

ZeitRaum



A riot of
colours

A winter
without guests

Culinary
portraits

Firn
skiing

The fascinating world
of Lech Zürs' herbs

Resilience is born of
self-assurance



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**Lech
Zürs**  **ARLBERG**

Editorial

Dear Reader,

After taking an enforced break as a result of the global Covid-19 pandemic, it is with great pleasure that I present you with the latest edition of the ZeitRaum magazine. Since the last issue, a lot has happened in the world, but also here in Lech Zürs.


In the winter of 2021/22, we replaced the more than 50-year-old lifts of the Zugerbergbahn and Madlochbahn cable cars with new ones. In addition, a new long-distance hiking trail was opened: The Arlberg Trail connects the five Arlberg resorts of Lech, Zürs, Stuben, St. Christoph and St. Anton and offers sporty hikers 40 kilometres of trails that will lead them across the most spectacular Alpine landscapes. This is perhaps the most incredible way to perceive time and space up close and with all your senses ...

In the summer of 2022, a new format was added to the already very comprehensive and diverse range of events in Lech Zürs: IMPACT Lech aims to present facts on a different topic every year and thus form the foundation for sound opinions. The first edition was a resounding success and we are already looking forward to the event's return in June 2023.

Our new event centre in the heart of Lech will also provide ample space for meetings and dialogue. Construction is progressing at full steam, and the two new buildings being erected are already inviting new ideas and visions.

Join me in looking forward to a wide variety of reports covered by our new ZeitRaum magazine – packed with exciting stories, interesting insights and poignant pictures taken by talented photographers. It is our sincere hope that this latest issue will provide you with a few ideas for your next visit to Lech Zürs!

Best regards,



Hermann Fercher
Director of Lech Zürs Tourismus GmbH

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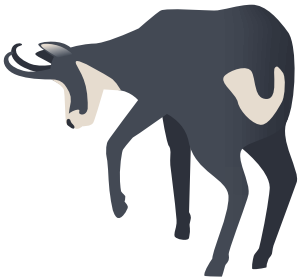
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Resilience is born of self-assurance

Interview: Martha Miklin



In times like these, resilience, or psychological stability, is more important than ever. Philosopher Svenja Flasspöhler, a speaker at the Philosophicum Lech 2022, has dealt with this topic intensively. In our interview, she discusses the need for sensitivity and resilience to go hand in hand and what roles nature, procrastination, silence and being active in Alpine landscapes (such as Lech Zürs) can play.

Resilience is a word on everyone's lips, especially in times like these. How do you define this term?

SVENJA FLASSPÖHLER: The term resilience has its roots in Latin and means to bounce back: In other words, an external force that has a negative impact bounces off. But think that this understanding of resilience doesn't tell the whole story, because if you let everything bounce off of you then you're not really connected to the world. Such people tend to be insensitive, isolated and vulnerable as a result. No matter how tough, every shell will crack if enough pressure is applied. That's why my understanding of resilience is different. Resilience is not the opposite of

sensitivity; rather, resilience emerges from it and carries it deep within. Friedrich Nietzsche recognised that experiencing crises makes a resilient person grow. A resilient person uses bad things to their advantage, writes Nietzsche. But to do that, they first have to allow the crisis to happen and experience it.

Some people seem to be more naturally resilient than others. Can resilience be learned? We could use a bit more of it. Now, more than ever.

SVENJA FLASSPÖHLER: Nietzsche speaks of a malleable strength capable of reinterpreting and transforming vulnerability. The field of



psychoanalysis picks up on this insight. Generally speaking, Freud was the first trauma researcher who, in his therapeutic-analytical work, attempted to help traumatised people survive the most severe mental shocks and even to emerge from them stronger than before. For Freud, the starting point of this process was an archaic primal strength which, at the moment we experience a traumatic event, frees itself from our basic drives and enables a person to survive even the worst situations. This strength can even transform us into heroes who defy death! This shows that Freud was actually both a scholar and a

practitioner of resilience. If we now make the leap to the present, however, we see that the theories of Nietzsche and Freud, which assume that one can grow through experiencing crises or pain, are actually being reversed. Pain and crisis have become alien to us.

What do you mean by that?

SVENJA FLASSPÖHLER: We have painkillers to prevent pain. Parents put children in private schools because they want to shelter them from unpleasant experiences. We have Positive Psychology, which assumes that we should only have positive

feelings as they release positive energy. The internet is full of spiritual influencers who pick up on these trends and tell people that thinking positively can make them rich! By outright avoiding crises, we eliminate the opportunity to build a foundation of resilience in the first place. The effect is that we increasingly seek protection in government regulations in order to be reliably protected from negative experiences. In my view, this is something that can hardly succeed in a free society. We have to be able to put up with negative feelings to a certain extent.

Does resilience also have something to do with inner flexibility?

SVENJA FLASSPÖHLER: Quite. There is a beautiful story by Jean de la Fontaine, a 17th century poet, called The Oak and the Reed. The oak and the reed argue about which one is better at weathering wind and storms. The oak boasts about its thick trunk and deep roots, and the reed replies: My stability comes precisely from being able to move with the wind, it is precisely because I am flexible that I am resilient and can withstand the wind. The fable actually ends with the tree falling and the reed surviving. However, this story also carries with it a sense of inscrutability as opportunists are also people who align their opinions with the direction of the wind. In other words, we shouldn't be too flexible either. Attitude and backbone are key.

When it comes to building resilience, nature also has a role to play. A hike in the mountains or a walk in the woods does many people a lot of good. Does resilience perhaps have to do not only with inner flexibility, but also with external flexibility?

SVENJA FLASSPÖHLER: Many philosophers throughout history have enjoyed hiking and walking. Think of the ancient Greeks or Martin Heidegger, for instance. The same is true for literary figures such as Swiss writer Robert Walser or the Austrian Thomas Bernhard, who would stomp out their depression with their feet. Language shows us that thinking and moving are closely related – we talk about trains of thought or blazing new paths. Moving allows one to come into contact with the elements. By exposing oneself to cold water or the cold, by exerting oneself to the point where it hurts, as when climbing a mountain or going skiing, one often reaches a breaking point. If you manage to transcend that point instead of letting the first signs of exhaustion stop you in your tracks, the experience may well turn out to be restorative.

Language shows us that thinking and moving are closely related – we talk about trains of thought or blazing new paths.

There is also something positive in the word expectation: You expect someone to do or achieve something.

Are you speaking from personal experience?

SVENJA FLASSPÖHLER: I, for example, suffer from vertigo and remember that, on my first ski tour, the guide directed me over a very thin ridge with my skis. I was incredibly scared and cursed the ski touring guide to hell in my mind, but still overcame this fear – a moment I will never forget. This imposition was in fact also an opportunity to grow. There is also something positive in the word imposition: You expect someone to do or achieve something.

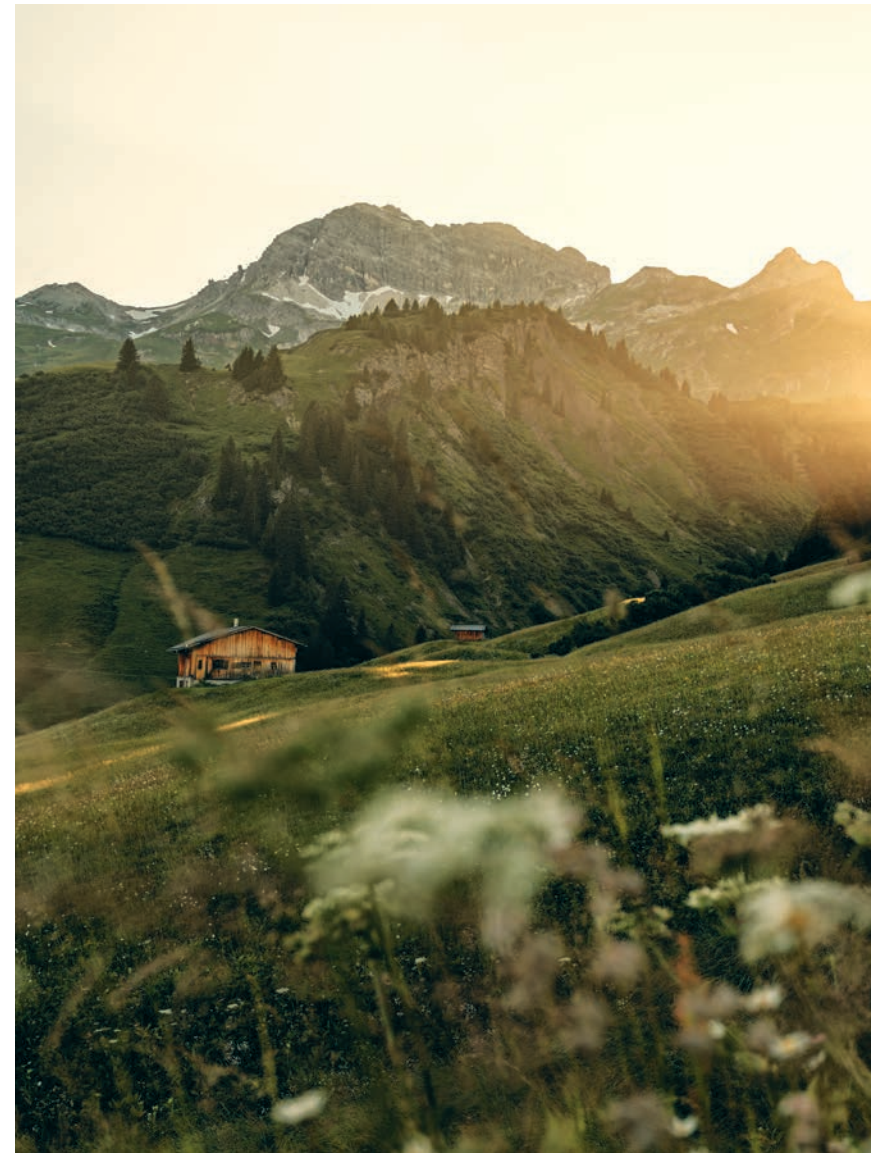
Lech Zürs offers a unique mountain backdrop, places of rejuvenation, places of retreat and fresh mountain air – factors that can have a positive effect on one's thinking; the Philosophicum has been held here for 25 years for good reason. Is Lech really a good place to think? What's your experience with this place so far?

SVENJA FLASSPÖHLER: This is my first time here, but I find it an excellent place to think. I took a run with one of my colleagues this morning on a magically beautiful path along the Lechbach stream. For me, exercise is actually a prerequisite for being able to sit down and concentrate on a lecture. If I don't exercise, I can't sit down, relax and listen. I am like a dog: I need to run and roam around in order to achieve sure footing in the world.

Creative mind Austin Kleon once said: “Creative people need time to just sit around and do nothing.” Lech Zürs' slogan is: More time, more space – perhaps also for doing nothing. How important is doing nothing for people like you, whose job is to think?

SVENJA FLASSPÖHLER: The times in which you are really at peace, do nothing and let your thoughts roam free, are always times of inspiration. Often times, these moments of silence allow something to emerge that you didn't even know was there. I think everyone is familiar with such times of calm that make you see more

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**Philosopher
 Svenja Flasspöhler**

→ Svenja Flasspöhler has a doctorate in philosophy, is the author of several books, and works as the editor-in-chief of Philosophie magazine. Her book *Sensibel: Über moderne Empfindlichkeit und die Grenzen des Zumutbaren* was published by Klett-Cotta in 2021.

clearly what you should and should not do, what life is really and essentially about. Clarity of thought and action often emerges from such silence and leisure. Sometimes scary things can also be unearthed.

Becoming resilient: Sounds exhausting, like a lot of work. Does resilience also have a pleasurable side?

SVENJA FLASSPÖHLER: Yes, I am convinced it does. Resilience leads to serenity because we can allow things to happen instead of obsessively protecting ourselves from negative experiences. Always wanting to have everything at our disposal and under control, and keeping all bad things

away from us involves incredible effort that tends to toughen us. There is pleasure in the self-assurance of letting things come, letting them happen and realising that you are able to deal with the unavailable. This is also reflected in the theme of this year's Philosophicum: Hate. Of course, we all want to avoid experiences involving hate, but we do live in a free country. People have the right to hate me as long as they obey the law. Experiencing that such things don't crush you, but can even make you stronger, is reassuring. ↵

Farewell to a visionary.

Remembering Hubert Schwärzler

He was an open-minded and determined personality, full of foresight and confidence – a visionary who embraced his homeland like no other. Far beyond the borders of the Arlberg region, he was known as ‘Mister Lech’ for good reason.

The year was 1966. Hubert Schwärzler took over as head of Lech’s Tourist Office. His vision: To turn this small town in the Walsertal valley into a world-renowned centre for Alpine skiing and a meeting place for people from all over the world. As luck would have it, he had both the vision and the experience necessary. Above all, however, it was his enthusiasm and skill that shaped the following four decades. It was the beginning of a new era. An era without equal.

One thing was obvious from the outset: Hubert was a man who did things properly. If he put his mind to something, it got done. And what he tackled became a success. He knew neither overtime nor closing time. He was bursting with energy, driven by ever new ideas. Ski instructors were sent out into the world to promote his town. The legendary Wedelwochen (‘Wedel Weeks’) were born, he co-founded ‘Best of the Alps’ and paved the way for local partnerships with Hakuba, Beaver Creek and Kampen. On his numerous business trips, he personally built an international network. No matter where he went, everyone knew him. After all, everyone knew Hubert Schwärzler from Lech. He was the epitome of an ambassador for the Arlberg and its Skiclub.

And he was just as passionate about summer as he was about winter. His campaigns filled volumes, just think of the Car-Free Zugertal valley campaign. But not all of his ideas were popular from the start. Perhaps this is because not everyone had the vision that he did. He first voiced the idea of a golf course in Lech forty years before it would finally be realised, and it would also take more than a decade for another project, a passion project, to be completed. Inspired by the Way of St. James and seeing the potential for long-distance hiking, Hubert planned a cross-border trail along the Lech River as early as 2001. It would be called Lechweg trail and was finally opened in June of 2012.

In addition to his commitment to tourism in Lech, one thing always came first for Hubert: togetherness in the town. He always sought consensus, keeping an eye out for synergies and standing up for a united Arlberg. Nature was also important to him. He found peace in the mountains or whilst hunting at Bürstegg, his favourite place.

Almost two years have passed since Hubert left us.

We would like to take this opportunity to once again thank our ‘Mister Lech’.
Thank you Hubert, for your great vision and exemplary ambition.
Thank you for your contagious enthusiasm and warmth.
Thank you for everything you have done for Lech’s citizens and our town.
We will never forget you.

Text: Magnus Walch



In Gedenken
an den langjährigen
Tourismuskurator und Mitinitiator
des Lechwegs
Prof. HUBERT SCHWÄRZLER
19.01.1941 - 03.12.2020
Liebevoll auch „Mister Lech“ genannt.

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Arlberg's "jack of all trades"



It is late February when we call on Karl-Heinz Zimmermann at his inn at the far end of Zug. It is unusually warm for the time of year. The sun is shining as if it were May. There is still snow on the ground. A lot, actually, and it glitters and sparkles. It is quiet and the silence is only broken by a small flock of swallows whose cries echo in the blue sky. We can also hear the babbling of the Lechbach stream in the background. Even the stream is probably looking forward to spring. As poet Jean Paul once aptly put it: "The nice thing about spring is that it always comes when you need it most."

Text: Martha Miklin

Karl-Heinz Zimmermann runs the Gasthof Alpenblick inn in Zug. For many years, he successfully worked as a Formula 1 caterer as well.

From the spacious terrace of the Gasthof Alpenblick inn, guests have a great view of the Lechtal and Zugertal valleys. Stoic, strong, calm and located far in the back is the Rote Wand mountain, the second tallest peak amongst the range in which Lechbach stream originates. At 2,753 metres, only the Untere Wildgrubenspitze mountain is taller – by about 50 metres. But does that matter? Would a mountain as majestic as the Rote Wand have any need to compare itself with others? Would it have a problem with being number two? Or would it be proud of the red hue that makes it so unique?

“If my neighbour added ten rooms I'd say: Good for him. If he had a Mercedes-Benz parked in front of the house I'd say: Also good for him. If I can't afford it, I'll make do with a VW. I don't understand this kind of mutual elitism at all,” says Karl-Heinz Zimmermann, who has been running Gasthof Alpenblick inn since 1978 when his father bought the then dilapidated house and renovated it. This is where we have met him. Even today you can still feel the charm of yesteryear.

In 1978, Karl-Heinz Zimmermann was 30 years old. He had just graduated from Lausanne Hotel School, the finest institution in the industry then and now. His brother Egon, giant slalom world champion (1962) and Olympic downhill champion (1964), had suggested Lausanne to him: “If you're going to do an apprenticeship, then do a good one.” He'd had to wait two years to land an apprenticeship position. Before that, he spent half a year in Australia working as a bartender and ski instructor. In Sydney, he was offered the chance to manage a 100-room motel. “That's when I thought: That would really be something. After all, there isn't a single hotel of that size in Lech.” He declined the offer, preferring to go to hotel management school first. For another six months, he went to Southern France to learn French as all courses in Lausanne are held in that language. He completed



Peter Prasser, Lena Valaitis, Vroni Jochum and Karl-Heinz Zimmermann at the end of the 1960s in Lech.



Karl-Heinz Zimmermann and friends from Bordeaux in his brother Egon's Scotch Club.



When there were things to discuss, Karl-Heinz Zimmermann was always ready. Here with Gerhard Berger and Michael Schumacher in Hockenheim, 1994.

his training, came back, worked for a year at his father's taxi company and then in his brother's hotel, the 4-star Hotel Kristberg in Lech. This property also houses the Scotch Club, the legendary bar and discotheque. “Everyone who was anyone would meet at the Scotch Club. Back then, it was one of the best bars in the Arlberg region. It's where people would get to know each other and often stay until one or two o'clock,” says Zimmermann. He owes his knowledge of human nature in part to his time there.

From the very beginning, the Alpenblick hosted Formula 1 drivers such as Bernie Ecclestone, Ayrton Senna and Niki Lauda. It still does to this day. Connections were made through Egon, but also through word of mouth. Guests felt at home in this refuge in Zug. “They were looking for a cosy little inn. A proper one.” “Proper,” according to Karl-Heinz Zimmermann, means “that everything needs to be top class. The quality and the service must be 100%.” As Ralph Waldo Emerson, the 19th century US philosopher and writer, once put it: “Hospitality consists of a little fire, a little food, and an immense quiet.”

A little fire, of course, refers to more than just the room temperature. Karl-Heinz Zimmermann is known as someone able to communicate at eye level with anyone – be it an internationally celebrated Formula 1 driver or the town butcher. He is also renowned for being able to goof around and have a good time. Knowing full well when enough is enough, of course. “You have to know how far you can go, otherwise it will backfire. You also have to know how much you can goof off and when it's time to back off.” Just as a good bartender needs to be attentive and deaf in equal measure, a good host needs a deep understanding of that fragile balance between closeness and distance. Sometimes, it's like walking a tightrope. Karl-Heinz Zimmermann seems to have mastered the fine art.

Doing things “properly” is in the Zimmermann's blood. Jealousy between the brothers – the charismatic ski racer Egon, who was 9 years older and has since passed away – was unknown. “We learned that you always have to give your best, and I did that just like Egon. The only difference was that I was here doing the Formula 1 thing and Egon was outside.”

You have to know how far you can go, otherwise it will backfire. You also have to know how much you can goof off and when it's time to back off.



Bertl Wimmer and Karl-Heinz Zimmermann celebrating Niki Lauda's third World Championship title (1984).



Hospitality consists of a little fire, a little food, and an immense quiet.

Ralph Waldo Emerson

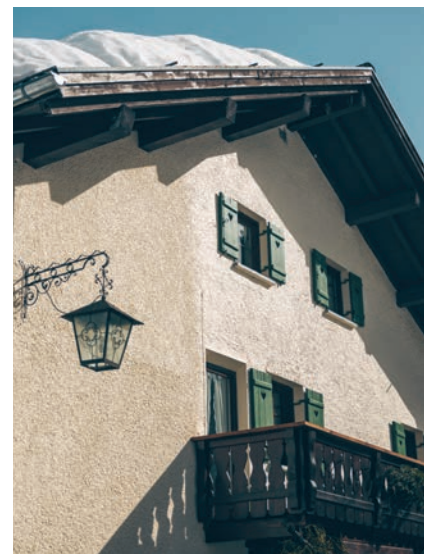
“The Formula 1 thing” marked the younger Zimmermann’s second big professional undertaking. From 1988 onwards, in addition to managing the Alpenblick, he delivered catering to various racing teams and Formula 1 chief executive Bernie Ecclestone, with whom he also shares a deep friendship. He travelled around the world with them, setting up various kitchens in tents. Karl-Heinz fondly recalls the incredible Kobe beef in Japan, freshly caught lobsters and prawns in Spain and the “most horrible oranges I have ever seen” in Brazil. Today, Karl-Heinz Zimmermann relies almost exclusively on regional produce: “Guests who come to Lech want to eat what is available here. And you can do all kinds of things with local ingredients.”

For many years, the Alpenblick and Formula 1 dominated the professional life of the now father of two. It must have felt fast, symptomatic of the age of acceleration. “Everything has become more intense. People used to stay three weeks, now they stay four days. And that won’t change any time soon,” says Karl-Heinz Zimmermann. There are things he misses: Integrity when doing business, which today is regulated by contracts and lawyers. He also misses the personal contacts in real life that happen online today. “Back in the day, we used to hit on girls on the slopes, now you do it online. In the past, people saved up and then went out to buy a

car. Today, they buy a car and pay it back later. People build a hotel and take out a loan that goes up in smoke – they are megalomaniacs.” And then came a virus that brought the planet to a halt, putting countless people out of work. Growth turned to regression, arrogance to humility, and loudness to quiet.

Karl-Heinz Zimmermann has always been aware that you can’t expect everything to go according to plan. When it came to investing and making major professional decisions, he always considered the possibility of a war like the one in the Balkans in the 1990s or in Ukraine today, or a pandemic like the bird flu in Hong Kong in the late 1990s, or a winter without snow. “People used to tell me: You’re a doomsayer.” Today, one would might use a different word, perhaps. You could also call his attitude stoic: Being aware of things that could happen. This technique of imagining the worst and thus learning to appreciate circumstances more is called negative visualisation. It is a soothing counterpoint to the ever-present positive thinking. That, too, can be toxic if you force it on yourself. Serenity is the virtue of the hour: To be as serene as a mountain.

And so, before leaving, we take another look at Lechbach stream and the Rote Wand mountain. It looks beautiful. ←

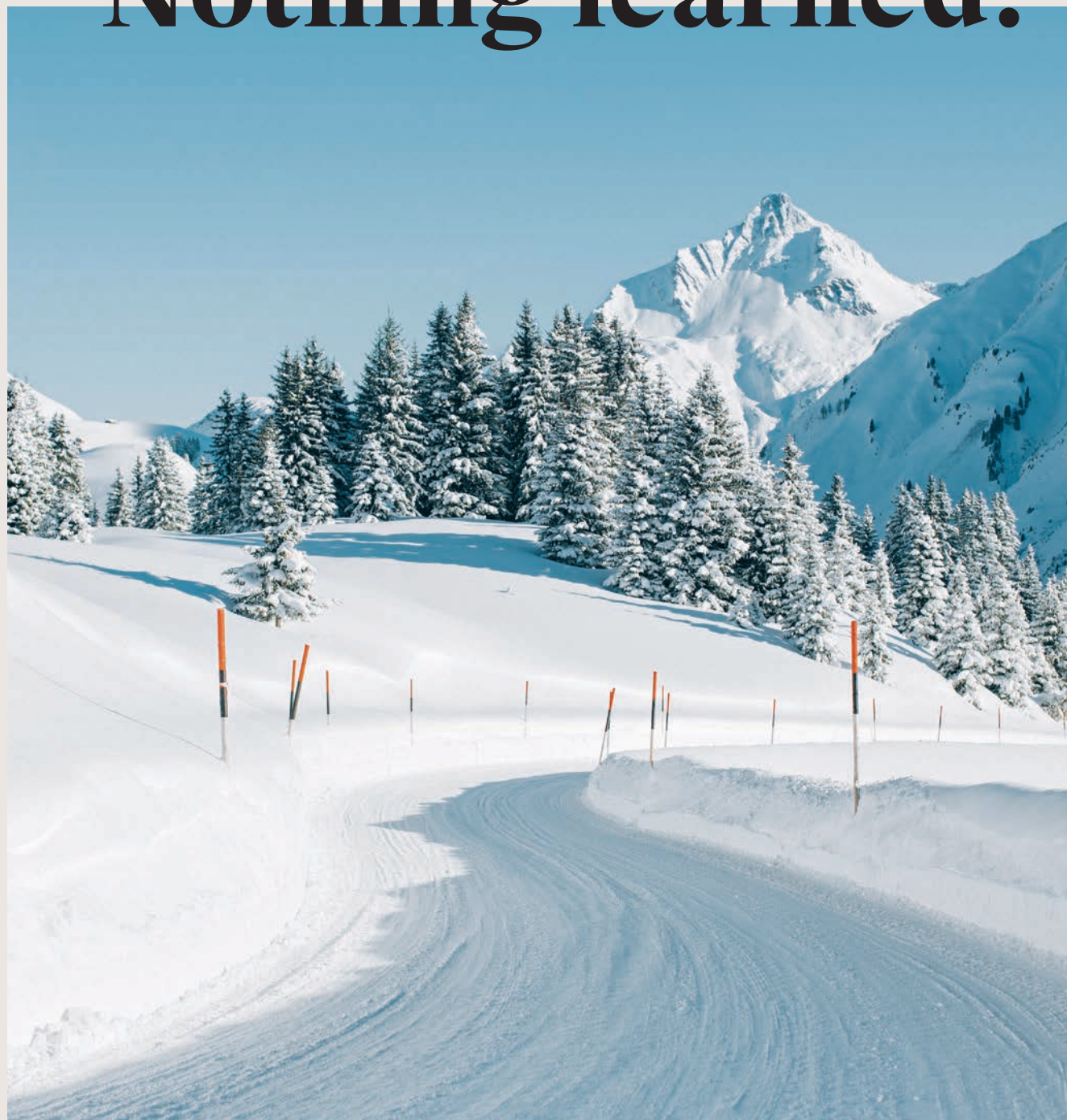


Gasthof Alpenblick

→ Austrian cuisine made from high-quality local ingredients and accompanied by a selection of Austrian and international wines.

Zug 10, 6764 Lech am Arlberg

Nothing learned.



I don't want to write about the pandemic here. Everything has already been said. Everything has already been explained by Dr. Drosten, the famous virologist. I've already read everything there is to read. Covid-19 and its many strains are here to stay. We have at our disposal powerful countermeasures and most people have actually understood this.

But there was one thing we quickly forgot as the various waves ebbed away and we transitioned to

everyday life: Didn't we want to keep the slower pace imposed on us by the pandemic? I remember the first days in March of 2020 as if they were yesterday. Holed up at home as instructed by governments and in shock, we tried to put a positive spin on the situation, because that's how humans are wired: We look for the silver lining wherever we can find it. We have a hard time believing that there is just one truth to a matter. One such silver lining was provided by futurologist Matthias Horx, a message that we sent around the world a million times

We all suddenly realised that it wasn't the end of the world if we were forced to do things more quietly and slowly.

to comfort each other. Horx spoke of humanity being forced to pause and suddenly understands that it has been moving too fast and that it has used up too much in terms of mental and physical resources. We all suddenly realised that it wasn't the end of the world if we were forced to do things more quietly and slowly. On the contrary.

Alas, what has remained of this sentiment?

"More space, more time" has been Lech Zürs' wonderful slogan for many years now. Even long before the word Corona stood for more than just a Mexican beer. I choose to understand this tourist slogan as a promise and as such, it makes me long for quiet, unforced days on holiday. It is unambiguous and clear. It stands for both an expansion and a decompression of the two dimensions mentioned above. What it really means is 'slow down!'

That would do us all a lot of good. In life, after or in spite of the coronavirus, it's easy to become dizzy from the sheer velocity of the daily emotional roller coasters and rat races. All the while a raving lunatic from Russia is further raising our already elevated stress levels. We constantly get tangled up in the maze of social networks and only break free (and just for a while, sadly) when our smartphone reminds us that we have spent more time on the phone than at work. Whaaat?! That can't be true! And yet, smartphones don't lie (usually). It's a fact. Face it. In conclusion: A little more space and time wouldn't be amiss during our next holiday. "Yes, please!" whispers the heart, exhausted.

"Travelling is the only thing capable of combating the acceleration of time," wrote the writer Thomas Mann decades ago. There you go, that's one more reason to travel to the Arlberg.

And so we paint brightly coloured pictures on the canvas of anticipation. We imagine ourselves trudging through snow storms, the cold wind thoroughly and completely blowing our everyday hustle and bustle away. We see the mighty mountains, majestic and unfazed by world events, standing tall in our region. Below, the town is gently nestled in the valley with the church as a massive edifice in the centre along with the new public buildings. Finally, we have time for family. We see ourselves

sitting in front of a crackling fireplace, laughing. Champagne, as an aperitif, tickles our noses, whilst the food tastes great, even delicious. Our muscles are tired from exercising in the fresh air and our cheeks are red. Well rested after a night in starched linen, we head all the way up the mountain again the next morning. It is essential to be early or there will be a queue at the lift. We have to avoid this at all costs because, like every year, we plan to compete in the Run of Fame. This time we will finally complete it in under six hours. Lucky for us, the newly built lifts are faster than the old ones. Honestly, we can do without useless breaks at ski mountain huts. After all, a hearty snack is included in the room price and should be sufficient to satisfy our hunger. After that, we're off to a massage appointment. Sauna? Of course! We might even make it to the concert performed by Lech's brass band before our meet-up with the nice guys from Ham-burg at the ice bar. Also, we don't have to worry about getting a table for dinner. It's been booked for months. We meet again here at the bar in time for a digestif. What more can one ask for?

"Hmm. Quiet, actually," says the heart and whispers to the brain: "You've learned nothing, you moron!" ↵



Author
Martina Strolz

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

A winter without guests

All around the world, the 2020/21 winter season will probably go down in history as one for the record books: Due to the Covid-19 pandemic, it was different in so many ways. For Lech Zürs, it meant that the guests stayed away. But what did this mean for the people of Lech? What did the hoteliers, restaurateurs, shopkeepers and others locals do? What were they looking forward to – and did it come to pass? We asked them, twice.

Interviews: Robert Maruna, Martha Miklin



Patrick Brändle

Managing Director of the friendly Brändle Bistro | Ski-Service-Verleih, Lech Zürs

I long for doing things at the highest level.

Winter 2020/21

We are a third-generation family business and can manage a lot even without a large staff. This provides us with a solid foundation and an honest basis that benefits both us and our guests. That is why we have been open since 26 December: To serve the people. They are what drives us at the moment – but don't think that we are making any money right now! In return, we have gotten a lot of positive feedback from the people.

And I miss them most of all: I miss making guests happy. But most of all, I miss my staff. We have worked together as a team for many years and have become very close. Right now, it feels like we are doing things on a very small scale and I long for doing things at the highest level with the whole team. That's what I'm looking forward to the most: To my employees and the very first guest. I've opened five hotels throughout my life, but the first guest is always special – it'll be like a grand opening.

→ Update

Summer 2022

This past winter was a special experience: We were able to once again work in an environment where the rules serve the people – not the other way around. This allowed us to make our guests and staff happy. Many of the people I encountered had a special sparkle in their eyes because they no longer took things for granted. During the pandemic, we experienced many difficult moments. Nevertheless, the lockdowns also resulted in a 'restart', a new sense of momentum that our society really needed. In short: It was a fantastic winter where humanity was put before economy. ↵



It was surreal – almost no one was here.

Markus Mathis
Owner of the family-run Haus Melitta
Hotel in Lech

Look for the positive and stop fixating on the negative.

Winter 2020/21

Economically, the situation is a disaster. No doubt about that. Most of all, we are sorry for the employees who had prepared themselves and were eager to come. That hurts and sometimes makes us sad. But if you put the negative aspects aside for a moment and look around, one thing becomes apparent: We live here surrounded by an incredible natural mountain landscape and for the last few months, we had it all to ourselves. That is a great privilege.

Everything is a matter of perspective: You just have to look for the positive and stop fixating on the negative. Normally, we would both work so much that we'd hardly have any time left for other things. Right now, we have all the time in the world and we make the best of it: I have been learning how to make cocktails and Ethel went skiing a lot.

We both cook very intuitively and create our dishes in the process. Lacking a set rhythm and a daily routine makes things difficult, however. From this perspective, we are simply looking forward to finally being able to cook for guests again. Prior to the lockdown, we changed many things here at the Klösterle and it's time to make all these ideas a reality.

→ Update

Summer 2022

We had already given up all hope that we would be able to open our doors and receive guests again this winter – but fortunately things turned out differently! Nonetheless, it was not an easy winter: Covid regulations regarding closing times and maximum guest numbers changed almost daily: one had to remain flexible and just make the best of it. In that sense, Almhof Schneider's support was a great help for us and on the whole we are more than happy. All the changes we made, both in the kitchen and in the building itself, have been super well received by our guests – you can't ask for more at the moment. ↵



Jakob Zeller and Ethel Hoon

Managers of the Restaurant Klösterle, Zug



The place became a ghost town in a matter of two hours.

Florian and Manuela Hagen
Owners of the Hagen butcher
shop in Lech



I'm looking forward to the feeling of experiencing things together again.

Renée Jud
Cultural Event Manager (Tanzcafé
Arlberg and Skyspace James Turrell)

I'm looking forward to seeing life return to our establishment.

Winter 2020/21

With regard to our *The Sound of Lech* exhibition, the winter was highly interesting. The most remarkable day was the day after the fire at the heating plant. I walked through town and couldn't hear a single mechanical sound: No cars, no ventilation systems, no buses, no snow cannons, no snow groomers, no snow ploughs, nothing. The only sounds to be heard were those created by nature: the Lechbach stream, birds, and a few children playing far away.

It was a pity for those working at the museum, because the exhibition was completely set up. Instead, we offered ten audio pieces in which people from Lech talk about the sound of the place in digital form. We created a website for children, a booklet to accompany the exhibition and launched the *Lech schreibt* campaign, where we asked locals to send us texts about the year 2020. We also prepared a new exhibition: *Fesch – Mode für den Schnee* ('Snazzy – Fashion for the Snow').

I'm looking forward to seeing life return to our establishment. The sound of the old stairs in this ancient Walsertal valley house creaking and people talking on the upper floor. I'm looking forward to Huber-Hus becoming a mid-season venue for locals again. Another thing that I would love to do again is dance the night away with friends and girlfriends.

→ Update

Summer 2022

Visitors were really grateful after we received permission to open the *Fesch – Mode für den Schnee* ('Fesch – Fashion for the Snow') exhibition after the lockdown. More than once, we were told that it was "such a great exhibition!" or that "culture MUST be allowed!" Despite the event restrictions in place, we were able to join forces to hold our winter theatre hike *SKI LABOR LECH* as an outdoor event. The media and the public were enthusiastic and we received the Vorarlberg Tourism Innovation Award 2022 for our efforts. Meanwhile, there was also a milestone birthday in the family and we danced half the night away. It was really great. ↵



Monika Gärtner

Director of the Lechmuseum at Huber-Hus



It feels like the movie 'Groundhog Day'.

Sonia Zimmermann
Owner of the
"Lenai + Linai" fashion store



Silence leads to a renewal of the soul.

Pater Adrian
Pastor of the Parish of Lech

Our private customers were very thirsty.

Winter 2020/21

We didn't expect there to be a winter season at all. Instead, we had prepared well for a season that might be 'overshadowed by the coronavirus'. We were ready with a new concept store, i.e. a takeaway and delivery concept in case no one wanted to sit in the restaurant. But things turned out differently so I focused on selling wine. You know how it goes: People sit at home, prepare good food, eat a lot and like to enjoy a bottle of wine to go with their meals. Our private customers were very thirsty, I almost couldn't believe it myself. With my restaurant clients and sommeliers, I staged online tastings on Zoom. This worked incredibly well and was very fun. We also sent out tasting boxes. In situations like these, one becomes very creative.

Other than that, I had a hard time keeping in touch with people because I don't like talking on the phone, and if I don't have anything to talk about because nothing is happening, I don't like to talk at all. During this time, my wife Martina revised our CI, renovated the concept store for next year, and persuaded me to go for walks. I actually find aimless walking dumb.

When everything is back to normal, I'm not only looking forward to the guests, but also very much welcoming the staff. Some of them have had a tough time. They are a carefully chosen, nice group of people with whom I would even go on holiday. That is always a hiring criterion for me.

→ Update

Summer 2022

During the summer of 2021, most of our employees took a different path and turned their backs on the restaurant industry. Fortunately, we were able to put a (mostly new) team together. They were all ready to go, but after only a few days the virus forced us to shut down again. Just before New Year's Eve, 12 out of 15 employees had tested positive and we had to close our operations by mid-January. That was a tough blow and demotivated us all quite a bit. It wasn't until February that we really got back into the swing of things and enjoyed working and the winter season.

Having a second income through Fux Weinagentur still makes me feel very satisfied. Burgundy wines and champagnes are selling like hot cakes, which is more than can be said for our restaurant at the moment. Let's see where the journey takes us. ↵



Peter Strolz

Owner of the Fux Restaurant and Fux Weinagentur



Find out more about what Father Adrian, Sonia Zimmermann, Renée Jud, Markus Mathis and Florian and Manuela Hagen had to say:
www.lechzuers.com/en/a-winter-without-guests

Deer, stag, chamois

Tracks: The hind legs step into the tracks left by the front legs. Often, tracks are used by several animals.

Flight: The hind legs 'overtake' the front legs in a sort of gallop. The hoof are splayed and the dewclaws are visible in the snow.

Habitat: Mostly at ridges with good visibility in order to be able to react more quickly to hazards. Scraped away snow is a sign of foraging.

Hare/Mountain hare

Tracks: The hind feet are markedly longer than the front feet and are very hairy to prevent sinking, similar to snowshoes. To outwit predators and their keen senses of smell, they hop back in their own tracks or leap up to two metres from a standing position.

Sleeping place: Hares can do without a burrow even in winter and dig a hollow in the undergrowth.

Traces in the Snow

If you know how to read animal tracks in the snow, you can not only find out who made them, but also learn a lot about the way wild animals live in winter.

Illustration: Markus Fetz
Text: Michaela Bilgeri

Not all footprints are the same

A series of imprints left by deer, a stag or a chamois are called tracks. Hares, foxes, badgers or martens leave entirely different tracks referred to as a 'trail', whilst fowl leave a 'traces' in the snow. These imprints show where the animal has been feeding, which places it prefers to rest, and which gait it has chosen: Leisurely, quick or flight.



Fox

Tracks: With their hind feet, foxes step in the imprints of their front feet. When foxes mate in winter, two fox tracks lead to each other and a heavily trodden circle becomes visible, which is a sign of their courtship.

Feeding: Foxes can track down mice far below the snow cover. When hunting, their track suddenly stops and reappears up to three metres away, where the fox has landed with four paws and plunged its snout into the snow.

Energy is everything!

Winter presents many challenges for our wildlife in terms of energy conservation. All life functions are reduced to a minimum in order to defy the cold and the lack of food. Coat density increases, heart rate and body temperature decrease. And even though animal tracks can sometimes be seen in the snow, animals limit their movements in winter as much as possible.

Ptarmigans

Tracks: The only bird species found above the timberline in winter. Its zoological name, 'lagopous', means rabbit's foot and derives from the texture of their toes. As winter approaches, the ptarmigan's feet grow feathers, and its claws grow longer. All that added surface area means the ptarmigan practically has its own set of snowshoes.

Sleeping place: Ptarmigans look for a sheltered place, dig a hollow in the snow and allow themselves to be snowed in when it is cold. Their snow chambers protect them from wind, cold and predators.

Quiet, please!

Every disturbance or every unnecessary movement results in life-threatening energy consumption amongst animals in winter.

Therefore:

- ↳ Only ski on designated slopes
- ↳ Find out about quiet zones for wildlife when going on tours
- ↳ Keep your distance from wildlife retreats
- ↳ Avoid fireworks
- ↳ Keep dogs on a leash



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From the secret diary of
an Alpine Marmot...

Exercise Space

By the light of the moon

Being out and about in the moonlight is a special experience, especially in Lech Zürs: if you can overcome your inner stubbornness and go out at night, you will be rewarded - with a starry sky that is clearer than almost anywhere else. Plus, the air is so fresh you can smell it! The nights can be bone-chilling cold, which can be slowly transformed into warmth through exercise and tea made from mountain herbs in your thermos. Get ready for a fairytale experience for all the senses.

Text: Martha Miklin





The Skyspace Lech exhibition at 1,780 metres by the internationally renowned light artist James Turrell is open until one hour after sunset. It's a truly magical experience in the twilight hours.



Also located near Skyspace are the famous gypsum holes: an impressive nature reserve with over 1000 funnel-shaped depressions.



With binoculars, you can admire the moon's large lunar craters with famous names like Archimedes, Galileo or Kepler.



If you believe that you sleep worse when the moon is full, it is best to take a short walk before going to bed.

Factbox

Full moon dates

→ 2022
8 December

→ 2023

7 January; 5 February; 7 March;
6 April; 5 May; 4 June; 3 July;
1 August; 31 August; 29 Septem-
ber; 28 October; 27 November;
27 December.

Fancy a guided full moon hike?

Simply contact Skibex Lech
(skibex.at), Toni Grisse-
mann (fsg-lech.at) or the Alpin Center
Lech (alpincenter-lech.at)

Can I take a photo of the moon
with my smartphone?

Most smartphones are unsuitable
for taking detailed images of
the moon: The focal length of the
lens is simply too short. But
if the moon is particularly large
and you follow a few tips, you
might succeed in taking an
undistorted shot:

Most importantly, the smartphone
must be fixed in place. A tripod or
a fixed selfie stick can help.
If you don't have either, it's best
to lean the smartphone against
a wall, tap the moon to adjust the
autofocus and optimal exposure,
and make sure the device
doesn't move when you release
the shutter. Remote triggers or
headphones that can be used
to activate the shutter are also
handy for this purpose.

Following the course of the sun

If you head to Lech Zürs am Arlberg in spring, you will not only find plenty sunshine and glamorous joie de vivre, but also firn – the most amazing type of snow that does not fall from the sky.

Text: Robert Maruna

By now, you may in fact be sick of snow, cold and darkness. The longing for sun, warmth and more daylight becomes very pronounced in spring and you might not necessarily be thinking about another mountain holiday. But those who are now flocking south are forgetting about one important thing: In the spring, Alpine locations receive almost as much sunshine as the beaches of the Mediterranean! And even fewer know that the mountains have a special ace up their sleeves at this time of year: Firn. And to find that, all you have to do is follow the path of the sun.

Firn is not the same as powder snow. Instead, it is the technical term for the top layer of packed snow that melts when exposed to sufficient sunlight. Austrian German speakers call this process 'Auffirnen' (lit. 'to firn up'). And those who catch the moment when a rock-hard cover of snow turns into a soft melting form of water and ice can consider themselves lucky – because they know how it feels to float on skis. It's a lot like ploughing through fluffy powder snow – only without the powder. Instead, it's like gently gliding over a lubricated surface that is 'creamy' yet grippy at the same time. After all, firn is not flaky, but grainy. And there is one thing that firn needs in order to form: lots of sun. It's good for the soul, and passionate skiers on the lookout for firn can be identified not only by their broad grin, but also by their tanned complexion. And no other place in the Alps receives more sun for glorious firn skiing than the ski resort of Lech Zürs am Arlberg.

The best time to head out is early in the morning. The higher the better! Because in the mountains, the first rays of sun kiss the high peaks before they illuminate the towns in the valleys. So the first firn of the day can be found on exposed eastern slopes. The "Juppen" are a popular variant in Lech. They are a veritable amphitheatre for firn lovers, a place that demands the best of a freerider's skills. After all, the undulating terrain below

**... great
firn is pure
happiness.
And:
It can be very
addictive.**

the Juppenspitze mountain (2,412 m) requires more than technical skiing skills and good orientation during the descent, it also demands accurate time management during the "ascent". If you are unfamiliar with the area and still want to experience the grandeur of the 'Juppen' area, you should hire a guide from the Lech Ski School. They know exactly where the best firn is hidden in the open terrain as well as the pitfalls of skiing in unsecured skiing areas.

Back to the Juppenspitze: From the Steinmähder mountain station, climb up to the Mohnensattel ridge before traversing the south-eastern slopes of the Mohnenfluh mountain beneath the impressive rock faces. A small but important tip: If you plan the traverse too early in the morning, the snow will be too hard and you'll expose yourself to unnecessary risks such as crashing or falling. If, on the other hand, you are too late, the snowpack may already be too slushy and prone to avalanches. Don't push your luck unnecessarily. Simply plan to set off for the Juppenspitze in good time, but not too early. You will be rewarded with over 700 metres of firn skiing that leaves nothing to be desired: From broad to short turns, cliff drops and sharp edges to steep and gentle slopes: You'll be guaranteed to arrive at the Auenfeldjet valley station happy and content. This is a good opportunity to take a break, catch your breath, and enjoy a cool or warm drink. But above all, this is a good



**But don't
forget to
always look to
the sun.**

**After all,
firn skiing
is all about
following
its path.**



time to rejoice, because great firn is pure happiness. But be careful: Firn skiing is addictive!

If you still have strength in your legs, you have a couple of options to choose from: Either hop on the Sonnenjet and ski down to Stubenbach below the Karhorn, or take the Auenfeldjet back to Lech and pay a visit to the "Abendweide" – another firn classic. There's a good chance that you will meet other firn fans there, which is no reason to feel territorial. After all, the terrain between the peaks of Zuger Hochlicht and Zuger Horn is so vast that there is ample space for everyone to get their fill of firn magic! If you find yourself unable to get into the flow, then firn skiing may not be for you after all. Perhaps you'd be keen for the other major benefit of spring skiing: sunbathing!

Hard to argue with that! The best place to relax in the sun is on one of the ski resort's many sun decks. Whether you prefer rustic mountain huts or modern ski hotels, finding the right atmosphere for cultivated après-firn fun is just as easy as finding good firn skiing whilst in Lech. But don't forget to look for the sun! After all, firn skiing is all about following its path. The best way to enjoy the sunshine is to lean back in a deck chair in the afternoon, close your eyes for a moment and, if you wish, dream of the Mediterranean. Either way, enjoy the best of both worlds – in the heart of the Alps.

A tip for spring:

If you're into good firn as well as groovy beats and soulful concerts, plan to arrive in Lech Zürs at the beginning of April, when the Tanzcafé Arlberg turns the ski slope into a dance floor. This regional, two-week music festival provides national and international acts a one-of-a-kind stage venue framed by a magnificent natural landscape. It's the ideal opportunity to combine spring skiing with exquisite music – from 2 -16 April 2023! ↵

Zugertal valley

Pristine yet accessible, this natural beauty affords numerous possibilities in summer as well as winter.

The legendary Mehlsack downhill run
Only for pros and only with a guide*

Winter hiking
Take a deep breath and enjoy the winter landscape

Fly fishing
In the Lechbach stream: For beginners and advanced anglers**

Horse-drawn carriage ride
Romantic winter excursion from Lech to Zug

Storming the summit
Rote Wand 2,704 m

Climbing
Spectacular climbing routes up the Rote Wand mountain (only with a mountain guide)

E-biking
Extensive tours to the Ravensburg or Freiburg mountain huts

Enjoy great food
s'Alpele Inn – summer and winter

Hiking
From Formarinsee lake to the Göpping mountain hut

Strolling along the Lech River
A leisurely summer walk in amazing surroundings

Cross country skiing
Classic or skating style in the untouched nature of the Zugertal valley

Zuppert firn-snow downhill run
With a view of Zug and Lech

Lech fish pond
Fishing for everyone and great down-to-earth cuisine

Golfclub Lech
9-hole course at 1,500 metres along the Lechbach stream

The new Zugerberg cable car
Ascend to the Balmaalp restaurant in comfort, no matter the weather

* All info about guided freeriding tours:
www.lechzuers.com/en/winter/winter-sports/skiing/ski-schools

** All info about fishing permits:
www.lechzuers.com/en/summer/summer-activities/fishing

Flexenarena: A World Cup slope for all ages



Young skiers and world champions alike have the chance to practice their moves on Zürs' new Flexenarena World Cup slope – Where trophies and titles are less important than a shared awareness of a unique ski culture.

Text: Robert Maruna

It's the only way for us to grow together. We need to work with each other and not against each other – for the sake of the next generation.

First and foremost, we want to give our young talent the opportunity to develop.

First close the lowest buckle and then the third. Only once these are shut, buckle the second and fourth. Once all buckles are under tension, affix the strap above the tongue before slipping the thin spandex suit a few centimetres over the top of the boot. "I always do it like that," Johann Huber says with conviction. "Exactly in this order and no other way." Interestingly, the young racer says he's not superstitious: This well-rehearsed sequence is part of the starting procedure that the 14-year-old student from Lech am Arlberg uses to get ready. While practice makes perfect, routine is everything. Even World Cup pros have their rituals they follow just before the start signal is given. If they don't adhere to them, they can't start with a clear conscience. The same is true for Johann, who has by now positioned himself at the starting gate. At the first beep he squats low, at the second signal he builds up tension in his body, and at the third he hauls himself out onto the course at lighting speed. Seven gates later, Johann disappears behind an edge, leaving only gently rocking race poles behind.

As soon as Johann passes the half-way mark of the course, the next racer lines up at the start. She goes by the name of Claire Schmid. Like Johann, she was born in Lech and attends the same ski school. She, however, doesn't follow any special rituals at the starting block. Even seconds before the start, the 15-year-old remains remarkably composed. Her only goal is to ski well. She doesn't care what the timesheets say. For her, it's the sensation that counts: "I can sense it if I've put down a clean run." Despite her young age, Claire shows a keen understanding of how things work on skis. Perhaps she owes this understanding to her snow-covered environment, everyday life in the mountains, or her parents' upbringing. But perhaps there is another reason: And that reason is Ski Club Arlberg. This storied club, one of the most prestigious in the world, is oldest in the Alps and has produced countless world champions, Olympic champions

and skiing legends. It boasts more than 9,000 members from all over the world, 150 of which are young people from the Arlberg region. Some of them are here today, practising slalom on Zürs' World Cup slope called the Flexenarena.

"Here, they find everything they need," says Daniel Huber, youth director and sports director of Ski-Club Arlberg, which was involved in the construction of Flexenarena. For Huber, the training advantages of the Flexenarena are obvious: students can arrive by public transport, travel distances for coaches are short, and there are flexible planning options thanks to the floodlight system and great support from the lift operators. All this results in a World Cup-compliant race course "and a unique facility where we are allowed to practise every day." And by we, he not only means Ski-Club Arlberg, but all the ski clubs in the country. The various clubs cooperate instead of competing, "although one does not exclude the other – one could say we co-compete." Because even when the individual associations compete against each other, they work also closely together across state borders: "It's the only way for us to grow together. We need to work with each other and not against each other – for the sake of the next generation," explains Huber. Sounds like ideal conditions for training the world champions of tomorrow, wouldn't you say? "That's secondary for us. First and foremost, we want to give our young talent the opportunity to develop." Medals, trophies or even world championship titles are a nice bonus for Huber, "but they're not the only factors by which we measure if their time on the slopes was meaningful or not." Much of what the club does is about personality development. Having fun is just as important as seriously pursuing a goal: "However, we don't force that level of seriousness onto the kids, that comes from within." The focus is on the human level, not on making up a few hundredths of a second. What's crucial for Huber are the experiences that come with an athletic childhood,



with “going through the moments,” as Huber calls it. And that includes the nice, as well as the less pleasant experiences: Failure and success. “If you experience all this at a young age and get used to it, it helps you immensely later in life.” And Daniel Huber knows what he’s talking about – he’s been working for the Ski-Club Arlberg for a quarter of a century. He has seen many young people grow up, most of whom are still good friends today: “Whether they won a medal or not, they have all become great people.” And he taught all of them one important thing: That skiing is more than a sport, it is a cultural asset. Nowhere else in this world is this way of life celebrated as it is here – on the Arlberg. After all, the job of the skiing instructor originated here: “More than 100 years ago, a few people here wanted to pass on the joy they felt whilst skiing.” And this is still reflected in daily life today: Alpine skiing is the resource from which the Arlberg region lives.

Back to Flexenarena: “The course is clear,” says Daniel, his voice reverberating through the radio. At once Julian puts on his helmet, his skis and hastily tightens the buckles of his boots. The 13-year-old from Lech gets ready without any special starting ritual. Instead, it’s hard not to notice the anticipatory grin on his face. “I just really love skiing a lot,” he later admits, after crossing the finish line. No argument here. Because regardless of whether it’s racing, new school, or powder snow skiing – the only thing that matters to Julian is that he can spend time in the snow. “We don’t tell them how to have fun,” Huber says. All facets of skiing are offered equally as part of the youth development programme. In each division, care is taken to ensure that the overall diversity of skiing is reflected. Currently, the club is experiencing an increased demand within the racing division, “but the younger the kids are, the more time we spend with them in powder snow.” This, they believe, is the best way to experience the origins of skiing – and “because powder is just nice,” says Julian before getting on the lift.

Whether they won a medal or not, they have all become great people.



Factbox Flexenarena

→ **What:** Floodlit World Cup and practise slope

→ **Where:** Located next to the valley station of the Trittkopf-bahn I cable car in Zürs

→ **Who:** Built in the summer of 2020 (on behalf of Ski-Club Arlberg, Ski Zürs AG and Sportstätte Lech Zürs)

→ **Route info:** Difference in elevation 100 m / slope length 400 m

→ **World Cup:** Venue for the parallel giant slalom 12-13 November 2022



It was just practise, not a big race, but everyone is taking home another medal today.

He wants to get one last practise run in. Not because his coach has told him to, but because his passion drives him to do so.

And once you have spent an afternoon watching the lively and informal hustle and bustle of everyday practise at the Flexenarena, you too will understand what Daniel Huber means when he says: "It was just practise, not a big race, but everyone is taking home another medal today."

These are experiences, moments that are arguably more valuable than any medal. ¹



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Groundhog Day

From the secret diary of an Alpine Marmot.

Text: Michaela Bilgeri
Illustration: Rainer Hilbe



17 September

Harriet says I have become pretty fat. How sweet of her!

18 September

A goshawk attacked first thing in the morning. I was almost finished carrying in grass for the nest when I heard Bertie's sharp whistle. It was a close call, but I just managed to escape. Bertie now feels insanely good about himself. Harriet still suggested to spend the winter with me. That's great.

21 September

Bertie and his clan also sleep with us. Well... I made it clear to him that he has to dig his own toilet.

22 September

We're totally snowed in. It's nice and warm here with Harriet, even though she isn't as plump as I would like. Today, I told her that I find the rich yellow tint of her teeth extremely attractive. Going to take a nap.

9 October

Had to go to the bathroom today and who do I see there? Bertie!! No strength for arguing, but in the spring I'll give him a piece of my mind.

13 January

Can't sleep properly because I have to go to the toilet every two weeks. Harriet says it's normal, she feels the same way. That put my mind at ease.

1 April

This morning, someone filled up my escape tunnel with stones. Turns out it was Harriet. I guess it was supposed to be a funny joke. Remained stony-faced when she confessed the "joke" to me later. Still pretty cold outside; headed for another take a nap.

4 April

Harriet wanted to go outside today, as her inner clock clearly indicated that Spring had come. Still a bit grumpy because of the "funny" escape tunnel joke, but I felt the arrival of Spring too and I went outside. While bathing together in the sun, we finally made up. She left me the first clover to nibble on. It was beautiful!

2 May

Bertie never misses an opportunity to point out that his tail is almost half as long as his entire body. As if that matters. I think 12 cm is absolutely sufficient and perfectly standard!

3 May

It's Agnes' 15th birthday today. It's amazing how old you can get if you walk your two hectares every day! Going to visit her in her den today and wish her all the best!

6 May

Sometimes I feel like I don't really belong. It's been ten days since I last rubbed noses with someone. Harriet has offered a rub, but I'm still holding the escape tunnel thing against her a little bit. Don't feel like eating.

10 May

By the way, I have hardly gained any weight yet. Probably the effects of winter depression. It's going to be fine. The winter has taken its toll on Agnes, she's on her last legs.

12 May

Wolfed down a whole bunch of Alpine clover. The mood is starting to lift. Bertie's obsession with comparing tail lengths drives me up the den wall. Might have to talk to him about that. Things are back to normal with Harriet. I am impressed by her appetite.

23 May

Harriet doesn't want any pups this year. She may be ready again in two years, she says. Fine with me.

4 June

Today the sun is really beating down. As a result, I decided to stay in the den for a while. Finally approached Bertie about the toilet issue. All good. Summer's going to be amazing.

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of Lech Zürs' herbs
Including the Little Herbal
Encyclopedia of Lech Zürs

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Why the mountains are
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Recipes from Beaver Creek,
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Enjoyment Space



The fascinating world of Lech Zürs' herbs

A variety of different medicinal herbs and plants grow in the higher elevations of the mountains. We take a quick tour of the variety-rich world of regional herbs and its most important members: from arnica to burnet to Alpine lady's mantle.

Text: Martha Miklin
Illustration: Jari Genser



Helga Lucian in her herbal garden in Oberlech.

The herbal garden at the Burg Vital Resort in Oberlech is reminiscent of a little slice of paradise. Here, mallow with its dark pink flowers grows next to light green lemon balm, whilst discreetly elegant lavender grows next to wildly proliferating lovage. Further downhill, along the wall, an impressively large elderberry bush has made its home. “We planted that one two or three years ago, and now it has truly blossomed – but never as magnificently as this year,” says Helga Lucian, senior manager of the hotel and the creator of this little paradise of herbs. As early as the 1950s, she would collect herbs at the Alpine pasture and take them to her grandparents – lady’s mantle (“it helps with women’s ailments”), yarrow (“for when your stomach is upset”), St. John’s wort (“calms the nerves”) and whatever other medicinal herbs grow and thrive there. And that’s not all that grows in the garden but also in the wild!



It is safe to say that, apart from Helga Lucian with her decades of experience, only one person is more familiar with the realm of herbs: Herbal expert Veronika Walch, who offers ‘herbal walks’ and seminars in her herbal workshop in Lech, where the herbs collected in nature are processed into ointments, soaps and more. “It’s important to remember that gathering herbs requires knowledge. Some herbs, for example, are protected, whilst others can be confused with poisonous plants,” she says. Investing time in the topic, as Helga Lucian has, really pays off.



When she and her husband Fridolin decided to make health the main focus of the Burg Vital Resort Hotel in the 1990s, she deepened her knowledge even more – and passed it on to Thorsten Probst, who was then head chef for many years and made a name for himself as a refiner of nature far beyond the region’s borders. Helga Lucian taught the chef about herbs in a very personal way: “Once, on New Year’s Eve, Probst said he was sick. So I made him some elderberry tea to inhale, and after two inhalations he was back in the kitchen,” she recalls, looking to the ample elderberry bush in her little paradise in Oberlech, a smile on her lips. ↵



The little herbal encyclopedia of Lech Zürs

The following offers a small insight into our world of herbs:



Alpine lovage strengthens the stomach and nerves. It can help with kidney and liver problems as well as women's ailments. Can be used as a syrup, vinegar, herbal salt, liqueur or brandy. Excellent substitute for parsley. Caution: Can be confused with poisonous umbelliferous plants!



Heal-all has antihypertensive, hepatoprotective and antibiotic effects. Used as a gargle for throat ailments, and as an ointment for herpes, itchy rashes and eczema. Also suitable as a seasoning – the blossom leaves and stems can be eaten raw or cooked.



Arnica has anti-inflammatory, circulatory and hemostatic effects. Can be used for muscle and joint injuries and inflammation of the mouth and throat. For external use only, e.g. as an ointment. Important note: This plant is protected!



Burnet boasts blood cleansing, expectorant, antispasmodic, diuretic, appetising, and digestive effects. It may help with coughs, bronchitis, laryngitis, loss of appetite, gout and rheumatism. Burnet tea is also said to strengthen the voice.



Mountain ash (rowan) has laxative, diuretic, blood cleansing and digestive effects. Good for upset stomach, cough, bronchitis, lung ailments and scurvy. Can be used as a tea and in cooking. Not poisonous, but tastes very bitter when raw.



Great yellow gentian has wound-healing, appetising and strengthening effects, especially for the elderly. May help with loss of appetite, digestive weakness, stomach problems and wound healing. This is the most bitter plant in the Alpine region and is a protected species. Attention: Can be confused with the poisonous white hellebore!



Spruce shoots have stimulating, anti-bacterial, soothing and expectorant effects. May help with bacterial infections of the respiratory tract such as bronchitis and cough as well as asthma, pharyngitis, gout, sore muscles, nervousness and insomnia. Needles, young shoots, resin and wood can be processed into teas, honeys, syrups, ointments, tinctures, liniments. Also good for inhalation!



Caraway has digestive and anti-spasmodic effects. May help with flatulence, bloating, nervous heart problems, irritable bowel syndrome, and skin irritation. Can be used as a tea, spice, pickled, distilled, as a mouthwash or as an additive to foods that are difficult to digest. Also popular as a vinegar, liqueur and oil. Not to be confused with other umbellifers!



Breckland thyme has antiseptic, diaphoretic, diuretic and appetising effects. May help with insomnia, bruises and sprains, and melancholy – as a tea, tincture or oil. Also popularly refined into syrup, vinegar or herbal salt.



Calamintha nepeta subsp. nepeta (Alpine thyme) has a nervine and dia-phoretic effect. May help with irritable bowel syndrome and colds. Is a popular seasoning in herbal cuisine and goes well with salads and grilled meats.



Lady's mantle has astringent, wound healing, anti-inflammatory, coagulatory and antibiotic effects. May help with diarrhoea and fungal infections. May strengthen connective tissue and help with a heavy period – as a tea or alcohol extract. The young leaves are also perfect for smoothies.



Chives have blood pressure lowering, blood cleansing, diuretic, draining and expectorant effects. May help with loss of appetite, springtime fatigue, gout, cough and high blood pressure. Loses its effects in dried form, so should be frozen or processed into herbal salt.



**Herbalist
Veronika Walch**

Herbalist Veronika Walch offers 'herbal walks' and seminars at Kräuterwerkstatt Lech
www.krauterwerkstatt-lech.at

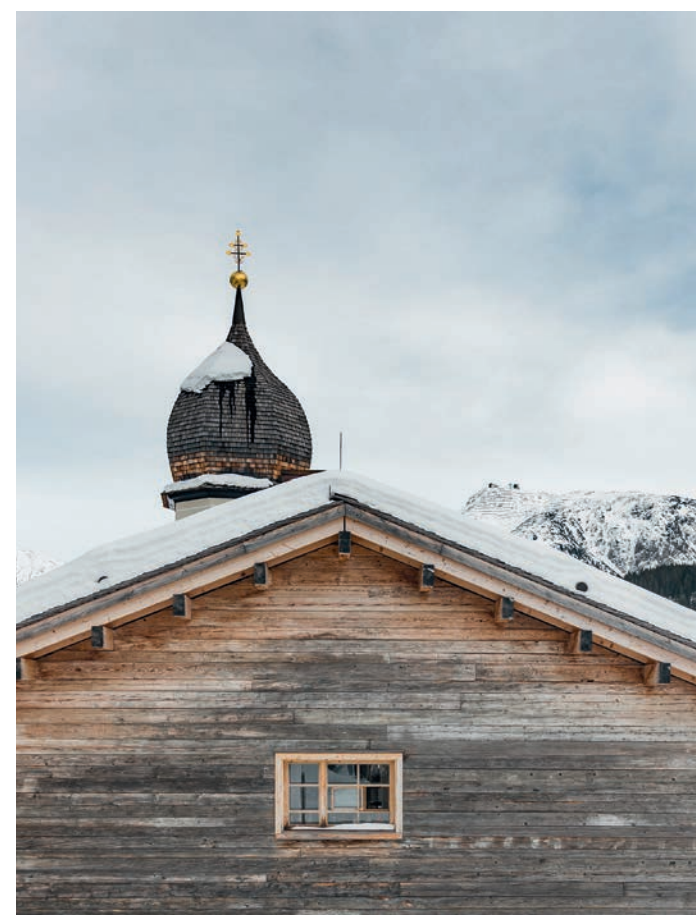
Completed with the kind support of herbalist Veronika Walch (Kräuterwerkstatt Lech).

Note: This information has been carefully compiled, but is in no way complete. The use of these herbs is not a substitute for consultation with or treatment by a doctor, and the information given does not apply to pregnant women.



Rote Wand Chef's Table

Early Bird Chef's Table 4.30 pm. | Chef's Table 8.00 pm.
With reservation only



Rote Wand Stuben

12.00 pm. – 3.00 pm.
5.30 pm. – 9.00 pm.
With reservation only



On top of the world!

Why does Kaiserschmarren always taste a bit better in a mountain hut than in the valley? Why should allergy sufferers head for the mountains during the flowering period? And why could you rival the sun when it comes to beaming whilst hiking in the mountains?

A few tips and facts that explain exactly why we feel on top of the world in the mountains.

Text: Michaela Bilgeri
Illustration: Rainer Hilbe

Natural doping

Although it is difficult to pronounce, the hormone Erythropoietin forms easily at altitudes as low as 1,000 metres: It's also known as EPO. It stimulates the formation of red blood cells and thus improves the flow of oxygen in the body. Although the oxygen content at any altitude is around 21%, the air pressure drops at altitude - so there are fewer oxygen molecules per breath. The body counteracts this by producing more EPO. This also stimulates metabolic activity and cell renewal - meaning that a hike up to the Mohnenfluh mountain is a veritable fountain of youth.

Clear as daylight

High up on Roggalspitze mountain, things become clearer - because at over 2,000 metres above sea level, visual perception and depth of field are improved. The reason: at higher altitudes there is less smog and fewer gases that filter out certain light frequencies. The high altitude sun's more complete light spectrum also provides more infrared light, and that activates immune cells and blood circulation!

Combat zone

From 1,600 metres above sea level, even the hardy beech and sycamore trees give way to conifers. Above 2,000 metres, even larches and stone pines, the toughest of all conifers, don't stand a chance. Which means a clear view of Alpine flowers and grasses!

In great demand

Not all soft-boiled eggs are the same. It always depends on the altitude at which you cook it. The boiling point drops by 1°C for every 300 metres in altitude due to the decreasing air pressure. On the Rote Wand, the boiling temperature of water is therefore no longer 100°C, but 91°C. So it's no wonder that with such gentle cooking, Kaiserschmarren and Germknödel always taste just that little bit better in the mountains!

Dress warmly!

A 3°C temperature difference between Lech and Oberlech or Zürs is not unheard of and can already cause us to reach for a sweater when wearing a t-shirt. Depending on the weather, the temperature drops by between 0.5°C and 1°C for every 100 metres of altitude.

Edelweiss

It is said that Emperor Franz Josef climbed a steep rocky area in 1856 to pick Sisi's favourite flower. The edelweiss has always stood for courage and bravery, but you have to make it to altitudes between 1,800 and 3,000 metres and often venture to rocky outcroppings to get a glimpse of one. The hype that the emperor and empress triggered with their fondness for edelweiss led to the Alpine flower being declared a protected species 30 years later. So always remember: You're allowed to admire it, but not to pick it.

Happy in the mountains!

In the mountains, you not only get more sun and thus more of the mood-boosting Vitamin D, but hiking at between 1,500 and 2,500 metres in altitude also releases more endorphins than hiking in the valley. So you can definitely work your way to a bit more happiness while hiking up to Kriegerhorn mountain.

A blaze of colour

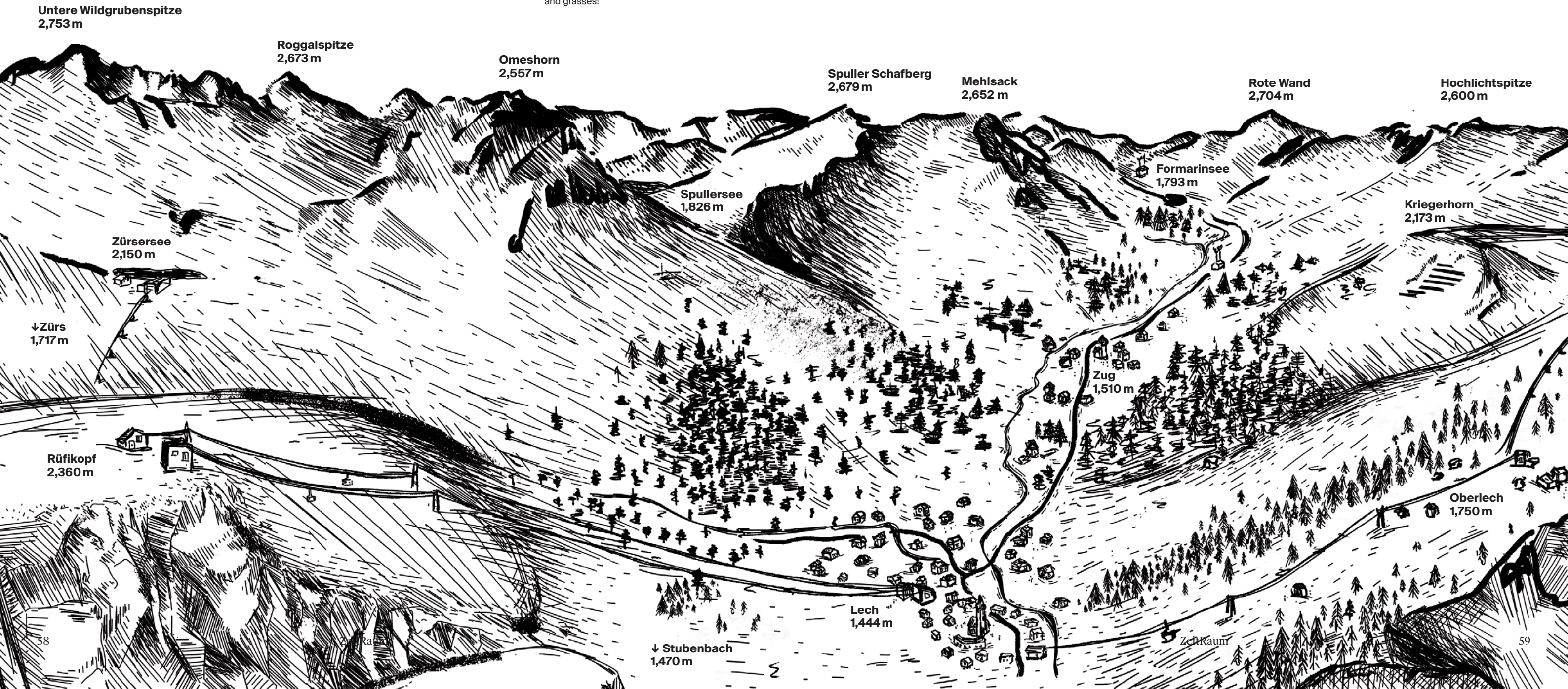
Flowers that grow at high altitudes are survivors. Growing close to the ground protects them from the wind and allows them to exploit the heat of the soil. The increased pigmentation of many Alpine flowers is not only attractive, but, similar to tanned skin, it also protects the petals from ultraviolet radiation. So don't forget to apply sunscreen!

A paradise for those suffering from allergies

Allergy sufferers can rejoice, because starting at an altitude of 1,500 metres the terrain is dominated by conifers and there are practically no more deciduous trees in bloom. Moreover, the flowering period in Lech-Zürs starts six weeks later than in the valley - so nothing stands in the way of pollen-free holiday planning.

Take a deep breath

The air at 1,000 metres above sea level and above contains less fine dust and pollen and allows allergic asthmatics to breathe a sigh of relief.



Great food from different culinary worlds



A dynamic mountain village featuring international flair that shapes its own hospitality concept: In Lech am Arlberg, even rustic cuisine is classy. Meanwhile, luxury is brought back to earth thanks to Alpine influences.

Text: Martin Fetz, Robert Maruna

Lech is full of diversity: It's a glowing microcosm amidst steep mountain ridges. There is nowhere else in the Alps where urbanity and rurality are so closely linked as here in the Arlberg region. What at first glance appears to be contradictory is in fact a symbiosis. Art and culture, nature and architecture, sport and physical enjoyment merge here just as naturally as the Zürser Bach and the Lech flow into each other in the village centre. The river guides people of all walks of life through the centre of Lech, this cosmopolitan hub of the Alps. Views sweep skyward to local mountains like the Rüfi and the Omeshorn or pan lower, hungrier, to the bustling yet relaxed local hustle and bustle and to establishments like the Arlberg and the Post, where outstanding cuisine can be enjoyed.

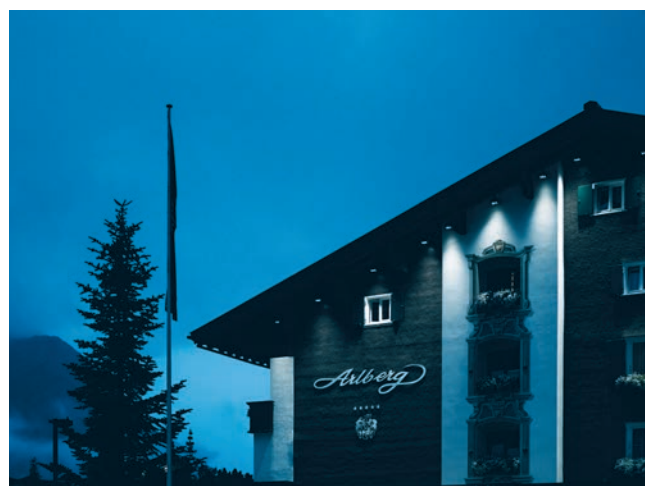
Above and behind all this are the people who live, work and create here. Without them, Lech would never have grown into a Mecca of winter tourism and certainly would not have been named the World Gourmet Village of the Arlberg region. Lech needs its people. Not only to bring its legendary variety of culinary treasures onto

plates, but also to make sure things continue to happen. In both winter and summer.

From ski racing, ski lifts and ski schools to environmentally friendly concepts, car-free mobility and a luxurious sense of style, Lech has always been about innovation. In many respects, it has always been a little bit ahead of other tourist destinations. Some think that this is due to the high Alpine location, which has an isolating effect and thus allows creative minds the peace to create. Others say that the place's decade-long success is due to the authentic hospitality of the people of the Walsertal valley. In any case, Lech has been able to retain the quaint charm of a mountain village without ever standing in the way of progress. As a result, you can enjoy internationally inspired high-end cuisine in a luxurious superior hotel, while a few doors down, hearty traditional dishes are served up in rustic old-wood parlours.

Lech is more than just a pioneer and multiple award winner in tourism and sports, it has also set many milestones in gastronomy. No other place

in the world can boast such a high density of award-winning restaurants in relation to the number of inhabitants; scarcely a restaurant in Lech has not been awarded Falstaff forks or A-la-Carte stars – this applies to the district of Zug as well as to Lech, Oberlech and Zürs. Of course, one could also mention many other establishments in the centre of Lech, such as the Krone, Hus No. 8, or the Almhof Schneider. Because tastes and opening hours differ, we'll focus our attention on three gastronomically important establishments that are also open in the summer: the Arlberg restaurant on the left bank of the Lech River, the Post restaurant on the right side and, further downstream, on the right flank, the Bodenalpe restaurant. ↵



Arlberg: The Parlour

The history of Hotel Arlberg dates back to the 1950s: built and established by Helga and Johann Schneider, it was rebuilt and renovated by son Hannes and his wife Christiane. Since 2017, this establishment has been managed and further developed by young host Benjamin Schneider and his partner Patrick Krummenacher. The history of this company spans generations – and so does that of its regular guests. The elegant restaurant's large menu, which unmistakably employs the language of sophistication, is reserved for house guests, while the no less cosy Walserstube parlour is open to holidaymakers who don't have a room booked in the hotel. In addition to Austrian classics, which are always served with a little something extra (e.g. spinach dumplings with chanterelle mushrooms or caramelised apple pancakes), the restaurant offers ten types of fondue. Their appetising scents waft through the village as if they sought to lure additional guests. In addition to the established fondues types, innkeeper Christof Klimmer particularly recommends the 'Chinoise', 'Asia' and 'Royal' varieties – if you are open to new things. This is fully in line with the philosophy of the Schneider family: They have created an open house for guests, family, friends and, above all, the people of Lech. ↵



Relais & Châteaux Post Lech am Arlberg: The Panorama Restaurant

Just a hop, skip and a jump over the bridge is the Relais & Châteaux Hotel Post Lech am Arlberg, run by the same family since 1937. The restaurant has been consistently awarded Toques from Gault & Millau since 1980. With its historic façade, this tradition-rich establishment, where centuries ago travellers exchanged horses, rises up in the heart of Lech. The Post is run by its third generation of passionate hosts Sandra and Florian Moosbrugger and is a showcase for stylish resolution and the harmonious fusion of opposites. This becomes readily apparent when entering the panorama restaurant: In 2018, the restaurant area was renovated by Viennese architect Christian Prasser who used a floor-to-ceiling glass façade as well as a special lighting concept and custom-made upholstered furniture. We recommend taking a seat in one of the 80 comfortable seats, gazing through the windows and taking your palate on a journey beyond the surrounding mountains. Sample, for instance, Alpine char in lime sauce sourced from the Zug fish farm. Although chef Michael Rieser likes to use his ingredients to take connoisseurs on a culinary journey to the Mediterranean or far-away oceans with scallops and the like, he also reliably returns to Lech to treat guests to raw venison ham and other game as well as mushrooms and berries from the forests that border the town (upstream as well as downstream). ↵





Gasthof Bodenalpe

If you follow the luring sound of the Lech River from the centre of Lech towards the valley, you will soon reach the Bodenalpe restaurant. It doesn't matter whether you choose to sit in the rustic farmhouse parlour, on the spacious deck or at one of the wooden tables in the meadow – the view is always the same: lush green in the rocky background, hearty steaming food on the plate right in front of you. With its bright white lettering on a dark background and brightly coloured geraniums bursting out from under the windows, this 400-year-old farmhouse immediately catches the eye. The building also stands out for its construction style with a high wooden roof that contradicts the typical style of the Walstertal valley. The inn stands completely alone on the green meadow. Down-to-earth, rustic and uncomplicated, the Bodenalpe restaurant is run by Philipp Jochum, a native of Lech. Previously, his uncle had run the company

until 2007. Over the course of his career, Jochum worked in St. Moritz, Munich, Merano and Marbella, before working in Formula 1 catering and travelling to many countries. During this time, he even met his current wife. At the Bodenalpe, culinary souvenirs such as Austrian barbecue dishes coexist in harmony with tempting, mouth-watering Kasknöpfl and what is probably the best Tyrolean Gröstl in the entire Arlberg region. As so often in Lech, the Bodenalpe is another example of how its people's life experiences merge to add to the unique local microcosm. ←



Eating and drinking in Lech Züers

Check out all restaurants and opening hours at: www.lechzuers.com/en/culinary



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The tastes of our partner towns

Beaver Creek in the USA, Sylt in Germany, Hakuba Happo in Japan: These are Lech Zürs’ partner towns. They’re all gems in their own right and that applies to their culinary offerings as well. We asked for recipes that reflect the essence of the places. And here they are: Recommendations from all over the world for you to cook at home.



Wood oven-roasted Colorado rack of lamb with pomegranate marinade

Roasted poussin breast with Granny Smith apple, cabbage and purple curry foam

Grilled salmon with Saikyo miso

Wood oven-roasted Colorado rack of lamb with pomegranate marinade

A good butcher can prepare the lamb for this recipe as requested. We use large, 8-bone racks (about 5-6 pounds before trimming) with the layer of fat left on (you’ll need them for the lamb sauce) and the rib bones left longer than usual (about 6 inches from the ‘eye’ of the ribeye). Before marinating, remove the fat layer and loosen the meat about ¼ of an inch from the bone. Ask your butcher for the trimmings and use those in the sauce as well.

Serves 4

Pomegranate Marinade

4 cups pomegranate juice
1 cup extra-virgin olive oil

Juice and zest of 2 lemons

½ cup finely chopped shallots
½ cup chopped garlic (about 15 cloves)
2 tablespoons chopped rosemary
1 tablespoon chopped thyme
2 tablespoons crushed black peppercorns

2 8-rib lamb racks, Fat layer removed (save with all other removed sections for the sauce).

Pomegranate Lamb Sauce

Meat trimmed from left over fat layers and lamb trimmings

1 tablespoon vegetable oil
2 shallots, chopped
4 cloves of garlic, crushed
1 cup red wine
1 teaspoon crushed black peppercorns

1 rosemary stem
6 cups lamb, veal or roasted chicken stock

Salt and ground black pepper, to taste

1. Combine all of the pomegranate marinade ingredients in a large dish and add the lamb racks. Cover and marinate the lamb in the refrigerator for 24 hours.

2. After 24 hours, remove the lamb from the dish, draining off any excess marinade, and wrap the rib bones in aluminium foil. Save 1 cup of the marinade for the sauce.

3. Cut the left over meat trimmings into 1-inch pieces. In a large saucepan, heat the oil over medium-high heat. Brown the pieces for about 10 minutes. Transfer them to a bowl and put aside. Pour off all but 1 tablespoon of the fat from the saucepan.

4. Reduce the heat to medium and add the chopped shallots, stirring often until they are browned (3-5 minutes). Add the crushed garlic and cook for 1 more minute.

5. Return the browned meat cubes to the pan and add the cup of pomegranate marinade, plus red wine, crushed peppercorns and rosemary. Bring this to a boil and cook until it has reduced to 1/4 cup, skimming off any fat as necessary.

6. Add the stock and bring the mixture back to a boil. Reduce the heat and simmer until the liquid has reduced to about 2 cups, skimming often to remove any fat that rises to the surface.

7. Drain through a sieve, catching only the liquid, and pour into a clean pan. Season to taste with salt and pepper.

8. Season the lamb with salt and pepper. Roast in a wood oven fired with oak for 12-20 minutes. (Cooking the lamb on an outdoor grill on medium heat for 10-15 minutes or browning in a very hot skillet with a little oil followed by roasting in a conventional oven at 425 degrees until medium-rare is also acceptable.)

9. Let the meat rest in a warm place for about 10 minutes before carving.

10. Once rested, carve each rack into 2-rib pieces. Each serving should have two 2-rib pieces (4 ribs total) finished with the pomegranate lamb sauce. <J

Serves 4 people

- Ingredients**
 - 4 poussin breasts
 - 4 sprigs of rosemary
 - 4 sprigs of thyme
 - 2 cloves of garlic, crushed
 - Butter
 - Canola oil
 - Salt, pepper
- 1.5 kg Granny Smith apples
 - Vadouvan spice (e.g. Ingo Holland)
 - Brown sugar
- 200 g flower sprouts or kale, cleaned
 - 500 g Brussels sprouts cleaned and blanched
 - ½ head broccoli, cleaned, cut into small florets and blanched
 - ½ head cauliflower, cleaned, cut into small florets and blanched
 - Canola oil
 - Butter
 - Salt
 - Pepper
- 100 g fresh mango
 - 100 g Boskoop apples
 - 50 g celery
 - 50 g shallots
 - 100 ml coconut milk
 - 100 ml cream
 - 15 g Purple Curry (e.g. Ingo Holland)
 - 70 ml apple sauce
 - 50 ml chicken stock
- Noilly Prat
 - White port wine
 - Salt
 - Sugar
 - Lime zest
 - Saffron
 - Piment d'espelete

Roasted poussin breast with Granny Smith apple, cabbage and purple curry foam

Apple sauce
Peel the Granny Smith apples, remove seeds and cut into small pieces. Place them in a glass bowl and wrap in cling film. Place the bowl in the microwave and heat at the highest setting for at least 3 minutes. Repeat this process until the apples are soft. Finally, add a pinch of Vadouvan spice and blend the apples. If necessary, season with a little brown sugar. It is important that the sauce remains a little acidic.

Curry foam
Cut the mango, apple, celery and shallots into rough cubes. Lightly sauté these ingredients with a pinch of salt and sugar, add the purple curry and sauté briefly, deglaze with a dash of white port wine and Noilly Prat and reduce. Add chicken stock, coconut milk, a touch of saffron and apple sauce and reduce again. Finally, add the cream, season with salt, sugar, lime zest, piment d'espelette. Then puree and pass through a sieve.

Poussin breasts
Preheat the oven to 160 degrees and set to convection. Season and then sear the breasts on both sides. Place the breasts on a rack and place in the preheated oven for about 10 minutes. Meanwhile, prepare a pan with butter, rosemary, thyme and garlic. When the breasts come out of the oven, heat the pan. As soon as the butter starts to foam, add the breasts and keep basting the meat with hot butter for about 1 minute using a spoon.

Vegetables
Prepare a second pan with olive oil and sear the vegetables (except kale/ flower sprouts) at high heat. Add three flakes of butter and only add the kale at the end so it will keep its crunch. It's okay if it takes on some colour. Season with salt and pepper.

Presentation
Divide the apple puree into deep, ideally circular plates and arrange the vegetables on top. Whip up the warm curry foam and pour generously into the centre. Place the breast inside the "nest" that has been made.

Enjoy! <^

Grilled salmon with Saikyo miso

Ingredients for 4 servings:

- Ingredients**
 - 4 x 50 g salmon
 - 200 g Saikyo miso (white miso)
 - 30 ml sake
 - 30 ml mirin (sweet rice wine used for cooking)
 - 40 g sugar
 - Seasonal vegetables of your choice (e.g. peppers, onions)

Preparation
Preheat the oven to 200 degrees C. Mix miso, sake, mirin and sugar into a marinade and marinate the salmon pieces for 8 h in the refrigerator. Carefully dab off the miso marinade. Cook the salmon in the preheated oven for 6-7 minutes until lightly browned (it will burn easily because of the sugar). Cut vegetables into strips and fry them over high heat so that they are lightly charred. Serve together. <^

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What's going on in Lech Zürs?

The latest news



1 Magdalena Egger

Magdalena Egger is 21 years old, 1.68 m tall, weighs just under 70 kilograms, has already won six Junior World Championships and wants to be one of the best skiers in the world one day. When Magdalena Egger sets her mind to something, she wants to do it the right way. The Vorarlberg native was only three when she hopped on skis for the first time. During her primary school years, she trained at Ski-Club Arlberg. She later attended the secondary school in Lech and the 'Skigymnasium' (high school with an emphasis on skiing) in Stams, joined the Vorarlberg youth squad, won her first FIS races as well as events in the European Cup and, in 2022, the Junior World Championships: Gold in the downhill, super-G and giant slalom categories. With a total of nine medals, Egger is the most successful Alpine ski racer in the history of the Junior World Championships. Her next target is clear: "I want to establish myself in the World Cup and get on the podium." She really does do things the right way. ↵



2 Zugerberg Cableway

Last winter, it was finally time to say good bye to a cherished winter-sports facility after 50 years and around 34,000 operating hours. During its tenure, the 'Zugerberg' double chairlift transported more than 15 million guests to the top of the mountain in just 12 minutes. Although it was considered one of the last still-operating examples of now outdated alpine cableway equipment, the time nevertheless arrived to remove the nostalgic chairs from operation. Now, skiers are transported from Zug to the top of Zugerberg mountain with much more umpf: A modern mono-cable 10-person cable car is now able to ascend the more than 600 m in elevation in less than five minutes. Meanwhile, guests can relax in comfort on the inside and take in magnificent views of the mountain world. ↵

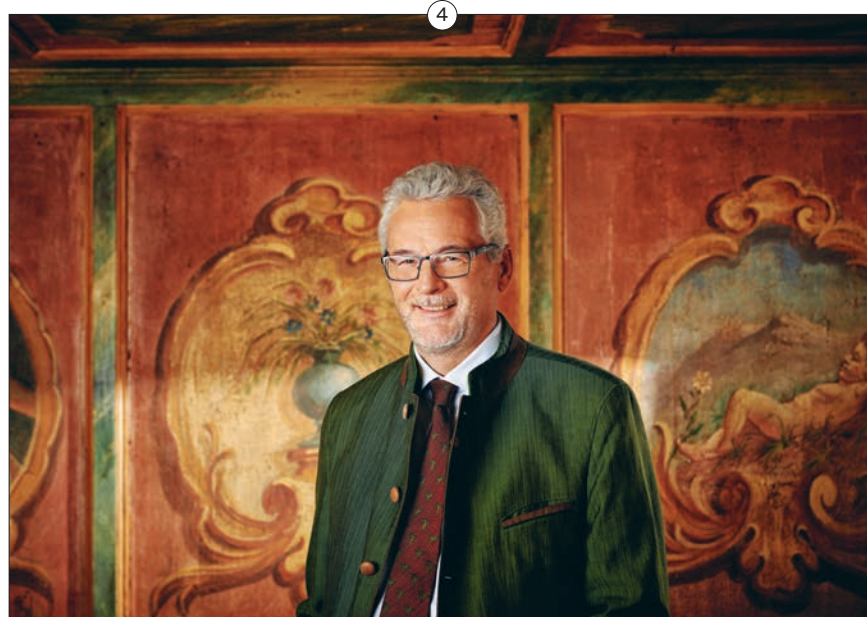


3 Madloch lift The White Ring Champions' Lift

The new Madloch is dedicated to the winners of the "Weißer-Ring" (White Ring) race. While in the past a double chair lift used to connect Lech and Zürs, a state of the art 6-seater chair lift now does the job of taking skiers up to the top of the Madloch at 2,446 m. Benefits such as heated seats, weather protection hoods and shortened travel times speak for themselves! In addition, the bottom station was relocated to the opposite side of Lake Zürs to allow for easy access and boarding. Did you know?: All 50 weather protection hoods bear the name of a hero or heroine of the White Ring race. ↵

4 Welcome to the office, Gerhard Lucian!

The new mayor has been the head of the municipality of Lech since February of 2022. The hotelier and his family run the Burg Hotel in Oberlech as well as a rustic mountain hut on the picturesque Kriegeralpe mountain at over 2,000 metres, which is famous for its home-made cheese. Before being elected mayor, he served as a local councillor in Lech for five years. In his new role, he relies on collaboration. "I see myself as a representative of all population groups and would like to convey courage and confidence in these difficult times," he says. And that includes the two new 'Dorfhüs' and 'Lechwelten' buildings. And what are the new mayor's hobbies? Hunting with friends, teeing off at the golf course and spending time with his family. ↵



Lech
Zürs



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The White Ring

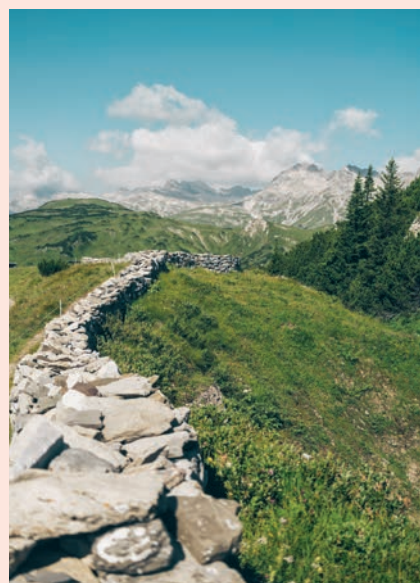
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Thinking



Space



Page 73
The joy of thinking at lofty heights
Impact, Literaricum and Philosophicum

The joy
of thinking
at lofty
heights

A ‘summer of thought’ in Lech

Thinking has a long and storied tradition in Lech Zürs – the Philosophicum event has been held here for 25 years. The “Summer of Thought” now has two new formats: the Impact event in June and the Literaricum in July. What do all three have in common? They deal with the big questions of life in the midst of the fresh mountain air of Lech.

Text: Martha Miklin

Perhaps you know what it’s like: you’ve been carrying a question or an issue around with you for so long, and all the thinking seems to do is make it worse. Often times, it makes sense to simply let the question go – or, in the words of the lyricist Rainer Maria Rilke, “to love the questions themselves, like locked rooms and books written in a very foreign language.”

When caught in such a situation, however, it can also be helpful to get up and go outside. Moving the body, putting one step in front of the other, helps to draw attention to the path forward – and away from all those question marks in one’s mind. Walking alone is a beneficial act that also gets the mind in motion. And in the process, questions can be viewed from a new perspective.

Lech Zürs and thought: Like hand in glove.

The space or environment in which one walks also plays a role. It has been scientifically proven that being out and about in nature has a calming effect. Famous philosopher Friedrich Nietzsche swore by using nature as a force to enable new thoughts – he himself loved lingering, walking and thinking at lofty heights. To a certain extent, this knowledge of the connection between the quality of thinking and the place where thinking takes place also underpins the Philosophicum Lech event.

Lech Zürs and thought: Like hand in glove.

The freedom, the beauty and the courage to be lazy: For 25 years now, Philosophicum has provided people with a forum to think about world-changing topics. From humble beginnings, it has grown into a fixture in the German-speaking world. Literaricum, which discusses classic works that still reverberate today, such as Simplicius Simplicissimus, was established in 2021 and in 2022. The first Impact event was held under the heading ‘Fakten schaffen, Meinung bilden’ (“Creating Facts, Forming Opinions”), dealing with the topic of energy literacy. ↵



Looking back on Impact Lech 2022.

Impact Lech was created by geneticist Markus Hengstschläger. With the aim of conveying facts that then motivating action, this symposium takes on a topic that is presented and discussed in an interdisciplinary manner. In 2022, representatives from business and science, including Verbund CEO Michael Strugl, psychiatrist Adelheid Kastner and behavioural economist Gerhard Fehr, exchanged ideas on the topic of energy competence.

Every man has a right to his opinion, but no man has a right to be wrong in his facts.

Bernard Baruch



Looking back on the Literaricum 2022.

The Literaricum was originally initiated by Michael Köhlmeier and Raoul Schrott and is now curated by Nicola Steiner. 2022's event revolved around the classic work *Bartleby, the Scrivener* by Herman Melville. "I would prefer not to [...]" is a phrase that can be traced back to Bartleby and, over the course of three days, it was explored from all angles: For some, it marks a form of denial, an expression of maximum autonomy, and, for others, both at the same time. "Thinking about classics is something that interests a lot of people – because they carry an air of something fundamental," says Nicola Steiner.



**I would prefer not
to [...]**

Bartleby, the Scrivener



THE i7



bmw.at/i7

BMW i7 xDrive60: 400 kW (544 PS), WLTP fuel consumption combined 0,0 l/100 km, CO₂ emissions 0,0 g CO₂/km, WLTP power consumption from 18,4 kWh to 19,6 kWh/100 km. Symbolic image.



Looking back on the Philosophicum 2022.

2022 marked the Philosophicum Lech's unbelievable 25th anniversary. Once again, the format proved that an altitude of more than 1,700 metres is the best environment to discuss the depths of the human condition. After all, the event's six days in September were dedicated to the theme of 'Der Hass – Anatomie eines elementaren Gefühls' ("Hate – Anatomy of an Elemental Emotion"). Once again, Konrad Paul Liessmann invited prestigious speakers to our state – from Svenja Flaßpöhler (also see our interview with her on p. 6) to the former Green Party politician Eva Glawischnig and influencer Anna Schneider.

**Philosophy is its time,
captured in thought.**

Georg Wilhelm Friedrich Hegel

● **IMPACT**
○ **LECH**
FAKTEN SCHAFFEN.
MEINUNG BILDEN.

Impact Lech

Entitled *Impact Lech – Fakten schaffen, Meinung bilden* ('Creating facts, forming opinions'), this congress examines a topic from different perspectives in an interdisciplinary manner using formats such as lectures and panel discussions.

Next date:
15-18 June 2023,
Hotel Post Lech

www.impact-lech.at


LITERARICUM
LECH AM ARLBERG

Literaricum Lech

This literary event brings together people interested in culture to discuss captivating classics of world literature. Each year, the focus is on a different work, which is discussed against a dreamlike mountain backdrop.

Next date:
13-16 July 2023

www.lechzuers.com

Philosophicum Lech

Philosophicum Lech

The Philosophicum Lech has become a fixture for philosophical, cultural and social science reflection, discussion and exchange. Every year since 1997, a current topic in philosophy is tackled with lectures and discussions.

Next date:
19-24 September 2023
Topic: *Alles wird gut. Zur Dialektik der Hoffnung.* ('Everything will be fine. On the dialectic of hope')

www.philosophicum.com



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A modern meeting place



Modern venues for encounter will be created with the construction of the new “Dorfhus” and “Lechwelten” buildings situated between the Lech River and the church. The two buildings are scheduled to be opened in the summer of 2024. They will provide a strong stimulus for Lech’s town centre and will enrich community life in Lech in addition to enhancing the quality of stay for guests. Best of all, these new spaces also create a lot of opportunities.

New meeting places for locals, employees and guests:

“We are looking forward to having the new village reception, which will serve as a central contact point for everyone and everything to do with Lech,” says Rosa Schönherr, head of the information department of Lech Zürs Tourismus GmbH about her new workplace, which will be located in the “Dorfhus”, the smaller of the two buildings. The modern, open village reception on the ground floor, which is intended to offer locals and guests a comprehensive service on all matters relating to administration and tourism, was given special focus. What makes the whole thing special is its multifunctional use, fusing village reception and library. The ‘Dorfhus’ will thus become a vibrant place filled with life, catering to the needs of citizens and making Lech a pioneer in the implementation of an innovative, open administration concept. In the near future, the building will house the Municipal Administration Office, Lech Zürs Tourism, the library and the Austrian Post partner office. In total, it will offer 62 modern workstations.



The larger of the two buildings, called 'Lechwelten', will be home to a **state-of-the-art event space for small and large events**. The name (which is literally translated as "Worlds of Lech") is no coincidence. This place will offer a plethora of experiences: From culture, music and club life to (international) conferences and congresses and gastronomy and shopping experiences. It will allow for a wide range of entertainment offerings and events. "It was about time that Lech Zürs set up an offering for international congresses and conferences against its fantastic mountain backdrop," says Irmgard Huber, who took over the marketing of the event space in autumn of 2022. The new, state-of-the-art event space will offer a unique ambience for up to 700 visitors. Because the rooms can be adapted as required, this multifaceted building can be used by both regional clubs and external event organisers.

A social meeting place and venue for local clubs:

The 'Lechwelten' in the middle of town also serve as a new home for local events and local clubs. Lech's Music School and Folk Band will not only have space to hold concerts, but will even receive their own reserved rehearsal rooms. "Our local brass band – and I'm sure the organisers of other events as well – are more than happy to finally have a space for themselves," says Marc Gusner, the

conductor of Lech's Brass Band. The sense of anticipation is understandable, because the rooms are specially designed for musical use and will probably inspire not only seasoned musicians like Gusner, but also the next generation to make music together. Music School Director Hans Finner agrees: "For more than three decades, we had to make do with provisional settings, including the former post-bus garage, which had served as a meeting place for musicians and social matters for an average of over twelve percent of Lech's population. With the creation of the new culture building, we will now finally have an appropriate space. We are looking forward to the opening of our new 'music school meeting place', a place of artistic and musical education and cultural encounter for all ages." ←

Factbox 'Dorfhus' and 'Lechwelten'

→ **Design:** Dorner\Matt Architekten
Winner of the architectural competition 2017

→ **Start of construction work:** 2019

→ **Scheduled opening:** Summer 2024

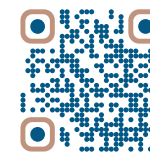
→ **'Dorfhus' building:** Ground floor with village reception, post office and library; 4 upper floors with offices, meeting rooms and common rooms for the municipal administration and Lech Zürs Tourism

→ **'Lechwelten' building:** Ground floor and possible basement floor: year-round restaurant and retail space; upper floors: Event and concert hall for up to 700 visitors, rehearsal rooms for Lech's Music School and brass band



Our team will gladly assist you!

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Culture

Page 85
A riot of colours
A summer fashion series

Page 98
Classic ski fashion
Guest article by Huber-Hus



Space

A riot of colours

Summer in
Lech Zürs:
A different
side of fashion

Our summer fashion shoot, featuring local models, unusual locations and extravagant outfits from shops in Lech Zürs, was extra special. Rosa, Theresa, Melanie, Thomas and Michael demonstrated what Alpine fashion has to offer beyond functional wear: Featuring exquisite pieces from Lenai+Linai, Sportalp Waldhart and Sport&Modehaus Strolz. Photos were taken in the local pristine nature and the nearly urban surroundings in and around Lech Zürs.



Theresa: shirt dress / Lenai+Linai || Magnus: chino + shirt / Sport&Modehaus Strolz



Magnus: chino + polo shirt / Sport&Modehaus Strolz, shoes / model's own



Melanie: skirt + blouse / Lenai+Linai || Rosa: blouse / Lenai+ Linai, pants / Sportalp/Waldhart



Rosa: blouse / Lenai+Linai, pants / Sportalp/Waldhart



Michael: pants + shirt / Sport&Modehaus Strolz, shoes / model's own



Theresa: shirt dress / Lenai+Linai, belt / Sport&Modehaus Strolz, scarf / model's own



Thomas: pants + sweater / Sport&Modehaus Strolz



Melanie: skirt + blouse / Lenai+Linai



Many thanks to our local models Magnus Walch, Theresa Jochum, Michael Ziegler, Rosa Schönherr, Thomas Jochum and Melanie Huber for being part of this production!

Equal thanks to stylist Anna Zeitlhuber, to Almhof Schneider for making their garage available for the shooting, and to the three shops that contributed the selected pieces:
www.lenai-linai.at // www.strolz.at // www.sportalp.at

Winter Events 2022/23

November 2022

12 - 13 November
AUDI FIS Ski World Cup
Lech Zürs
Flexenarena Zürs

December 2022

1 - 24 December
Advent windows
throughout the entire village

3 - 5 December
Christmas Market
Kirchplatz Lech

3 December
Christmas Caroling
Kirchplatz Lech

4th, 5th and 16th December
Advent Brass Music
Kirchplatz Lech

7 - 18 December
Arlberg Weinberg
participating companies

9 - 11 December
Horizont Winter Summit
Hotel Edelweiss

10 December
Delicious Ring
Hotel Arlberg
Hotel Die Krone von Lech
Hotel Der Berghof
Hotel Gasthof Post Lech

12 December
Best Bottle Award
FUX Restaurant

13 December
Advent Reading
Lärchenhof

16 - 18 December
Christmas Market at the
Church Square
Kirchplatz Lech

December 2022

17 December
Christmas Caroling
Kirchplatz Lech

18 December
Christmas Market: The
Christ Child Comes to Lech
Kirchplatz Lech

21 December
Lantern Hike
Meeting point Lech Zürs
Tourist Office

22 December
Advent Reading
Schmelzhof Boutique Hotel



Arlberg Weinberg

The *Arlberg Weinberg* event presents culinary arts from their most beautiful side: the people behind it. Enjoy exceptional wines as well as unique dishes and get to know our hosts in a comfortable and exclusive settings. It's a special experience for body and the soul. ←



The White Ring - The Race

The *White Ring* route is made up of no fewer than five lifts, five downhill runs, an intense climb and a challenging ski route between the Omeshorn and Zug mountains. This is a unique event for ambitious hobby racers at the birth-place of Alpine skiing – and in the footsteps of its legends. ←

January 2023

19 January
REMUS Team Challenge
Flexenarena Zürs

21 January
The White Ring – The Race
Ski Resort Lech Zürs

April 2023

2 - 16 April
Tanzcafé Arlberg
Musik Festival
participating companies

12 - 14 April
Europaforum
Lech am Arlberg



Tanzcafé Arlberg

When spring finally arrives, bringing t-shirt weather back to the sun decks, then it is time once again 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 – today as it was in the past. ←

TeXtur

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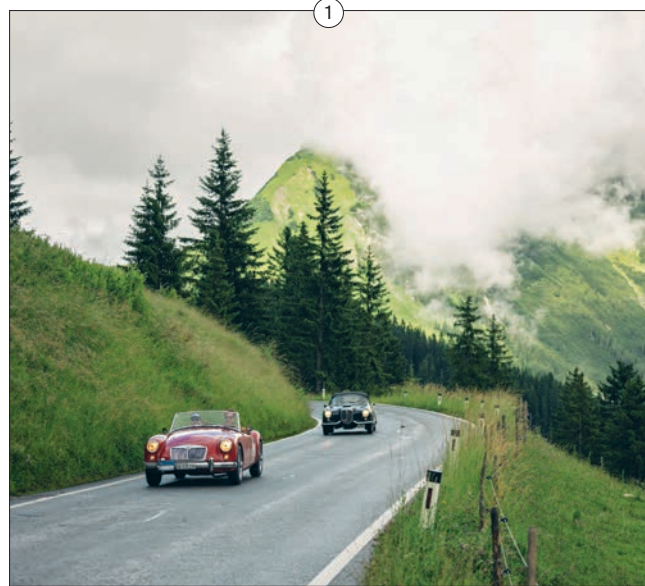
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Good to know



1 Arlberg Classic Car Rally

The 14th edition of the Arlberg Classic Car Rally is coming. From 29 June to 2 July 2023, Lech will once again be transformed into an Eldorado for classic car enthusiasts and car lovers. Covering 600 kilometres of twists and turns, the route encompasses narrow country roads and steep mountain passes. This historic Alpine car event is not about competing for fractions of a second, but the joy of driving. Organised according to the slogan "with friends through dreamy Alpine scenery", the Arlberg Classic Car Rally is an expression of the age-old love affair between man and machine against the backdrop of a fantastic natural landscape. ↵



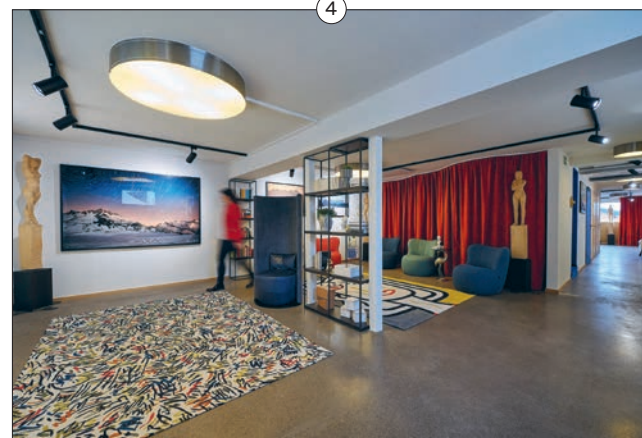
3 Sitting down at the 'Village Table' at Hotel Sandhof.

Nowadays, Martin and Ingrid Proding and their team at the Hotel Sandhof set up a twelve-metre-long table every summer. Their new summer restaurant was designed to serve as a meeting place for guests and locals alike. It allows people to meet whilst enjoying "healthy, fresh and modern cuisine" made from regional ingredients, for instance colourful bowls. Every two weeks, locals, vintners, top chefs or artists deliver a special menu to the table. On these occasions, guests sometimes even bring their own chairs ... ↵
www.sandhof.at/sommerrestaurant



2 Jazz Stage Lech

Since 2015, the Lech Jazz Stage has been an integral feature of the varied summer programme in Lech am Arlberg and a definite musical highlight. During the event, numerous acts from the international jazz scene answer the call of the mountains and play for four days on the Jazz Stage in the Lech Sports Park. A balanced mix of jazz and contemporary music in a family atmosphere are particularly important to Festival Director Philip Waldhart. As a result, every event is limited to a maximum of 200 visitors. ↵



4 LaMarie: A home for art in the mountains.

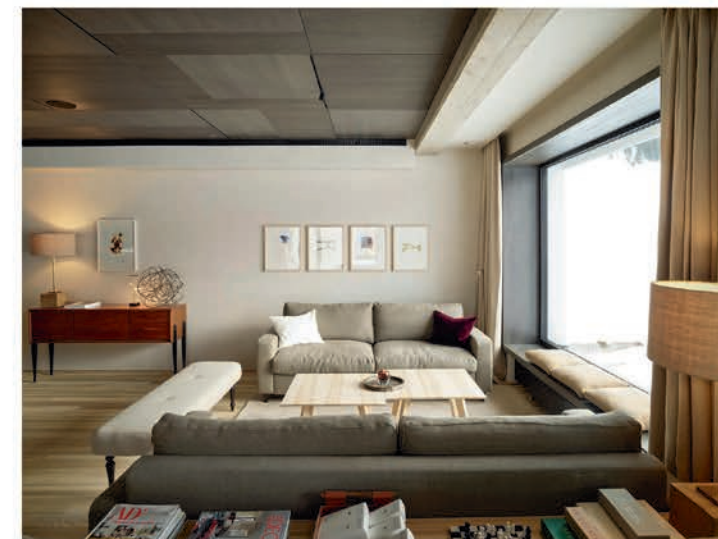
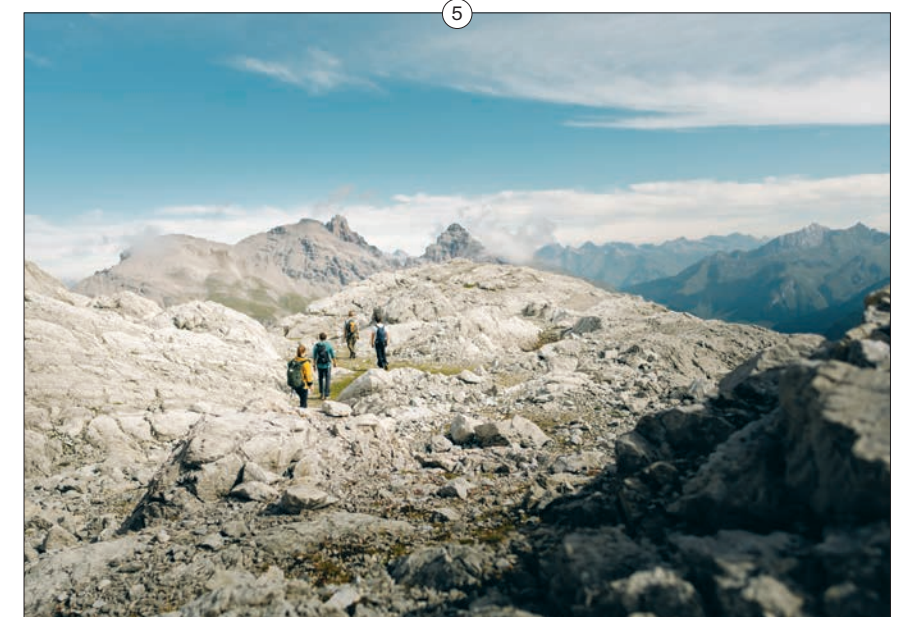
The idea can be traced back to Marie-Theres Muxel, who dreamed of creating 'a little home for art' – surrounded by nature, high up in the mountains. The farm housing the studio, which is named in her honour, now offers photography, painting, sculpture and a small shop with selected books and crafts. It is located in the vicinity of the famous Skyspace. Here, the Lech native, who studied art history in Vienna, among other places, was finally able to express her love of art and literature. Visitors can feel this spirit as soon as they enter the establishment, which also houses a workroom where new art is created... ↵
www.lamarie.at

What's new?

5 Long-distance hiking with great views: The Arlberg Trail.

3 stages, 5 towns, 52 kilometres (incl. lifts), 18 hours walking time: Since the summer of 2021, a specially sign-posted long-distance hiking trail now connects the towns of Lech, Zürs, Stuben, St. Christoph and St. Anton. This circular hike, which can be completed in three days and can be tackled from St. Anton, Lech or Stuben, transports you through a fascinating, largely high-Alpine landscape with unbeatable views. A fifth of the way is covered with the help of cable cars, whilst the remaining 40 kilometres are covered on foot. If you wish, your luggage can be taken care of. After all, you will have to manage more than 6,000 metres elevation change. ↵

www.arlbergtrail.com



SCHWARZ WAND

Italian elegance and alpine comfort

Dolce far niente with a magnificent panoramic view of the new lounge bar is the absolute highlight of the hotel. Simple and elegant, yet at the same time comfortable and down-to-earth; an inviting place for meetings, good conversations, games, reading and working or just relaxing. The new rooms and suites also impress with their finesse and craftsmanship.

Well thought-out room concepts, natural materials, hand-picked furniture and contemporary art make the traditional house an extravagant retreat for aesthetes and connoisseurs.

Benvenuti from Architect Birgit Elsensohn and hostess Marlène Barth-Elsensohn.

Guest contribution by Huber-Hus

Classics of ski fashion

In the 1960s, stirrup pants were more than just a garment. Not unlike bum bags, ski goggles and Strolz ski boots, they became one of the classics of ski fashion, the must-haves of a certain era. The following are some of the ski fashion classics that are inseparably linked with skiing and the Arlberg.

Text: Birgit Heinrich, Martina Sepp



Turquoise stirrup pants by Bogner – Willy Bogner Archive, Munich

Stirrup pants. The epitome of winter sports fashion

The first generation of stirrup pants were wide and loosely cut. Maria Bogner and the Munich-based sports company Willy Bogner adapted the stirrup pants, which have been used by the military since the 1930s to be worn for skiing. Novel synthetic fibres and elastic fabrics made stirrup pants the epitome of winter sports fashion from the 1950s onwards – enabling the characteristic, body-hugging wedge effect. Available in countless colours, the stirrup pants were copied in many places. The 'Bogners' quickly gained a following in America. Celebrities such as Liz Taylor, Marilyn Monroe and Ingrid Bergman helped to make stirrup pants world famous. ↵



The Satzger family skiing with ski instructor Arthur Strolz

Norwegian gloves, wool, 1930s – Willy Bogner Archive, Munich



The Norwegian pattern. Viking traditions in the Alps

Today, the most famous ski resorts are located in the Alps – though the origins of skiing itself, however, are largely in Scandinavia. That's where the first skis were made and ski technology and equipment were originally developed. Unsurprisingly, early ski fashion was also shaped by the Far North.

The Norwegian pattern with its star and zigzag design probably dates back to the Viking Age and is found in Iceland, Scotland and Scandinavia. First, natural colours defined the catchy patterns on gloves, socks and wrap-around gaiters. Starting in the 1920s, however, when skiing increasingly became a sport of the masses, the Norwegian pattern became a mainstay in ski fashion. The colours became more varied and in the post-war period Norwegian sweaters experience their first period of popularity. ↵



A skier wearing gloves with a Norwegian pattern



A skier wears an Ullr pendant on her waistband.

Ullr: The patron saint of skiers

Driven by the search for tradition, the god Ullr of Norse mythology was elevated to the patron saint of skiers in the Alps during the 1930s in order to emphasise the roots of skiing in the 'Germanic folk tradition'. For good luck, Ullr pendants were worn on the waistband until well into the post-war period. However, few people are aware of its original meaning and origin. ↵



An Ullr pendant – Lechmuseum

'Panorama Zürs' model winter sports goggles with interchangeable colour shades – Lechmuseum



Ski goggles. Expressing a lifestyle

Early on, ski goggles became a fashionable accessory on the slopes. Starting in the 1920s, however, skiers no longer removed them for group photos – on the contrary: Skiing and sunbathing went hand in hand and tanned skin became fashionable. Ski goggles no longer served only to protect against sun, wind and snow, they became an expression of an attitude towards life and a symbol of one's own sportiness. In the post-war period, ski goggles and sunglasses experienced a boom: No fashionable skier wanted to be seen without them in the glamorous ski resorts of the Arlberg. ↵



Ski racer Martin Strolz, circa 1950



**The sports cap:
The trademark of ski
instructors**

For decades, the sports cap with shield was the typical head-gear worn by men on the slopes. Made of corduroy, loden cloth and woollen fabric, it probably originated in England. Starting in 1900, it made its way into ski fashion and from the 1930s onwards, it became the unmistakable trademark of the Arlberg's ski instructors and thus practically became part of a 'uniform'. Sporty skiers continued to wear this cap well into the post-war period. Today, ski helmets dominate the slopes. ↵



White ski instructor cap, wool, age unknown – Private ownership

Ski instructor Mathis with sports cap, Zürs, date unknown



Bum bags ('Skiwimmerl' in Austrian dialect), 1950s – Willy Bogner Archive, Munich

**Bum bags.
Faithful companions
on the slopes**

When skiing became a sport of the masses in the 1920s, the ski bum bag – affectionately known as a 'Skiwimmerl' (Austrian dialect for "ski pimple") – emerged as a practical companion. It provided space for rations and sunscreen as well as ski wax or spare straps. As early as the 1930s, the bum bag developed into a fashionable accessory. Various materials such as leather, canvas or even seal fur were used, sometimes with great intricacy. The small bags enjoyed great popularity in the post-war years. Plastic and imitation leather, as well as a more vibrant range of colours from the 1970s onwards, gave skiers a greater selection. In recent years, the bum bag has been rediscovered, only now it's referred to as a 'hip pack'. ↵



Female skier with bum bag, 1950s



'Innsbruck' model Strolz ski boot, leather, 1964 – Private ownership

**The Strolz ski boot.
Legendary custom-made footwear**

Until the 1930s, people would wear nailed mountain boots for skiing. Master shoemaker Ambros Strolz started making leather ski boots in his workshop in 1921. The buckle boot revolutionised ski boot development in 1955, and the introduction of plastic in the late 1960s finally led to the creation of the modern ski boots we know today. Of all the well-known manufacturers in the German-speaking world, only the Strolz company managed to make the switch to plastic ski boots. To this day, the company is a legendary manufacturer of custom ski boots. ↵



Trade fair booth and Strolz ski boot in use, 1960s



Lechmuseum's special exhibition runs through 30 April 2023 at Huber-Hus. Thursday through Sunday, 3 to 6 pm.

www.lechmuseum.at

LECH ZÜRS



Ida and Vinzenz Walch's children in grey Ski-Club sweaters, circa 1968

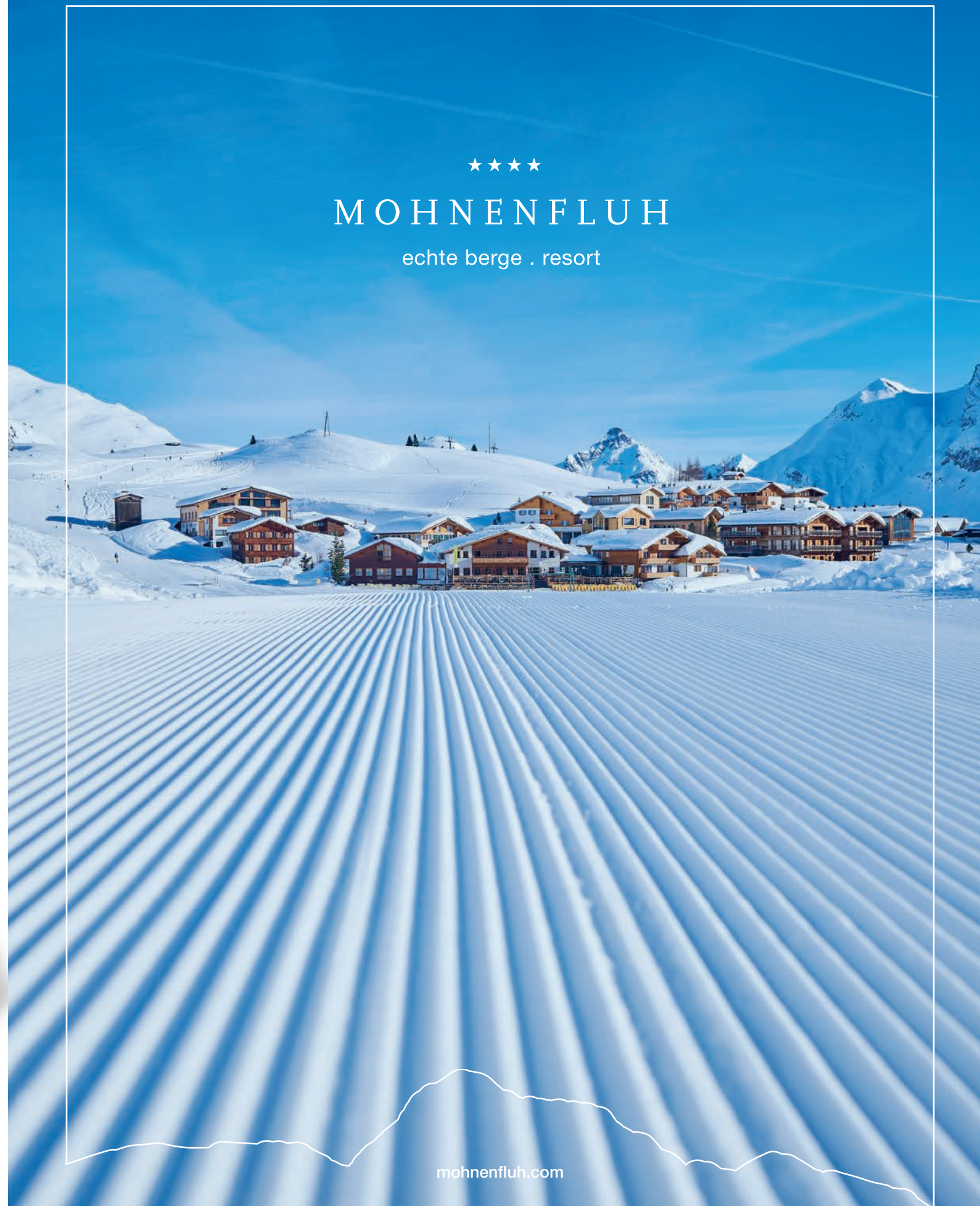
**The Ski-Club sweater.
Affiliation marked by
the colour grey**

Founded in 1901, the Ski-Club Arlberg is one of the largest and most important ski clubs in the world. It has around 8,500 members from 60 nations. They are all proud owners of the famous 'grey sweater'. Each new ski club member receives the coveted piece at the formal admission ceremony. The Ski-Club Arlberg's grey sweater is thus an unmistakable symbol that clearly tells onlookers who is a member. Perhaps it is also an homage to earlier times, when sweaters were often and popularly worn for skiing. ←



Grey Ski-Club Arlberg sweater, by Mäser, 1980s – Private ownership

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Summer Events 2023

June 2023

15 - 18 June
IMPACT Lech
Hotel Gasthof Post Lech

29 June to 1 July
Arlberg Classic Car Rally
Lech am Arlberg

July 2023

13 - 16 July
Literaricum Lech
Oberlech

15 July
Lech Town Festival
Lech am Arlberg

21 - 23 July
Angler Festival
Zug Fish Pond

29 July
Musicians' Day
participating companies

31 July - 06 August
Lech Classic Festival
sport.park.lech



Impact Lech

Titled 'Impact Lech - Fakten schaffen, Meinung bilden' ("Creating Facts, Forming Opinions"), Markus Hengstschläger's congress early in the summer season invites participants to examine a key topic from different perspectives against a fantastic mountain backdrop. Ultimately, the goal of the organisers is to provide the congress participants with facts that make a difference and enable and motivate people to participate. ↵

August 2023

12 August
St. Laurentius Night
Rüfikopf Restaurant

19 August
The White Ring -
The Trail Challenge
Lech am Arlberg

27 August
Zug Town Festival
Zug



The White Ring - The Trail Challenge

'The White Ring', officially one of the most beautiful trails in Austria, comes to life in summer. Here, where the hottest ski race of the Arlberg takes place in winter, the global trail running scene comes together to compete in the summer. The route connecting Lech, Zürs and Zug features amazing climbs, flat passages and fast descents to challenge the approx. 600 participants. In other words, skis are swapped for trail running shoes and hiking boots. ↵

September 2023

9 September
Dynafit Transalpine Run
Lech am Arlberg

19 - 24 September
26th Philosophicum Lech
Lech am Arlberg



Lech Classic Festival

Founded in 2012 by Music Manager Marlies Wagner and her husband Franz, the Lech Classic Festival wows with its premium agenda. The Lech Festival Orchestra, the Festival Choir and internationally renowned soloists interpret well-known and little-known masterpieces of music history. ↵



DO NOT FEEL LIKE ALPINE CHICK?

Do not feel like alpine chick with felt and antler?

The Edelweiss was the first ski hotel in Zürs in 1856. It is not only famous for its cosmopolitanism: It also stands for an international vintage for everyone who wants to get out of the optical monotony of the alpine hotel industry! And it is top located in the middle of Zürs.

For the second time already, guests can look forward to enjoy the „TIAN Bistro am Berg“ and the vegetarian-vegan dishes by Paul Ivić and his TIAN team.

In the „Edelweiss“ the unbelievable range of restaurant is striking

Charly: Yes, our diversity is hard to beat. The „TIAN Bistro am Berg“, the newly designed restaurant, the Edelweiss bar with the terrace and in addition, the „Zürserl“ as an event location and the legendary party Fondue dinner in our rustic „Flexenhäusl“.

„TIAN Bistro am Berg“ is going to get its second season! What can guests expect?

Charly: We are happy to welcome the TIAN team again this year at the Hotel Edelweiss. The vegetarian-vegan cuisine of head chef Paul Ivić has one Michelin star and four toques by Gault-Millau and is worldwide known.

How did this cooperation take place?

Charly: Paul and I have been friends for many years. We were both looking for a project which is out of the box and not expected in a skiarea.

Paul: I, myself come from Serfaus which is a wellknown skiarea in Tyrol and only an hour's drive away from Zürs. Therefore, the request was even more tempting.

How was the experience last year and what can we expect for the upcoming season?

Paul: The first season of a collaboration is always very exciting: How do the guests react to a purely vegetarian-vegan offer? Many – especially men – are still skeptical at first. However, it is even better when you see how they feel after the first dishes, how they relax their posture and facial features and just enjoy their evening. The feedback from the Edelweiss Team and from the guests motivated us even more for the second season. We met again in the hotel and I immediately felt home once more and was even more looking forward to getting started again.

Regional, Organic and Seasonal – these are the specifications for the ingredients with which the TIAN works. How do you implement that in Zürs?

Paul: That isn't exactly the easiest requirement when it comes to opening new locations. You first have to visit the location, implement all necessary conditions, visit producers but also test and experiment alot. Nevertheless, we are very lucky to work with amazing producers at the Arlberg – generally in Vorarlberg. It's just fun meeting people who value quality as much as I do. The conversations provide a great input and inspiration for dishes, which then end up in the menu.

As we already started with this topic: What are the guests able to expect while experience an evening at the „TIAN Bistro am Berg“?

Paul: Like last year, we will serve various dishes as a shared menu: Therefore, no one has to choose specific ones. The guest leans back, relaxes and enjoys the colorful diversity of our kitchen.

By the way colorful diversity: Does this also apply to the rooms in the Edelweiss?

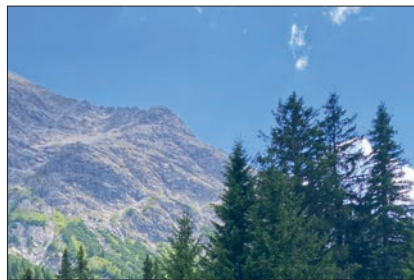
Charly: All of our 62 rooms are as distinctive as our guests. The patterns on tiles, wallpapers and other fabrics guarantee discoveries, as does the furniture, which tells its own story. Already in the entrance hall no ibex greets, but a Giraffe with a wreath of flowers on its head. By the way, it will be an animal colorful season also in the restaurant: the renowned Austrian Interio designer „St. Corona Interiors“ with their unusual eye for the big picture and small details will transform our hotel restaurant into an animal univers. We've always been more colourful, more striking and more quirky than others.

... and always meeting place for an illustrious crowd of guests?

Oh yes: A house is always shaped by the people who walk in and out. Among them you can find many birds of paradise. Parrots and Flamingos already found their way into our new design line.



Foto: Paul Ivić



Making Of



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