you ski down a deep-snow slope?

FELIX NEUREUTHER: For me, that's what life is about. Movement. When humans stop moving, when they

come to a halt, they don't develop and fall ill. My family and I are lucky to have the most beautiful mountains at home on our doorstep. Moving, exercising, is particularly fun in such surroundings.

In an interview you once said that the Arlberg, apart from your home, is your favourite skiing area. What makes Lech Zürs stand out?

FELIX NEUREUTHER: When it comes to diversity and the ski resort itself, Lech Zürs is certainly one of the best the Alps have to offer. Of course, the mountain lodge culture is also part of it. What could be better than sitting with friends after a day of skiing or hiking, talking about what you've experienced and toasting with a glass of tap water (laughs)? <^



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most legendary ski race in the Alps

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in a Bivouac

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partial section of
the 3-day hike

**To Zürsersee lake in
the direction of Wieseles**
hiking trail

**Small-bore
shooting range**
of the Lech Zürs
Marksmen's Club

Hiking along Zürsbach
summer and winter

Homecoming for the World Cup



After more than 26 years, the Alpine Ski World Cup is set to return to Lech Zürs am Arlberg*. In the parallel slalom, athletes compete in the race side by side. Before the event, we met Olympic champion Patrick Ortlieb and his daughter Nina, herself a two-time junior world champion, for a quick interview: An imaginary race between two generations from the Ski-Club Arlberg talent factory, for whom skiing is a school of life at all levels.

Start



Every ski race begins with an inspection of the course. How do you visualise a successful race?

NINA: With the power of imagination: The mind's eye has to know exactly what to expect between the gates. Because in a race you usually only get one try.

PATRICK: It is crucial to read and internalise the challenges of the race correctly. This way you will be one step ahead of things later.

Does that also apply to life off the slopes?

PATRICK: Absolutely. If you have a clear goal in life, you will probably reach this goal faster and more successfully. I keep saying that it's not the big ones that eat the small ones, but the fast ones that eat the slow ones.

First Gates



Then let's launch ourselves out of the starting house and step on the gas – the first few turns are often decisive. How to find the right rhythm?

NINA: After the first few gates, you immediately notice whether the material is suited to the conditions or not. If it isn't, you still have to keep fighting. It's no different in real life: If you make the wrong decision, you still have to try and make the best of the situation and continue to look ahead.

PATRICK: I need structure and continuity in life. This way I can better deal with headwind and obstacles. If you stay true to your philosophy, obstacles become smaller quickly and are easier to overcome. I also see obstacles more as challenges that allow me to grow and gain new experiences.

The World Cup race at the Arlberg also presents a new challenge. What significance does this major event have for Lech Zürs?

PATRICK: The region lives from the interaction between nature and man. In this respect the Arlberg is synonymous with skiing. The first worldwide ski races were held here and Ski-Club Arlberg is the oldest of its kind the Alps, so it is only fitting that the Alpine Ski World Cup is coming here. With Flexenarena Zürs we have now found a suitable location to make such a major event possible. A great many residents identify with this race.

NINA: I couldn't agree more with my father. Personally, I'm just really looking forward to competing here, in my home country.

You both grew up in Oberlech, made your first turns in the snow and learned to ski there. What role has Ski-Club Arlberg played

But I don't think there is a more complex challenge than getting faster in flat sections.

Leaps are simply part of life. Life would be boring without them. And boredom is probably the most superfluous thing in life.

in your development as a professional athlete?

NINA: The Ski-Club was incredibly formative for my career. It not only paved my way into the Alpine World Cup, but also enabled me to develop into a complete skier. Many of my competitors don't know anything about freeriding in open terrain, because they come from smaller destinations that only have one training slope and no real mountains. However, Ski-Club Arlberg promotes all facets of skiing – not only the best and fastest.

PATRICK: Our Ski-Club is renowned way beyond the borders of the Arlberg region. Many regular guests who have been coming here for years, feel like being knighted when they are accepted as full members. But our primary goal is to teach competence, because up here, people live from skiing. And the passion for this sport is what we want to pass on.

Split Time

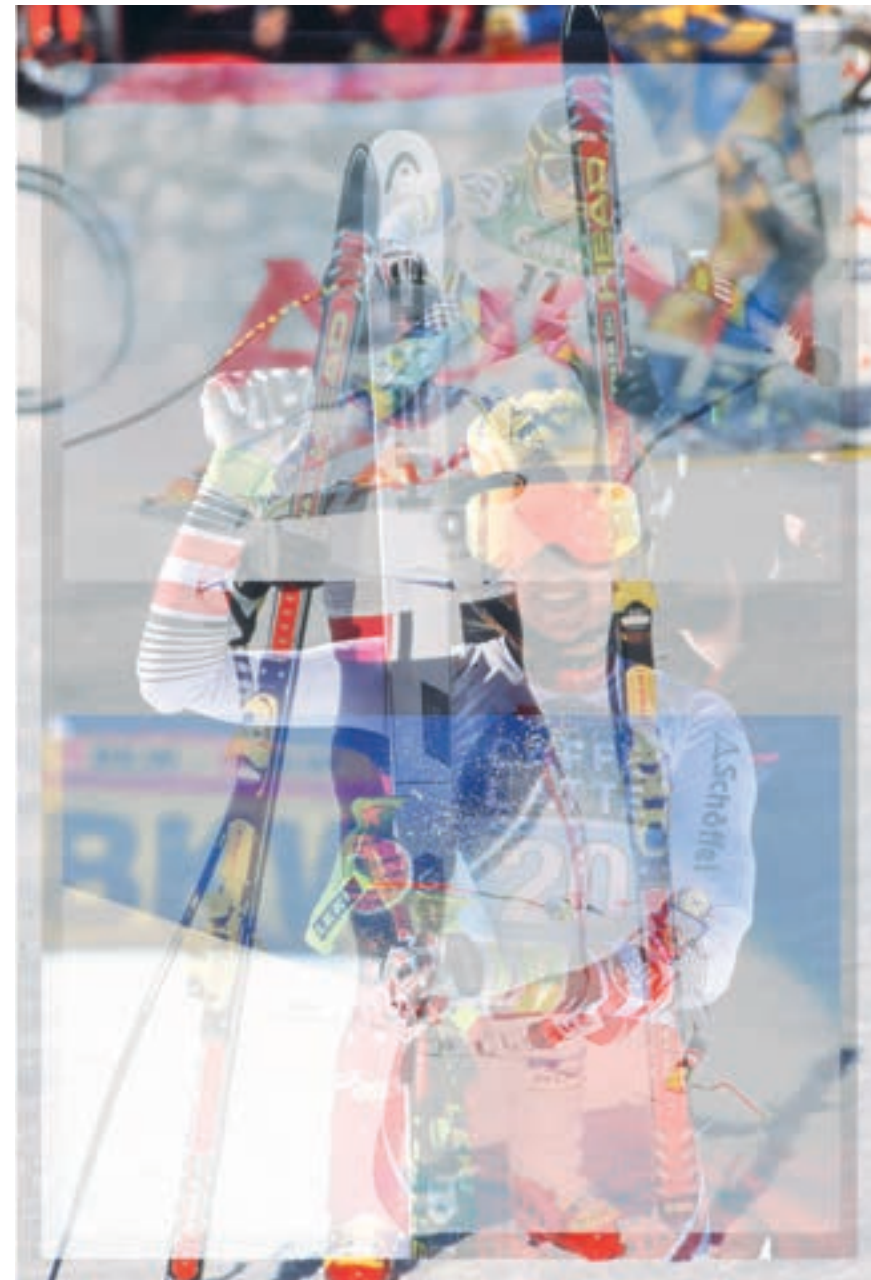


Back to the race: The first gates are behind you and you are both well on track. Nina, how does it feel to compete against your own father, a downhill Olympic champion?

NINA: So, when I look over to daddy like this, I assume that I will win the race (laughs).

But during a parallel slalom, do you even notice what is happening on the course next to you or are you in a zone of your own?

NINA: In free ski training on the open piste I learned that you ought to always keep an eye on your surroundings. Unfortunately, during the competition, peripheral vision sometimes plays a trick on me. After all, looking at your opponent is useless. Ultimately, it's about me delivering a



good race and not about my opponents fairing badly.

We are now approaching the flat section of our race track. You are both specialists in high-speed disciplines. What does it take to glide really well?

PATRICK: Gliding is often depicted as something easy. But I don't think there is a more complex challenge than getting faster in flat sections. After all, skiing lives exclusively from

gravity and minimising frictional forces – after all, we have no motor to propel us.

NINA: Besides, a downhill run does not only consist of gliding. One is confronted with different sections, which in sum harbour the most diverse technical challenges. If you want to get to the top you just have to be a well-rounded skier. And on top of that: You must not feel fear. Respect is important, fear is dangerous.

Ski-Club Arlberg

→ Founded on 3 January 1901 in St. Anton am Arlberg
→ Austria's oldest winter sports club and winner of the 1st Allgemeines Skirennen der Alpen (literally "Open Alpine Ski Race") on 5 January 1904
→ has 9,158 members from over 60 nations
→ produced numerous top athletes and medal winners at World Championship level, the Olympic Games and the Freeride World Tour
→ its most famous members are Karl Schranz, Egon Zimmermann, Trude Jochum-Beiser, Patrick Ortlieb, Mario Matt, Nadine Wallner and Lorraine Huber



Jump



And what about catching air? You're not afraid of jumping or falling?

NINA: Timing your jump correctly is the decisive factor: Once you've taken off, you can only marginally correct your path. But it's the same in real life: Every leap for joy is followed by a drop.

PATRICK: Leaps are simply part of life. Life would be boring without them. And boredom is probably the most superfluous thing in life.

Then we quickly jump to another topic: Numbers. Nina, you have a special relationship with the 29th of February – a leap day that only happens every four years. On this very day you won the Junior World Championship title in 2016 and achieved your first World Cup

victory in 2020. Patrick, you not only won the gold medal at the Olympic Games in 1992 with the number 1 on your jersey, but also your first downhill victory in the World Cup. The parallel slalom of Lech Zürs was first scheduled for Friday the 13th. Is it pure coincidence or is it fate?

NINA: I'm a total numbers person. Not only because I have a special relationship with numbers in the sense of sport, but also because I dealt a lot with numbers when I studied business administration. The number 13 is one of my favourite numbers. For me, it's a positive number. And basically, it doesn't matter what start number you get, what socks you wear in your ski boots or on which day the competition takes place: These things have no effect on performance. In this respect, superstition should not be given too much attention.

PATRICK: I'm anything but superstitious. Every culture or religion has its own lucky numbers, I have none.

A ski race follows a rather simple formula: You turn from left to right, from blue to red, and whoever is fastest at the bottom is the winner. Life is much more complex. What does competing in the Alpine World Cup teach you for life afterwards?

NINA: Self-discipline. Skiing is an individual sport, even if you travel as a team. From start to finish you are on your own and self-discipline is certainly the most important key to success.

PATRICK: Skiing is a self-explanatory sport: Two people blast down the mountain, one is faster and wins. Everyone understands that. And theoretically, anyone can copy it. Ultimately, the more people participate in this sport, the more difficult it is to be at the top in the end.

Finish



Being at the top is also our final topic: Now both of you swing off at the finish line and your gaze goes up to the timeline. What does it say?

PATRICK: In the case of parallel slalom, it probably shows red or green, although it must be said that time does not always reflect performance either.

But at the end of the day, it's all about who gets down fastest, isn't it?

PATRICK: Of course. But you can have a perfect run and still not win. Because you used the wrong wax or you had headwind or the visibility suddenly got bad. There are many reasons. But in parallel slalom everyone has the same conditions, so there are no excuses. And that is exactly what makes this format so appealing.

NINA: Of course, time is crucial for our sport, but – as my father rightly says – it doesn't always reflect the whole performance. I also had to accept this fact in the course of my career. Today, I see time as a source of feedback, as a means of comparison between me and the competition, and I can learn from that. But regardless of that, I am convinced that I beat my dad today (laughs).

PATRICK: Anything else would have surprised me. Besides, I'd be happy for you. ←



Hotelier Patrick Ortlieb

→ Born on 20 May 1967 in Bregenz
→ Today, Patrick lives in Oberlech with his wife and children Lara, Nina and Jona and runs the four-star Hotel Montana in Oberlech
→ Olympic and World Downhill Champion
→ Former president of the Vorarlberg Ski Association and honorary member of Ski-Club Arlberg



Professional ski racer Nina Ortlieb

→ Born on 2 April 1996 in Bregenz
→ Two-time Junior World Champion, overall winner of the European Cup, won her first World Cup race in the Super-G category in 2020
→ Besides her career as a professional ski racer, Nina studied business administration at Management Center Innsbruck

* At the time of printing, the World Cup race is planned for the replacement date of 26/27 November 2020.

Sheer Driving **Pleasure**



THE X5



bmw.at/X5

BMW X5: from 170 kW (231 hp) to 390 kW (530 hp), WLTP **fuel consumption** from 1,2 l/100 km to 12,2 l/100 km, CO₂ emissions from 27 g CO₂/km to 277 g CO₂/km. Symbolic image.

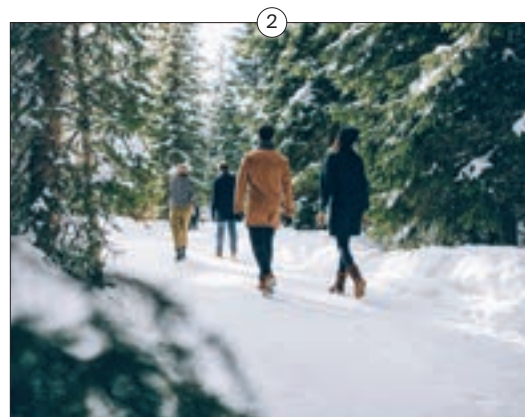
What's going on in Lech Zürs?

The latest news



1 Arlberg Trail: The new long-distance hiking trail

A newly developed long-distance hiking trail connects the five towns of the Arlberg region: Lech, Zürs, St. Anton, St. Christoph and Stuben am Arlberg. Negotiating the Arlberg Trail challenge takes three days and boasts the prettiest mountain scenery the Arlberg has to offer along its 40-km length. What's special about it? The cable cars are part of the trail, thus making it a lot easier to manage.



2 Winter hiking theatre

Hiking through a winter wonderland and experiencing theatre at the same time? Only in Lech... The renowned Teatro Caprile ensemble offers its performances at unique places along the way from Lech to Zug. Expertly, its performers mix the history of Lech with its role as a tourism destination exemplifying skiing culture. Some of the texts, letters and poems read out in its framework have never been published. The driving force behind the Winter-Wander-Theater ("Winter Hiking Theatre") is Lechmuseum. The team has developed the plays with lots of scientific accuracy, historical knowledge and much passion. And the weather will provide the special effects. Dates available at www.lechzuers.com/winter-wander-theater



3 Waldschwimmbad Lech completely revamped

In the summer, it's treated like an institution in Lech: Its Waldschwimmbad ("Forest Pool"). For 50 years this public pool which ranks among the prettiest in Vorarlberg has been a favourite among locals and employees alike. In the summer season of 2020 the popular pool has been given a new sheen. Its 1,200 square-metre premises now feature two new stainless steel pools, a 25-metre competition pool including diving tower as well as an Aquafit pool with various water attractions. The new wide wave slide is a special highlight for young and old and promises even more exciting swimming adventures embedded in the impressive nature of Zug Valley.

Small, but amazing

It does not always have to be a 5-star hotel: Lech Zürs also has over 150 small and cosy hotels as well as bed and breakfasts, lovingly designed holiday apartments and private rooms. Comfortable houses with a typical rural character, that radiate a great deal of warmth and security without lacking comfort – and which are simply "small, but amazing".

www.lechzuers.com/en/klein-fein-hosts



Paul Pillot
Thierry Pillot
Olivier Leflaive
Frank Grux
Thomas Morey
J.F. Coche-Dury
Guy Roulot
Georges & Christoph Roumier
Henri Boillot
Pierre Morey-Blanc
Rémi Jobard
Jean-Philippe Fichet
Domaine de la Pousse d'Or
Marc Colin
Henri & Gilles Buisson
Génot-Boulanger
Albert Grivault
Michel Bouzereau

Bernard Defaix
Bachelet-Monot
Bernard Boisson-Vadot
Pierre Boisson
Arnaud & Sophie Sirugue-Noellat
Anne Boisson
Raymond Dupont-Fahn
Rapet Pere & Fils
Domaine des Lambrays
Michèle & Patrice Rion
Pierre Amiot & Fils
Thibault Liger-Belair
Robert Arnoux
Henri Gouges
Olivier Guyot
Domaine de la Romanée Conti
Laurent Roumier

Olivier Merlin
J. A. Ferret
Bruno Clair
Anne Gros
A.F. Gros
Robert Sirugue
Petit Roy
Humbert & Frères
Denis Mortet
Thierry Mortet
Duroché
Henri Rebourseau
Joseph Roty
Geantet-Pansiot
Arlaud

BURGUNDY

CHAMPAGNE

Eric De Sousa
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Pascal Agrapart & Fils
La Closserie - Jérôme Prévost
Valentin Leflaive
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A culinary trip through Zug

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Silence in white
Advent in Lech Zürs



Pleasure Space



The ABC of wellbeing

There is nothing we should devote more time and space to than our own health and wellbeing. 26 tips, brought to you by Lech Zürs am Arlberg.

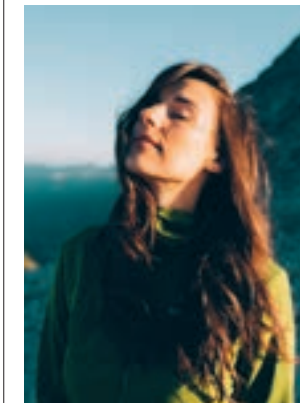
A Arl-Berg

The Arlberg region was given its name by the first settlers, the Walser people. Arl was their word for the mountain pine found in and around Lech Zürs. Its essential oil helps with respiratory and rheumatic ailments. Odds are that the Walser people already knew about that as well...

D Detox

Treat your body to a rejuvenating and relaxing reset. And let your mind join in by letting go of all thoughts that don't add to your happiness and wellbeing. Better sit back and look at the clouds above you.

↳ see page 28 – the clouds above Lech Zürs



B Breathe

...fresh mountain air – delivered to your door. Daily, nightly, all year round. More precious than ever.

↳ Whenever, wherever in Lech Zürs am Arlberg.



E Eat

In ancient Greece, the word diet (diaita) simply meant “to lead one's life” and in no way included starving oneself. We should all know by now that in the long run, enjoying healthy food and learning moderation does much more for our health – and mood.



F Forest

In Japan, people have been practising forest bathing as part of their healthcare for a long time. For good reasons: The air is rich in terpenes which, among many other things, increase the number of killer cells in the blood while also lowering your heart rate and blood pressure.

↳ Try it yourself – during a walk along the Lech Trail along the Lech River.

C Calcium

Calcium is essential to many bodily functions. Milk is our main source, and it tastes best where cows eat nothing but fresh grass and good, old-fashioned hay. Indulgence as an act of self-care? Yes, please!

↳ Enjoy Lecher Heumilch (regional organic milk) in many hotels in Lech Zürs, in the cheese used for fondue in the Zug Valley or for Backstube Lech's home-made ice cream.

G Green

In colour therapy, green is said to support balance, harmony, concentration and renewal. Or, as German writer Goethe put it in his Theory of Colours, green is the colour which “the eye and the mind repose on”. So let's go – off into the green around Lech Zürs.

↳ 40 Shades of Green – to be found everywhere in spring, summer and autumn.



H Herbs

People in the Alps have been passing on their knowledge of the healing powers of herbs from generation to generation. Veronika Walch collects it for our time and shares it in classes and workshops.

↳ www.kraeuterwerkstatt-lech.at

I Intuition

Much too often, our decisions are driven by stress, (subconscious) fears and our own or others' expectations. Give yourself a break and dedicate a day to following your gut feeling. What do you really want? No need for breakfast in the morning? Feeling like a nap at noon? Longing for some exercise in the afternoon?

↳ Lech Zürs is ready for it all.



J Jogging

Running at high altitude increases both performance and regenerative capacity. With a little help from Sabine Reiner, runner-up to the Mountain Running World Championship, you might even want to try “The White Ring” Trail Challenge in Lech Zürs.

↳ www.sabinereiner.com
↳ www.derweissering-trailchallenge.com

K Know Your Limits

When out and about in nature, we sometimes put too much strain on our (untrained) bodies, resulting in sore muscles. Go easy on yourself afterwards and treat your body to some relaxed movement, stretching, Black-roll stimulation or enjoy a massage or spa visit. And don't forget to pat yourself on the shoulder for the hike or ski tour you've accomplished.



L Letting go

It's the year of abandoned plans (or no planning, really), but also the year of looking at things from a new perspective. What do we want? What do we really need, what's “nice to have” and what can we let go of?

↳ Read Lambert Wiesing's thought on luxury on page 6

M Mental Health

A healthy mind in a healthy body – that's what mankind has been after for ages. What are the main contributors? Enough sleep, regular exercise, a good diet, healthy relationships, taking breaks and letting go of old patterns. Or shall we just say: a good holiday?

N No

Saying no (to excessive expectations, stress and the daily grind, for example) means saying yes! Yes to more freedom, yes to feeling in control, yes to more balance and joy. Come join us in saying yes to more space, more time!

P Photo-therapy

Sunshine is a good thing, even more so at high altitude. Phototherapy (or heliotherapy) uses it for medical purposes such as the treatment of mental health issues or skin conditions. And did you know that 5 to 10 minutes of direct sunlight on your face, chest and hands every day helps with keeping your vitamin D levels up?

↳ See you on the sunny terraces in and around Lech Zürs!

Q Quintessence

Western medical tradition aims at a fair balance between the four terrestrial elements water, fire, air, earth. Aristotle added a fifth, aether, or quintessence in Latin, the material that fills the region of the universe above the terrestrial sphere. Translucent, pure, timeless, heavenly. Catch a glimpse of it by looking at the skies over Lech Zürs.

↳ Skyspace Lech

O

Oxytocin

Oxytocin, the bonding or “cuddle hormone“ is released when we snuggle up to loved ones, when we bond, hug, touch. It's a real “feel good hormone” that reduces cortisol levels, activates our neurological reward centre and makes us feel more relaxed and confident.

↳ Treat yourself to a massage at Eva Wolf Treatments in Zug or in the many hotels and spas of Lech Zürs.

T Travel

Travel can be stressful – or, if you take a scenic train ride through the Austrian Alps, the perfect opportunity to start your holiday early. The train stations of St. Anton and Langen are less than 30 minutes from Lech Zürs, offering a comfortable, sustainable, relaxing way of getting there.

↳ Visit oebb.at for train connections and reservations



S Sauna

Anti-aging, detoxification, increased metabolism and blood circulation, pain reduction – the health benefits of regular sauna use are impressive and would easily fill an ABC of their own. Perfect for regeneration after a long day of skiing or on a rainy afternoon.

U Unleash happy hormones

Don't you agree that we sometimes forget to add a little fun (aka endorphins) to our days? Dancing is great and easy way to change this. Dancing makes our brain release happy hormones, it reduces loneliness and the risk of dementia, it improves our posture, self and body awareness. And since it's 2020: Did you know that all this also goes for dancing on your own in the privacy of your own home? Get your ear-phones, choose your playlist and dance it all away!

↳ And then come join everyone at Tanzcafé Arlberg in April 2021...



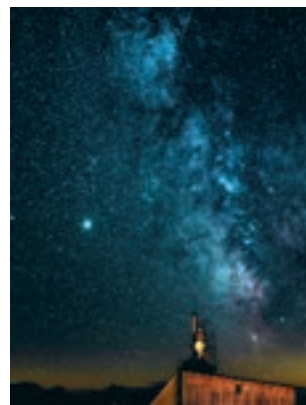
W Water

Water is healing, liberating, disburdening. Plenty of reasons why we should take the plunge more often. Just do it – at the Arlberg, the region of the Rhine-Danube watershed.

↳ Visit the marvellous Waldschwimmbad public pool, jump into the picturesque Butzenssee or the emerald green Formarinsee at 1,800m or cool off in the crystal clear Lechbach.

V Vorarlberg

In Austria's most western province, people are said to combine respect for their heritage with outstanding innovative power. Maybe this – plus crisp air, clean water, great produce and a generally positive attitude towards life – are what add up to the nation's highest life expectancy?



X The Great Unknown

If 2020 has taught us anything, it is that we know everything, yet nothing. How can we deal with this in a positive way? Maybe by embracing change – and by focusing on the value of the little things.

↳ Pause. Close your eyes. Breathe. It's all good.

Y Yoga

People all over the world follow the Far Eastern way to a balanced body, mind and soul and to appreciating the preciousness of the here and now. So do we in Lech Zürs.

↳ Summer Yoga on the mountain with Marilena Walch and LechErLeben (included with your Lech Card)



Z Zzzz

When it all seems like too much to handle, make the commitment to sleep at least 8 hours each night for a few days. Besides its manifold benefits for your physical health, enough sleep also changes your general outlook on the world.

↳ Heavenly beds, starry nights and perfect silence are waiting for you in Lech Zürs.



Rote Wand Chef's Table

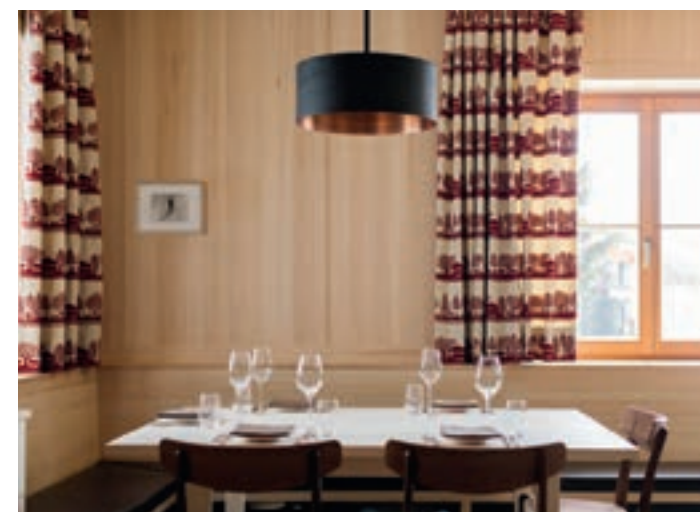
Great dining on the smallest scale

The Rote Wand Chef's Table has cooked itself way into the hearts of our guests putting them "on top of the world". Unforgettable menu creations unique in the alpine region served with wine pairings or juices await you in the old Schoolhouse. For a maximum of 12 to 14 people with even more personal service.

Early Bird Chef's Table 5.00 pm | Chef's Table 8.00 pm | By reservation only!

Scan QR Code and download the app!

Walch's
Rote Wand
Gourmet Hotel



Rote Wand

Your table is reserved

The new era in the Rote Wand lends a hint of nostalgia in the restaurant and in the Rote Wand Stuben traditional dining area (91 of 100 Falstaff points): You will be escorted to your reserved table just like in the good old days. But no worries, the innovative cuisine and the interior design are more than just contemporary. And naturally, winter hikers and skiers who are planning to enjoy a culinary pit-stop in the Rote Wand are also very welcome. And if you have a bit more time to relax, be sure to plan for the eternal secret tip of the Rote Wand: We serve fondue in the Gaststube traditional dining area for lunch and dinner!

Lunch 12.00 to 3.00 pm | Dinner 6.00 to 9.00 pm
By reservation only!

The ABC of wellbeing



Painting transforms space into time, music time into space.

Hugo von Hofmannsthal

**71st Arlberg Music Festival
in Lech am Arlberg,
30 July to 1 August 2021**

You too can experience the magic of music when time merges into space. In a festive atmosphere and cheerful mood in the marquee set up on Schlosskopfplatz.

Into the future with gusto



And understated holiday resort off the beaten track: Zug impresses with its unexpected normality and culinary achievements. Of the joys of alpine butter, alpine dairyman castings and world-class cuisine.

Josef Walch, who everyone prefers to call Joschi, is rarely at a loss for words anyway. And when it comes to Zug, his home, the Vorarlberg-based hotelier and visionary knows even fewer hesitations. “Zug”? It’s very simple: “Zug is love at second sight.” According to Joschi Walch, who runs the “Rote Wand” gourmet hotel together with his wife Natascha, people who don’t already know Zug don’t come there. No-one visits Zug by chance. When guests do decide on the area, they are always drawn to the centre of Lech. “That’s where it all happens.” “But if they ever walk here or end up in Zug while skiing, they fall in love with it. And then they’ll come back.” And it seems to be a lasting love, not just a holiday flirtation.

Zug is about half an hour’s walk or a few minutes’ drive by bus away from bustling Lech. The village at the head of the idyllically quiet Zug Valley – easily viewed from the high trail – is another piece of the puzzle in this internationally renowned holiday region. Zug radiates a normality that is not often seen in other well booked destinations, and the fact that almost all the businesses here are open in the summer is part of the picture. At night the village is hardly lit up because it deliberately switches its lights off to reduce light pollution. You will also have a hard time finding the letters “Hotel” anywhere; the guests are supposed to feel at home here. The way people’s longings are developing in these times, Zug, this inward-looking understated holiday resort without

any high-performance pretensions, has a big head start in international comparison. And Joschi Walch also has words to comment on this: “The perceived disadvantage of the past becomes the advantage of the future.”

Which is really surprising in view of the village’s flair: the astonishing number of restaurants, whether they are called Alpenblick or Alphorn, Allerlei, Auerhahn, Hartenfels, Stäfel or Achtele, holz*7 or Sushi in the garden. We want to take a closer look at some of the restaurants – Älpele, Klösterle as well as Rote Wand Chef’s Table and Rote Wand Stuben.

Älpele

Älpele is the furthest from the centre of Zug. In the 17th century, Lech had a separate district with this name, and today, among experts, it is synonymous with fondue, Kaiserschmarren and extravagant shuttle vehicles: In the winter and if you wish, you can reach Franz-Josef Walch’s restaurant via Häggglunds, which the locals also call the “old Swede”: a tracked vehicle brought here from the far north for the most inhospitable conditions. In the low rooms, whose wood was recovered from a 300-year-old building called “Cia-Hus”, steaming hot pots can be found on all tables in the evening: Four types of fondue



are the mainstay of Älpele’s kitchen. This cheese dish is upgraded with Chardonnay and kirsch, and to select the best local cheeses, a kind of alpine dairyman casting is held, they say.

Rote Wand Stuben

Rote Wand Stuben has also made a name for itself with its fondue. The founder of this establishment, Josef Walch sen., used to bring his guests from Lech up to Zug with horse-drawn sleighs. Today, the traditional parlours, which have recently been redesigned, serve contemporary Alpine creations in addition to the tried and tested fondues: Head chef Florian Armbruster, for example, pickles Alpine char, sourced from

Andreas Mittermayr’s nearby Zug-based fish farm, and combines it with radish, miso and chives. His celery foam soup is equipped with red sprinkles in the shape of currants, and spruce top oil as well as wild ravioli are also part of the game. Hearty dishes such as deer stew with Spaetzle are also served, and whatever you do, don’t forget to leave room for some buttermilk Schmarren!

Chef’s Table at the Schualhus

The kitchen philosophy of Red Wall Chef’s Table is completely different: With Max Natmessnig, one of Austria’s highest rated chefs at the moment is in charge of the kitchen at old “Schualhus”, a little house from 1780 located next to the equally charming little church, which can be accessed from the hotel through an underground passage. Natmessnig gained experience in various award-winning restaurants around the world and settled down in the Arlberg region with his wife Bekah. The concept of the Chef’s Table at the Schualhus involves a few seats at a U-shaped counter, from which one has a direct view of the exceptionally relaxed (and at the same time highly concentrated) kitchen crew, and a fixed menu that starts with a multi-course aperitif on the ground floor. While enjoying their aperitifs, the patrons are presented with the ingredients the team uses: They include home-made



pumpkin seed miso as well as matured saddle of lamb, Bavarian prawns and verjus. Served at the Chef's Table itself are a multitude of courses, each more amazing and cosmopolitan than the last, accompanied by drinks made from fine wines or even sorrel, whey and hazelnut oil. All of this once again shows that Hotelier Joschi Walch does not know the meaning of stagnation.

Klöße

Belonging to Almhof Schneider, Klöße, the last house in the Zug chain of houses, as it were (the local Lech bus turns here), is likewise a place of modernity. The Walser house

from the 16th century (you don't even have to be exceptionally tall in order to knock your forehead on the low wooden door frame) is now the base of a young couple whose biographies span continents: South Tyrolean Jakob Zeller and Singapore-born Ethel Hoon. The two got to know each other in the remote and exceptional establishment that is Fäviken in Sweden. Klöße exudes Scandinavian simplicity (good question: What sets its apart from the the alpine one?) and that includes fermented ingredients and buttery happiness, as is mature Mangalica bacon with dizzyingly aromatic cow parsnip seeds. Tart rowan berries in Alpine Negroni.

Zug's culinary offerings:

Find all opening hours and offerings of Zug's varied restaurants at www.lechzuers.com

Spelt miso in a gratin of black cabbage and black salsify. Those who have not yet fully grasped the meaning of the Japanese term umami will have the chance to do so at Klöße, at the end of Zug, at the beginning of the Zug Valley. ↵

Cashless is the way to go

A strong partnership for unforgettable and care-free holidays in the Arlberg region: American Express extends its offerings for guests and companies in the Lech / Zürs region: from exclusive spaces in the "Green Garage" to many new places that accept the card to free tube scarves. As the region's preferred cashless partner and event sponsor, AMEX promotes a special winter experience – combined with security.



Cooperation extended:
Hermann Fercher
from Lech Zürs
Tourismus (l.) and
Mark Hübl (Management
of Amex Austria, r.)



Eye-catchers for inside and outside: Tube scarves and displays for Lech Zürs

American Express and Lech Zürs Tourismus have been working together successfully for years. "The region stands for quality, exclusivity, service and tradition – all values that are very important to us and our customers," says Mark Hübl from the management of American Express Austria. "A large part of our clientèle loves this destination. We want to make sure they have an unforgettable time and will support them to the best of our abilities with our special lifestyle services."

The international credit card provider has extended its involvement further for the winter season of 2020/21. Besides promoting the region and its companies around the world in its AMEX Customer Magazine and specialist departments by means of various tips on hotels, restaurants and exclusive events, American Express offers two spaces in Lech's "Green Garage", Europe's first fully electrified parking garage, that are exclusively reserved for card holders. Apart from that the range of partners that accept the card has been greatly extended, too. "From lift tickets and shopping to accommodation, doctor's appointments or dinners at restaurants: Our cards are widely accepted here. Many lodges even let you pay for your last swing in a contactless fashion," says Hübl.

Care-free time-out

The new AMEX tube scarves are as practical as they are stylish. Card holders can pick these protective and warm accessories up for free at many hotels. They don't say "don't live life without it" though as we are all looking forward to a time without face coverings. The claim – referring to the American Express credit cards of course – is omnipresent in the region, for instance on lifts or at Tanzcafé Arlberg – proudly presented by American Express – taking place in April 2021. "We are stoked to support this great music festival as a sponsor," Hübl says. "American Express stands for security and exclusivity – when paying and when on holiday. Together, we offer guests a unique and relaxed experience."

Silence in white.

The snow glistens in the moonlight. Like a thick blanket it covers the landscape, which here, in Lech Zürs, is already white while most other places have not even seen a single flake. You trudge through the powder that crunches under your shoes until you arrive at a warm place that smells of freshly baked cookies, cinnamon and cloves and a cup of steaming hot wine. The wood crackles in the open fireplace. You look out of the window: It's snowing. That's what the Advent season is all about in Lech Zürs am Arlberg.

Winter Events 2020/21

December 2020

01. – 24.12.
Advent window
Lech Zürs am Arlberg

17.12.
Start of the winter season
Lech Zürs am Arlberg

31.12.
Music Laser Animation
Lech Zürs am Arlberg

January 2021

07. – 10.01.
Snow & Safety Camp by Björn Heregger
Lech Zürs am Arlberg

14.01.
The White Ring – The Speed Race
Zürs am Arlberg

16.01.
The White Ring – The Race
Rüfikopf Bergstation

21. – 24.01.
Women Progression Days Freeride Camp by Lorraine Huber
Lech Zürs am Arlberg

23.01.
Freeride Safety Camps
Lech Zürs am Arlberg



The White Ring - The Race

No fewer than five lifts, five downhill runs, an intensive ascent and a demanding ski route between Omeshorn and Zug form the route of the White Ring – a unique event for ambitious hobby racers at the cradle of alpine skiing – walking in the footsteps of its legends.

February 2021

04. – 07.02.
Snow & Safety Camp by Lorraine Huber
Lech Zürs am Arlberg

26.02. and 28.02.
Winter-Wander-Theater
Lech Zürs am Arlberg

March 2021

04. – 07.03.
Women Progression Days Skitouren Camp by Lorraine Huber
Lech Zürs am Arlberg

18. – 21.03.
Snow & Safety Camp by Stefan Häusl
Lech Zürs am Arlberg

scheduled for April 2021

Arlberg Weinberg
Lech Zürs am Arlberg



Arlberg Weinberg

The Arlberg Weinberg event shows the most beautiful side of culinary art: the people behind it. Enjoy exceptional wines as well as unique dishes and get to know our hosts in comfortable and exclusive settings. A special experience for the body and the soul

April 2021

10.04.
Rüfi 900
Lech am Arlberg

15. – 17.04.
15th European Media Summit
Lech am Arlberg

16.04.
Wine and Gondolas
Auenfeldjet / Weibermahd

25.04.
End of the winter season
Lech Zürs am Arlberg

scheduled for April 2021

Tanzcafé Arlberg Music Festival
Lech Zürs am Arlberg

Winter Events 2021/22

November 2021

FIS Ski Weltcup
Zürs am Arlberg



Tanzcafé Arlberg Music Festival

When spring finally arrives and brings back t-shirt temperatures on the sun terraces, it is time for the Tanzcafé Arlberg Music Festival. Skiing in the sun in the mornings, music in the afternoons and evenings and lots of joie de vivre in the bars, hotels and right on the slopes – just like in the past, only today.

When and if events actually take place depends on how the Covid-19 situation develops. As we all know, things can change quickly in times like these. You can find the latest information at www.lechzuers.com Let's stay positive and look forward to good times in Lech Zürs!

For reasons of Covid-19 we reserve the right to hold the event in an appropriate manner, especially with adequate amendments to the number participants, location and program or cancel the event.

Winter Events 2020/21

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Culture



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the Arlberg region
A portrait of Daisy Hoch

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Pure poetry
Lech's traditional
costumes analysed

Page 86
What does Lech Zürs
sound like?
A text to listen to

Space



The snow painter from the Arlberg region Daisy Hoch

Lech Zürs is not only a dream destination for skiing in the winter and hiking in the summer: Art is also produced there. As part of our new Kunstraum ("Art Space") series, we will portray one local person who plays a decisive role in the art and cultural life of Lech Zürs in each issue. We will interview artists as well as gallery owners and curators. First on our list is artist and Sonnenburg gallery owner Daisy Hoch.



About snow.

“I only paint snow. I cannot imagine a life without snow.”

Daisy Hoch's attitude towards the white stuff, which is never just white, is entirely positive: “White is a colour that has myriads of shades. For me, snowflakes are messengers of art sent to us by heaven.”

When she talks about snow, what she means is the snow in Lech Zürs. Six months of snow a year, that is very rare. “When it snows, I have the feeling it's snowing just for me. Only we get ‘real’ snow. If there is one thing we have enough of it's snow.” Her paintings are not cold, and if there are houses in them, there is always a light shining inside, “something warm to show the way.”

To her, snow means silence, and to paint it, Daisy Hoch must be surrounded by silence. She finds it in her small studio at home in Oberlech. “I always have.” It's her intimate place. “I need silence, I want to hear it.” Snow is also a living substance for her. “It changes with every hour, time of day, season. Snow is in motion. Perpetually!”

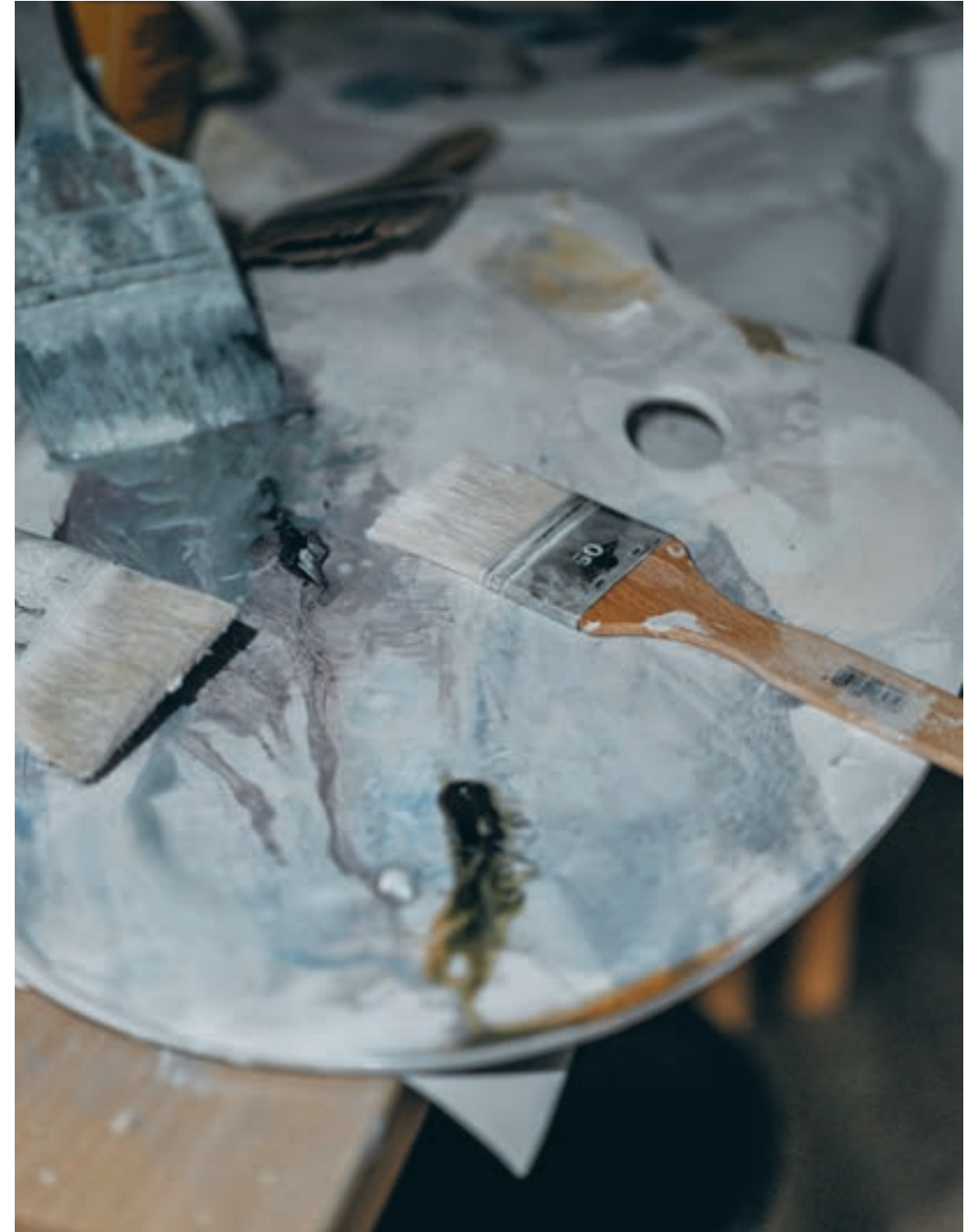
About being able to see.

“You have to see everything instead of just imagining it.”

Almost every day she stands at the window or on the terrace and looks over, at the mountains with their small indentations and cracks, with their trickles and ledges. “There it melts.” To depict nature is not Daisy Hoch's intention. Her paintings are interpretations of nature as she sees

When it snows, I have the feeling it's snowing just for me.

and loves it, because she needs nature to breathe – just as much as she needs art. Almost every day she walks the forest path from Oberlech to Lech. “It's my meditation path, my path of power. I perceive all changes in nature intensively.”





Whoever looks at nature transformed into a painting is tasked with interpreting its meaning themselves. “Looking at a painting is an active process. I take the viewer on a winter journey, but only for a fraction of the distance. Everyone has to find out the message in the pictures for themselves. The artist creates the work and the viewer gives it its meaning.” The snow paintings lend themselves to interpretation. They cover and obscure – and one can only imagine what is hidden under the snow.

For me art is something that touches the soul. The language of art always stirs the soul. Always.



About the Corona cycle.

“My husband recently asked me: Where do you get the strength to paint these pictures?”

A mighty waterfall here. A wall of ice there. Rocks. The snow paintings that Daisy Hoch painted during the weeks of the Corona lockdown – she calls them her Corona Cycle – are particularly intense. “There was just me and painting. Until then I didn’t know what it was like to have a day just for myself.

Suddenly, the entire day belonged to me alone. The power was simply there. Fortunately, I was able to use it in my paintings.”

About the Sonnenburg gallery.

Daisy Hoch opened her gallery at Hotel Sonnenburg more than 40 years ago. “How does someone come to be involved with art at an altitude of 1700 metres and open a gallery in this winter fairytale landscape?” she asked herself in a lecture, only to answer her own question right away: “I was and and still am convinced that – without art – living together is not even possible in our small mountain village. There has got to be something more here than just sun and snow, than sport and pleasure.” This is how the gallery, which was always part of the hotel, came into being. “What makes my gallery special is that it is not located in a sterile room, but in inhabited rooms.

A home for people and works of art.” Over the course of the last decades it has exhibited works by the most renowned artists: Friedensreich Hundertwasser, Christian Ludwig Attersee, Xenia Hausner. Ernst Fuchs, Arik Brauer, Alexandra Wacker. Hermann Nitsch, Arnulf Rainer, Herbert Albrecht, to name but a few.

“Art in the mountains and pleasure in the snow don’t contradict each other. Instead, art opens a door that, when we open it, gives us space to pause.” ←



Artist Daisy Hoch

Together with her husband Klaus Daisy Hoch ran Hotel Sonnenburg in Oberlech for many decades – in 2004, their son Gregor and his wife Waltraud took over. Born in Bavaria, Daisy Hoch studied art in Zurich and Munich and came to Lech for love. Over 40 years ago she opened her gallery at Hotel Sonnenburg and curated over 50 exhibitions there. Besides she never stopped painting herself: As the one who only paints snow, she is known far beyond the borders of the country. 600 snow paintings have been created to date. Today Daisy Hoch devotes herself almost exclusively to her artistic work.

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The Rungholt, muse and mentor of the partnership Lech-Kampen

Pure poetry

Lech's traditional costumes have a long history. But they also fit surprisingly well into the modern age. Sometimes the supposed contradictions of timelessness and Zeitgeist, of tradition and modernity dissolve in harmony. And when that happens, it can look really good.

Johanna (left) and Victoria (right) are wearing "Krönele". The headdress consists of fine gold wires, colourful fabric flowers and is tied in the hair of single women with red silk ribbons. When a woman gets married, the ribbon is green.





From hats to knee breeches to shoes: Everything has its place. Including vests, called "Brusttuach": Eight silver buttons in a row of two ensure that everything fits perfectly for Erich (back) and Martin (front).



The chic felt hat with satin and velvet elements complements Anna Maria's costume in the summer. In the winter the ladies wear fur or pointed caps.



Straightening the Krönele and standing nice and tall: The ritual of dressing precedes the presentation. Anna Maria, Victoria, Martin, Johanna and Erich (from left to right) obviously had fun during the procedure.



Underneath the silk apron, which always contrasts the bodice in colour, Victoria wears a black wool skirt.



Anna Maria ties the long black velvet band that holds the apron together into a small bow. Embroidered on it are the motifs of the "bib".



Erich's white stockings tell onlookers that he's single. Married men, on the other hand, wear blue stockings.

We would like to thank the people of Lech, Victoria Schneider, Johanna Bischof, Anna-Maria Strolz, Martin Schneider and Erich Jochum for their great commitment. Many thanks also go to Natascha and Joschi Walch of the Rote Wand Gourmet Hotel (www.rotewand.com) and Burgi Rieder from Burgi's Living (www.burgis-lech.at), the perfect hosts for our shooting.

The sound of a place



How does Lech sound in the summer? And how about winter? Is there a sound that's typical for Lech? And how did the place sound like in the old days? A journey of exploration through cow stables, river beds and motorcycle routes.

"The sounds of the river have been a part of my life for a very long time, I perceived them consciously or subsonsciously, until 23 August 2005, the day of the flood in Lech". When Veronika Walch tells of the dramatic hours in which the water so familiar to her suddenly stopped being peaceful and caused destruction and devastation, it gets under your skin – not least because of the carpet of sound into which her words are woven. Her description of events can be heard at Lechmuseum in the Huber-Hus, where sounds and noises will be the focus of attention until April 2021. The exhibition THE SOUND OF LECH – Der Klang eines Ortes ("The Sound of a Place") invites visitors to actively and consciously dedicate themselves to hearing.

"Huber-Hus simply sounds best!"

An exhibition titled THE SOUND OF LECH explores local sound spaces.

Parlour sounds

If the walls and furniture, the floors and stairs in the Huber-Hus could talk, they would have a lot to tell – about the people who have come and gone over the centuries, but also about the sounds and noises that used to shape everyday life. They cannot speak, but they can emit sounds: "Every room works like a large instrument; it collects the sounds, amplifies them, transmits them," Swiss architect Peter Zumthor writes in his essay titled Der Klang des Raumes ("The Sound of the Space"). Musicians from Lech have known for a long time that this is entirely true of the parlour in the Huber-Hus, where the text can be read in large format on a yellow board. "We've played in many places, but the Huber-Hus simply sounds best," Anneliese Tschuggnall can be heard saying. She is a member of the group Lecher Vierklang, and she is one of the four people who share their sound experiences and memories with visitors to the exhibition.

Going on an armchair journey

The sound installation Im Rhythmus des Alltags: Klänge, Geschichten und mehr ("The Rhythm of Everyday Life: Sounds, Stories and more") can be heard in one of the chambers on the first floor of the museum. As soon as you enter this chamber you notice that it's a very personal place – and that it is best not to speak for the next twenty minutes, but to devote yourself completely to the stories and sounds. Comfortable yellow armchairs invite you to go on nine

different "sound journeys". If you ever want to consciously calm down the often dominant sense of sight, close your eyes and give room to the images in your mind.

From sound to music

"Even before the flood, the stream used to be very loud. You could hear this rumbling of the stones like I had never heard it before," says Veronika Walch, and in addition to a rumbling river, you can also hear the restless, inquisitive sounds of woodwind instruments that seem to develop the rumbling of the stones. Musician and composer Klex Wolf has musically processed the sounds that occur in the stories; his miniatures are more than just illustrations; here they form an emotional bracket and elsewhere they integrate everyday sounds into the musical events in such a way that even the milking machine seems to become an instrument. Radio journalist Sonja Prieth, who together with Klex Wolf forms the team of Wort-KlangWelt, has conducted the conversations with Lech residents and has distilled and arranged the essence of them with great sensitivity.

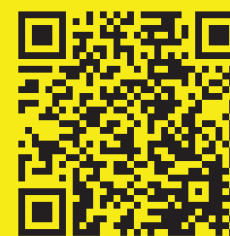
Of noise and togetherness

Seventy-year-old Anneliese Tschuggnall, whose house is situated on a road in Lech, would certainly have reason to complain: "In the summer, when the weather is fine, there is a lot going on. Especially when the motorbikes pass by, there's not much peace and quiet," she says – it's barely possible to sit on the patio,



The River and its Sounds

She used to listen to its sounds – varied and powerful – for decades. And it would always be peaceful. Until the summer of 2005 changed all that and Veronika Walch experienced the Lech River turn into a destructive force.



Dealing with Silence

Anneliese Tschuggnall remembers well how she used to simply sing into the void as a young shepherdess. The sound of cow bells and a trumpet on the other side of the valley chime in.



Lechmuseum invites visitors to take a listen at various places in Lech. "Hearing exercises" at the local bus shelters are fun and improve your sense of hearing.



Lechmuseum welcome families and children. Museum Mouse Huberta accompanies them in the form of a hand puppet.

according to her. But she can understand the enthusiasm of her noisy contemporaries, she says, "and I'm happy for them." This resigned but deeply benevolent attitude is condensed in the 1:50-minute sound journey titled Ein lautes Vergnügen ("A Loud Pleasure") to such an extent that at the end there is the feeling that the electric piano is smiling friendly at the engine noise as it departs.

Farmers Julia and Wolfgang Huber are not always friendly, they say. "People have told us: 'Whenever you do something, it's loud and it stinks'", Julia Huber describes, while the vacuum pump of the milking machine roars in the background. "But we don't do it because we enjoy the fact that it's loud and stinks. We do it because it has a purpose." The sounds of an accordion mingle thoughtfully with the noise of the machine. Life in the countryside has many faces.

Tracking mice in the Huber-Hus

There used to be a stable in the Huber-Hus, of course, and this is where the cooperage workshop now tells visitors of the cooper's craft. Today the only animal in the house is the smart museum mouse called Huberta. She is the darling of the children, who like to withdraw into the listening corner with the Tonie-Box and hear (in German or English) why the mouse observes everything, but is never discovered. You can still see it, in the children's booklet Besuch im Huber-Hus ("Visit to the Huber-Hus") or on the website of Lechmuseum, where the little film "Bschnidesl und Schwi?" makes little visitors curious about the museum. Those who are particularly inquisitive can even win a Huberta gift. ←



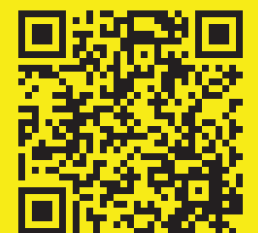
Delicacies in the Cow Stable

The cows that are being fed by Julia Huber are munching along with gusto and memories of the scent of hay arise. The calf that sucks on the milk container is providing the score.



A Loud Joy

The better the weather the less Anneliese Tschuggnall can use her patio. One person's joy is another one's restriction. And yet she understands the other side.









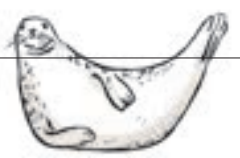
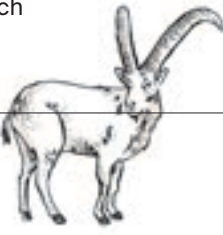
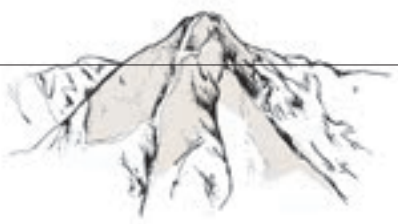


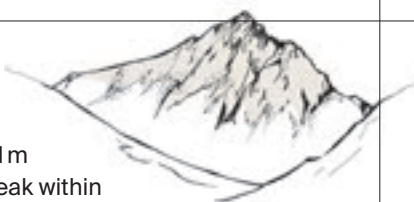
Bschnidesl und Schwi? Visiting Museum Mouse Huberta

Bschnidesl!? Is that an animal? Why is there a grunting Schwi in the workshop? The video solves these riddles and sets up a new one. Watch it and take part in our prize draw!

Greeting

Hello, Konnichiwa, Moin and Grüaß Eib!

Mountain trout from Zug here, grilled Mochi there. Snow monkeys here, grey seals there. Lech Zürs has three partner towns – Hakuba Happo in the Japanese Alps, Kampen on the German island of Sylt and Beaver Creek in Colorado (USA) – and all of them have one thing in common: They are unique. We attempt to compare the incomparable.

	Beaver Creek, Colorado, USA	Hakuba Happo, Japan		Kampen, Sylt, Germany	Lech Zürs am Arlberg	
Food	Bison Burger Rocky Mountain Oysters Cookie Time Shake 	Ohyokkuri hot pot Oyaki Grilled mochi 		Bread with crabs Oysters (Sylt Royal) Red beets 	Mountain trout from Zug Alpkäse Kaiserschmarren 	Food
Beverages	Craft Beer 	Hakuba Sake 		Schietwetter Tea 	Organic milk from Lech 	Beverages
Animals	Chipmunks	Japanese Macaques (snow monkeys)		Grey seals	Capricorn	Animals
Famous landmarks	Beaver Creek Chapel 	Hakuba Happo Pond 		Quermarkenfeuer 	Omeshorn Formarinsee Gipslöcher 	Famous landmarks
Highest elevation	Mount of the Holy Cross (4,270 m)	Mount Karamatsu (2,696 m)		Kampener Uwe Dune at 52.5 m the tallest natural elevation on Sylt	Valluga 2,811 m the tallest peak within Skiverbund Ski Arlberg	Highest elevation
	Beaver Creek, Colorado, USA	Hakuba Happo, Japan		Kampen, Sylt, Germany	Lech Zürs am Arlberg	

Good-bye

See you later, Konbanwa, Erstmal and Pfüat Na!



Golfing in harmony with nature

Zug's 19-hectare 9-hole golf course valid for the handicap index is located at 1,500 metres in the crystal clear mountain air of Zug. Embedded in the picturesque Zug Valley, it offers new perspectives of the surrounding mountains and nature at every tee-off point. Players traverse the Lech River several times, have to take into account various gradients when teeing off or putting, while varied terrain makes every hole a unique challenge. The golf course neatly blends in with its surrounding nature that can also be marveled at from the club house's own terrace – over a cup of coffee and the culinary delights served there.



Stefan Jochum is the new mayor of Lech

On 27 September 2020 Stefan Jochum was elected the new mayor of the municipality of Lech. Stefan has been active in many associations and organisations in Lech Zürs for decades. He is the vice-president of Ski Club Arlberg, chairman of Trachtenkapelle Lech and head of the local Ski World Cup Organising Committee. Before he became mayor himself, he was responsible for public relations for the community of Lech and as a registrar he married hundreds of couples in front of the most beautiful alpine backdrop. Together with his wife Ulli he also runs the 4-star Hotel Bürstegg. We congratulate Stefan Jochum on his new office and wish him all the best for this responsible position.

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Der Lecher App



The SAFETY of our passengers has always taken top priority and cleanliness has always gone without saying. In light of the current situation, we are reinforcing our existing measures. We bring you from the airport or railway station to your accommodation safely and in comfort. And we are your reliable taxi service in Lech Zürs. Twenty-four-seven.



Our key precautionary measures against COVID-19:

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- Interior cleaning and disinfection of our vehicles before each transfer
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- Mandatory mouth and nose covering for drivers and passengers
- Regular airing of our vehicle interiors



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WorthKnowing

①



1 Skyspace Lech: An art experience in the shape of a limited artist's edition

Exclusively compiled for the Vorarlberg-based Horizon Field art association this print edition showcases the artistic development of US land artist James Turrell's space and light installation titled Skyspace Lech. It comprises 100 pages and was numbered and signed by the artist himself. If interested contact skyspace@lechzuers.com

②



2 KUNSTRAUM ZUG

With their KUNSTRAUM ZUG, Katia and Gerold Schneider have created a new exhibition space in the Zug district. Linked to Christoph and Markus Getzner's exhibition at allmeinde com-mongrounds, their first own exhibition showcases sculptures by Austrian sculptor Bruno Gironcoli

KUNSTRAUM ZUG, Zug 388
Opening hours: by telephone arrangement

Tel.: +43 664 51 67 870
info@allmeinde.org

③



3 Ode to Joy

This year's 9th Lech Classic Festival from 2 to 8 August 2021 is dedicated to the most renowned works by Ludwig van Beethoven. Since we had to cancel the Beethoven Festival 2020 due to the Coronavirus outbreak, we will simply celebrate his 250th birthday one year later. He will forgive us the delay. Following the tradition of the Lech Classic Festivals you can expect unique musical experiences provided by international performers.
www.lech-classic-music-festival.com

④



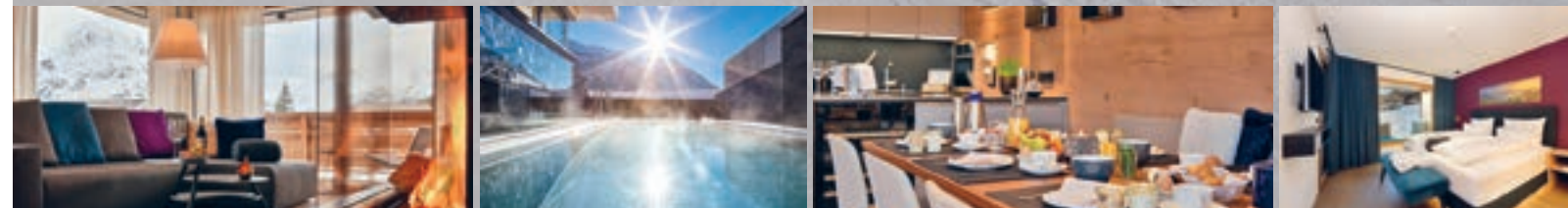
4 The art of Alpine cooking

Cooking fans listen up! You can now take home a piece of Lech gourmet cooking in the form of the Rote Wand cookbook compiled by the renowned restaurant and hotel of the same name. Its beautifully designed 400 pages are not only a feast for the eyes, but promise one thing above all: Extraordinarily good food and a love letter to Alpine cooking.

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Summer Events 2021

June 2021

18.06.
Season Opening
Lech am Arlberg

23.06.
Arlberg Classic Golf Cup
Golfplatz Lech Zug

24.06. – 27.06.
Arlberg Classic Car Rally
Lech am Arlberg

July 2021

08.07. – 10.07.
Literaricum Lech
Lech am Arlberg

17.07.
Lech Village Festival
Lech am Arlberg

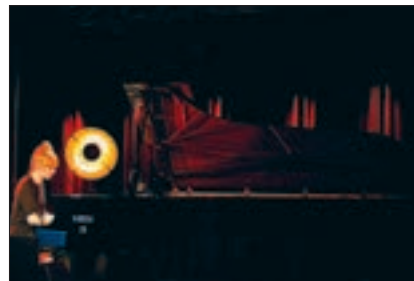
24.07.
Lech Musicians' Day
Lech Zürs am Arlberg

30.07. – 01.08.
Arlberg Music Festival
Lech am Arlberg



12th Arlberg Classic Car Rally

The Arlberg Classic Car Rally is a unique event – and not just because it showcases a wide variety of vintage cars. Its relaxed atmosphere from the start to the finish line and breathtaking routes traversing dreamy Alpine scenery make it a true highlight for all classic car lovers.



Jazz Stage Lech

Due to its small size, this jolly summer music event offers an intimate framework for first-rate jazz. A special experience for jazz lovers and the international acts that annually flock to the Arlberg to be part of it.

August 2021

02. – 07.08.
Lech Classic Festival
Neue Kirche Lech

09.08.
St. Lawrence Night
Rüfikopf

12. – 16.08.
Jazzbühne Lech
sport.park.lech

21.08.
The White Ring – The Trail challenge
Lech am Arlberg

25. – 29.08.
GAS 1450 – The Vespa Meet
Lech am Arlberg

29.08.
Trans Vorarlberg Triathlon
Lech am Arlberg

September 2021

04. – 05.09.
Gore-Tex Transalpine Run
Lech am Arlberg

11.09.
Best of the Alps Golfcup
Golfplatz Lech Zug/ St. Anton

22. – 26.09.
24th Philosophicum Lech
(in German language)
Lech am Arlberg

October 2021

03.10.
End of Season
Lech am Arlberg



The White Ring – The Trail Challenge

Even in the summer, the White Ring offers a unique sporting challenge. Along its 29-km route, the professional mountain runners and amateur trail runners taking part in this year's Trail Challenge will negotiate up to 2,300 metres of elevation. One thing is guaranteed: Sundown above Lech Zürs will never feel better than after this day in August.

For reasons of Covid-19 we reserve the right to hold the event in an appropriate manner, especially with adequate amendments to the number participants, location and program or cancel the event.



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- #visitvorarlberg
- #venividivorarlberg
- #bestofthealps
- #privateluxurymoments
- #arlberg

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presse@lechzuers.com

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friendship.is GmbH
Ziegelofengasse 37/2/1, 1050 Wien
info@friendship.is
www.friendship.is

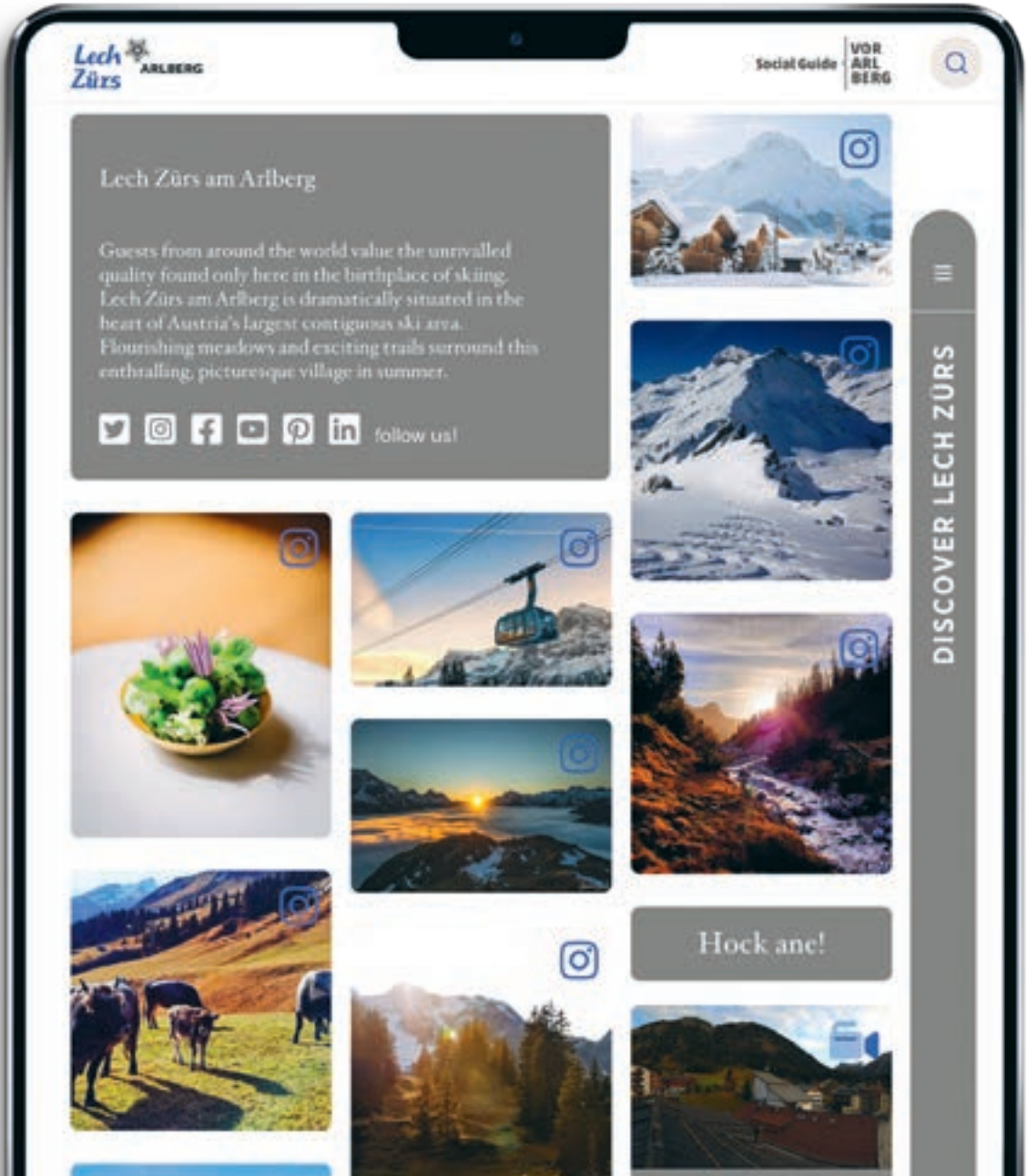
Editorial staff:
Sigrun Lillegraven, Aurelia Batlogg-
Windhager, Martha Miklin

Art direction and design:
Super Büro für Gestaltung
Pfister 619, 6863 Egg
hallo@super-bfg.com
www.super-bfg.com

Authors:
Martha Miklin, Sonja Prieth, Robert
Maruna, Harald Triebnig, Martina
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