

# ZeitRaum



The secret  
queens of Lech

New from 2024:  
The Lechwelten  
Convention Centre

Golfing along  
the Lech river

The Tanzcafé  
in portrait

Fine Wine(ing)  
at the Arlberg

Alone in the  
bivouac at 2,345 m



**More Time. More Space.**

LUXURY IN PERFECTION

RANGE ROVER





# Editorial



Dear reader,

I am very pleased that you are holding the latest issue of ZeitRaum in your hands and are therefore once again ideally equipped to better get to know our beautiful Lech Zürs region. Of course, there is also some news to report.

It is with great anticipation that we look forward to the opening of the “Lechwelten Convention Centre” and the “Dorfhus” in June 2024. This building ensemble will serve as an inviting meeting place, for the citizens of the municipality as well as for our guests, in many respects. You can find out more about the concept and design of the buildings in the interview with Christian Matt, the architect responsible for the project.

As an ideal setting for events of all kinds, the Lechwelten Convention Centre will strengthen the reputation of Lech Zürs as an attractive venue for congresses and conferences. The renowned Lech Philosophicum, which has been drawing visitors to our high-altitude region since 1997, has made a significant contribution to this. Along with the Literaricum Lech and IMPACT Lech, it underlines our summer credo of “thinking in the mountains”. In accordance with this, philosopher Eva von Redecker will provide valuable food for thought. She shares her perspective on the fundamental importance of fulfilled time and the feeling of happiness that comes from being in touch with nature.

These themes are reflected in other articles as well. For instance, in the article on the golf course in the Zugertal valley, where the holes were carefully embedded in the natural environment. Another positive aspect is that the new small hydropower plant represents another important step towards sustainability.

“Time spent together is time multiplied,” emphasises Eva von Redecker. With this in mind, let us (and also the contents of this issue) help you to feel better connected to our wonderful homeland.

Best regards,

A handwritten signature in black ink, appearing to read 'H. Fercher', written in a cursive style.

**Hermann Fercher**

Director of Lech Zürs Tourismus GmbH

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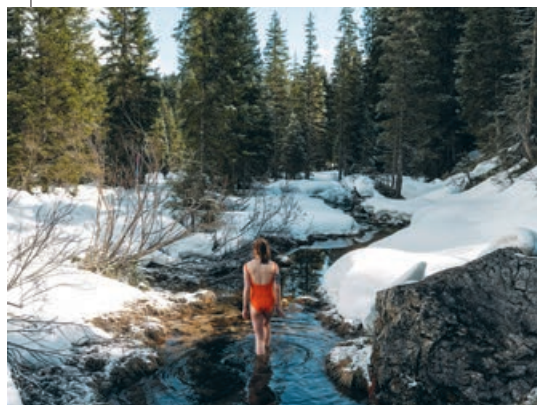
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# “The more lively the world, the greater the chance of living a fulfilled life.”



The philosopher Eva von Redecker is considered one of the strongest voices of the present day. In her current book, “Bleibefreiheit (Freedom to Stay),” she outlines a new understanding of freedom in which fulfilled time free of the oft-cited “Fear of missing out (FOMO)” plays an essential role. In this interview, she discusses why the freedom to travel and the freedom to stay are not opposites, what creatures crawling in the earth can teach us about infinity, and what power lies in experiences where we realise that there are things bigger than ourselves.

Interview: Martha Miklin



**In your new book, “Bleibefreiheit (Freedom to Stay),” you deal with the concept of freedom and propose to think of freedom not spatially, but temporally. What do you mean by that?**

EVA VON REDECKER: Spontaneously, we always first think of freedom spatially as freedom of movement, and there are good reasons for this. But if we think of our own freedom, like on a game board, only as the absence of obstacles, then we lose sight of a very important dimension: namely, the dimension of time, i.e. the question of how our lives should continue to unfold. We then fail to notice the lack of freedom that we may be inflicting upon ourselves, because at times we are moving in a way that may limit our own horizons. Humans are temporal beings, which is something that deeply defines us. And that's why I asked myself whether freedom can't also be thought of as the availability of time. I understand the freedom to stay to be the possibility to stay, but also the ability to leave.

**Lech Zürs is a place to which many travel, but also a place where people can only travel when they also have the freedom to do so. How does the freedom to travel relate to the freedom to stay?**

The two ideas are related to each other: Freedom to stay presupposes the freedom to travel, because if you can't leave, then you don't have the freedom to stay, you are forced to stay. Just staying is not freedom, it must be a voluntary stay and you only have that if there is the possibility to leave. On the other hand, it also seems to me that freedom of movement is actually only worth something if you could have also stayed. If you are forced to flee, for example, then you are not exercising your freedom of movement, but rather you are getting yourself to safety through effort and hardship. And if you have freedom of movement but do not arrive somewhere where you can stay, then the mere permission to move on is no gain at all.

**The often-used term wanderlust also fits with the freedom to travel. Isn't it a human need to want to explore the world? Also in the “classical” sense, i.e. spatially?**

As I have said, freedom to travel and freedom to stay are not mutually exclusive. I have no interest at all in badmouthing wanderlust. Instead, what I would like to stress is that it is fatal to lose sight of the temporal dimension. In other words, to ask oneself what type of wanderlust allows me, and those who follow me, to continue wandering? And what kind of wanderlust destroys, as it were, the paths on which we wander?

**The mere availability of time does not automatically mean freedom; the quality of time is also crucial. You speak of “fulfilled time” and define it as: “Being fully engaged with what presents itself, but also not being afraid of missing something.” In other words: being in the flow without the “fear of missing out.” But isn't the location also critical to the quality of time you can have there?**

Freedom is profoundly dependent on place. In my opinion, the source of our freedom always lies outside ourselves – and that's why what we do with the world is so important. In that sense, I don't see myself within the Stoic tradition, which emphasises inner freedom, because I think that's a completely false understanding of human existence. The more alive the world around you is, the greater the chance of being able to enjoy fulfilled time, because there are more opportunities to connect and also to start something new. The more diverse a world is, the more different offers of vitality there are in it, and the greater the freedom. And at the same time, we are also part of the natural world and need to be able to recover and restore ourselves in our lives in ways that have fixed material conditions. After all, a world without clean air and water is a less free world. And that is so difficult to grasp with an understanding of freedom that only »





ever starts in the moment – and seeks freedom in one's own property and not in the wider living environment.

**Feelings of freedom often arise when being in nature, when hiking or skiing. In other words, they are experiences that have nothing to do with consumption or property in the classical sense. Why is this so?**

One important effect of the fact that we are finite temporal beings is that we visualise our lives in stories. The question that often arises at the end of life, namely whether life has been meaningful or well-lived, can be affirmed more through profound

experiences and memories that can be preserved in stories than through possessions and property that cannot be taken with to the other side. Consumption has a certain structure: you have a very strong desire to have something that you don't have right now. But the pleasure of it is very short-lived, and ultimately many of the things one acquires don't become the permanent basis of one's freedom at all, and the ones that do are part of the fulfilled time I'm talking about. These are things that truly fulfil long-term needs and become part of one's life story.

**The following quote by author Matt Haig is suitable for understanding the power of experiences: "The sky isn't more beautiful if you have perfect skin. Music doesn't sound more interesting if you have a six-pack. Dogs aren't better company if you're famous. Pizza tastes good regardless of your job title. The best of life exists beyond the things we are taught to crave."**

Yes, that fits quite well. There's also this wonderful phrase about losing yourself in something and forgetting about time. And I believe that this is a very important part of our existence and our freedom, because one





transcends one's own self to a capacity for action that one would otherwise not have alone. With the starry sky or the dog, you can have experiences that are greater and that also take place beyond measurable and comparable evaluation criteria. You neither ask yourself if you are good enough nor do you compare yourself. Such a fulfilled moment is not a means to an end, but it carries the purpose within itself. This is life fully lived. Additionally: The possibility that one can share time without this time being lost is a beautiful idea. In everyday life, one often asks: to whom do I dedicate my time? And when do I

have time for myself? But then there is the experience that shared time is not lost time. And in this there is also a promise, namely that temporal freedom is not a zero-sum game. Time spent together is time multiplied.

**Can this connectedness also be created through experiences in nature?**

I believe very strongly that this is the case. We have evolved in nature and are materially dependent on it, but we are also very strongly calibrated to it in our sense of happiness. I always find it surprising how widespread the sense of natural beauty is.

Even amongst people who are more urban types, there is a sense of wonder and peace that comes over you in an unspoilt green space. And this has been well proven: there is research that demonstrates that stress levels are lowered and the immune system is strengthened when you are in the forest. Accordingly, this creates inner happiness. But the madness of our present moment in world history is that this happiness can no longer be taken for granted. We suddenly face the fragility of what brings us happiness and must actively work to preserve it. ➔





**I found it  
thoroughly  
delightful.  
I have never  
exchanged  
thoughts  
at such  
heights. And  
that added  
to the sense of  
concentration.**

**The light artist James Turrell, who built the Skyspace-Lech, has said: “I like to use light as a material, but my medium is actually perception. I want you to sense yourself sensing – to see yourself seeing.” He relates the perception of the world to self-perception and enables an experience where you feel that “there is something bigger out there.”**

This is a wonderful example of the need to maintain a reference to infinity in our thinking about freedom. The accumulation of possessions, or even the fantasy of being able to live indefinitely oneself, seem to me to be rather poor places to accommodate this longing for infinity. Seeing oneself is a good way to describe human consciousness. It's like going to the hairdresser: you look in a mirror, but there's also a mirror behind you. You then have infinity and it doesn't go away; you see yourself seeing in an infinite number of situations. There is an opening to the dimension of infinity in the human spirit. In philosophy, the starry sky is often cited as an example of infinity, but we are also infinitely interwoven in the temporal cycles of ecosystems – and in my opinion, this also confronts us with an infinity of life. In this respect, all the tiny creatures in the soil also open our perception to the infinite. And I believe that being able to concentrate on this aspect, and having time for it, is sometimes the greatest happiness.

**The Philosophicum in Lech, which you attended this year, has been dedicated to thinking for 26 years. What were your experiences here?**

I found it thoroughly delightful. I have never exchanged thoughts at such heights. And that added to the sense of concentration. On the other hand, Lech is also a place where you can observe the ecological changes first hand now that there is less and less snow in winter. The mixture is interesting: Skiing in winter, thinking in summer. In addition, looking at the mountains makes you realise that there are things bigger than you. ←



**Philosopher  
Eva von Redecker**

Philosopher, author, since April 2023 permanent columnist of “Philosophie Magazin” and moderator of the discussion series “Eva and The Apple” at the Schauspiel Cologne. Her most recent book, “Bleibefreiheit” (S. Fischer 2023), explores the concept of freedom in light of the ecological crisis and suggests that in the future it should be understood increasingly in temporal rather than spatial terms.

# The secret queens of Lech

**A tribute to the women of Lech during the reconstruction era**

Text: Magnus Walch

**Those who venture to Lech Zürs today will find themselves in one of the most prestigious and exclusive tourist resorts in the world. Visitors will be treated to atmospheric hotels, charming gourmet restaurants, superbly curated shops and a ski resort that is second to none.**

But what you may not see are the pioneering spirit, effort and dedication behind building it all. It was women in particular who shaped these developments. Women who were born and raised in Lech, as well as women who moved away from their homes to find happiness here. Many had only planned to come for a winter season. Instead they stayed for life.

The era of reconstruction was a time of hardship. It was characterised by change, uncertainty and challenges. Waiting and hoping? No way. The people of Lech embraced the opportunity of emerging tourism. They began to build inns and B&Bs, putting the well-being of their guests first. Even their own beds were rented out! What drove the women of this generation? Goals and visions. Helga Schneider, senior manager of Hotel Arlberg, summed things up thusly: "Our generation began building with little money but a lot of hard work, confidence and a willingness to take risks – in the hope of creating something new for the future."

In honouring this generation, we take a look back at the lives of three women who played a major role in shaping the development of Lech and to whom we had to say a melancholy goodbye last year. What remains is the memory of their tireless energy, their warmth and their joy for life. ←

“You only get  
out what you  
put in.”



## Herta Strolz

\* 10.06.1934 † 17.01.2023

### Charming, open and warm.

She lived for her profession, her family and her homeland. In spite of her many successes, she never lost her down-to-earth attitude. Herta Strolz came to Lech from Mieming in Tirol in 1950. She first began working at the Gasthof Post in the service department before Ambros Strolz senior employed her at the Sporthaus, where she quickly worked her way up to become the top sales person. After her marriage to Ambros' son Ulrich she took over purchasing in the sports shop and brought fashion from the great wide world to Lech.

With her winning smile and a laugh, she welcomed and advised guests at Sporthaus Strolz for over 60 years. She took care of them personally up to her final days. “She did so voluntarily, without payment, and with dedication and enthusiasm,” said her son Ambros with a smile. After all, she turned her passion for fashion into a career and perfected it with plenty of care and attention.

On the one hand, it was her unique sense for the preferences of her customers that made her so successful. On the other, it was her discipline and seemingly boundless energy. Sitting quietly was not an option for Herta. She was always on the lookout for new things and had the courage to take risks. If she liked something and had a good feeling about it, then she'd take the initiative and order it. In great quantities. She was also always true to her motto: “You only get out what you put in.”

In spite of her Tyrolean roots, Herta considered herself to be 100% from Lech. She proudly wore the traditional costume of Lech and even included it in her will. This exemplifies the importance that family, homeland and customs had in her life. ↵



## In pursuit of perfection



### Hannelore “Lore” Schneider

\* 24.02.1940 † 18.01.2023

#### **Ambitious, brave and charming.**

Hannelore Schneider’s enthusiasm for skiing is what first led her to Lech. She also had the dream of taking over her parents’ business in Salzburg one day. Like many women of her generation, however, Lech never let go of her. One year after she completed an internship at the Gasthof Post under the personal care of Irma Moosbrugger, she married Gebhard Schneider. At the age of 19, she and her husband took over the Hotel Schneider and developed the simple sports hotel into one of Austria’s leading 5-star hotels.

Competition and performance always played a major role in her life. The young Lore was a competitive gymnast, a swimmer, and a gifted ski racer. She carried this striving for success and perfection with her into her profession as a hotelier. Rather than being waited on, she always lent a hand herself. She was consistent and demanding; towards herself and others. Though her opinions were strong, she was both persuasive and willing to be convinced.

At the same time, the strict taskmaster was also an extremely charming hostess. With an inimitable presence, she floated through the dining room in the evening and made every guest feel like the most important one. She also had a sense of taste and an eye for the extraordinary, creating a unique atmosphere. Like her friend Herta Strolz, she also sought inspiration in the best establishments in the world and always took something from wherever she went. “Even if it was only what not to do”, she used to say.

Lore Schneider saw the Almhof as her life’s work. And she was proud of it. Not only for the magnificent, luxurious building – she never cared much for stars, toques and titles. But far more for the Almhof as a large family. More important to her than any award was the satisfaction of the people in her business: her guests and her employees. ↵



## Pioneer of sustainable tourism

### Helga Lucian

\* 20.12.1938 + 26.08.2023

#### **Innovative, close to nature and visionary.**

It is only in recent years that many have become aware of the foresight demonstrated by Helga Lucian over 60 years ago. Today, topics such as regionality, sustainability and the careful use of resources are at the heart of every tourism development process, and Helga lived for precisely these values even back then.

Like many of her generation, she grew up farming. On the Alpine pasture in Oberlech, she herded and milked cows and assisted in the cultivation of the mountain meadows. It was there that she also acquired her knowledge of the local mountain herbs and soon began making oils, tinctures and herbal teas. Later, she would successfully integrate this knowledge into her businesses.

It all started with the “Milchtrinkstüble”, where dairy products were sold in Oberlech, and which developed into the Burg Hotel over the years. Helga and her husband Fridolin were visionaries and often far ahead of their time. They initiated the construction of the Oberlech tunnel system and the biomass heating plant, built an Alpine hut on the Kriegeralpe, which precisely met the guests' expectations, and founded the Burg Vital Hotel long before the wellness boom.

Helga Lucian can confidently be called a pioneer of sustainable tourism. Her modesty and personal commitment has been and still is a role model for the third generation of hosts in the Burg establishments. And for many others in Lech as well. ↵

**Where would Lech Zürs be today without these strong, determined women? Perhaps still a small, dreamy mountain village. The Sporthaus Strolz just a shoe shop with a general store, the Burg nothing more than an establishment selling dairy products, and the Hotel Almhof a simple, conventional sports hotel? The people of this generation deserve admiration and respect. But above all, deep gratitude.**



# Life Space

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Let it flow!

Discover places overflowing with  
life energy



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new Lechwelten Convention  
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Things worth knowing



# Let it flow!

In search of life energy.

Text: Martha Miklin

Some call it qi, others prana, the third “life force.” Whatever you say, life energy is the driving force in and behind everything! And there are places where this energy flows more easily than anywhere else. Places like Lech Zürs. After all, everything up here at almost 1,500 metres above sea level seems a little more concentrated, compressed and essential. Perhaps because the sky is close within reach? There is vibrancy in the air and an “anything is possible” feeling, which is reinforced when you look down from the top of the mountain. Can you already feel the life energy starting to flow?



Let yourself be carried away, become weightless, free as a bird and light as a feather. Just like Lena at Monzabensee lake.



Where there's a river, there's energy. The Lechbach stream (here the spot between the Kneipp pool and the forest swimming pool) is refreshing in summer. In winter it offers a chilling sensation that soon transforms into euphoria.







Listen to the grasses grow.  
Feel the earth beneath your feet –  
this is especially easy at the  
“Zuppert Boda” area.



LECH ZÜRS

Skyspace-Lech is hard to describe, you really have to experience it for yourself, to "see yourself seeing," as James Turrell describes it.  
[www.skyspace-lech.com](http://www.skyspace-lech.com)



Like powdery glistening sugar...  
You can still leave tracks in the  
snow as late as April.





They say that it's impossible to be in the forest and in a bad mood at the same time. Pictured: the wooded area near the Lech forest swimming pool.





Hannah Arendt made a distinction between “vita activa” and “vita contemplativa.” In Lech Zürs, both can be fostered.



# A boost into the future

Architecture that follows traditions and sets new impulses. For Christian Matt, these are not contradictions. At his architectural firm Dorner\Matt, he wants to achieve both of these things in new buildings in Lech. He explains which aspects of the project are groundbreaking for the town, despite the many discussions.

Interview: Magdalena Mayer





**Your office has one credo: innovative tradition. How can architecture be both trendsetting and at the same time fit in with the existing infrastructure? And how best should this work in Lech?**

CHRISTIAN MATT: Architecture always depends on the past and the way we reflect on it. Reflecting is about how we can react in a contemporary way and according to the demands of society. With this in mind, we also need to take an innovative approach to things. For us as architects, the process in Lech was interesting in that there was strong engagement not only with the locality, but also with the concerns of the inhabitants who were intensively involved in the ideas. They were permitted to anonymously co-evaluate the jury's pre-selection. With this feedback, we tried to integrate elements without negating ourselves in the process. An example: We incorporated local people's suggestion to build with traditional materials such as wood in Walser-style architecture, and interpreted it accordingly in a modern way.

**You go on to state as your own self-conception that architecture shapes social space in addition to physical space. Do we need more third places, i.e. meeting places outside of private spaces and offices?**

Aesthetics is an important part of architecture. But there is also the social component, which has intensified in recent times. I like to use the term reciprocity: I believe that social life takes place by meeting one another face to face. With its hall and events, the Lechwelten Convention Centre can and must be an essential anchor point for this approach. In other words, proximity to the local citizenry is in the foreground, also in the village reception as a meeting place between guests and locals.

**Have you planned for potential meetings and joint stays in Lech?**

These are essential points in the planning process. In the village house, we tried to make the rooms

more fluid by creating an open office layout and a modern organisational structure. I call these fluid spaces: i.e., we try not to assign functionality, but to create flexible spaces of possibility. One of the most enjoyable events was when we moved the community hall that had been planned for the top floor to the first floor, closer to the community itself. The idea was that this hall would not only be available to the municipal council, but would also be used for events: in the afternoon for children and for the library. The event hall in the Lechwelten Convention Centre is in a sense an all-rounder, like the beating heart of the establishment. It accommodates up to 650 people, but can be divided into three smaller parts with the gallery. It is a multifunctional hall that can be used for events such as the Lech Philosophicum as well as seminars. At the same time, it is envisaged that we will have breakout rooms in the surrounding hotels. The village then takes on its own dynamic.

**Apropos New Work: The world of work is changing. How do you want to set new impulses?**

We have undergone long processes in this regard because the classical idea was a kind of middle corridor system where everyone had their office with a door. Following the pandemic, and the subsequent changes in the idea of work and home office, we have tried to do justice to these considerations with an open structure that encourages communication with each other. As a result, there are no discretion rooms. A second aspect is again related to tradition: We have worked a lot with larch wood and want to create an atmosphere that is also reminiscent of a home in terms of the furnishings.

**Designing a compact building that combines many things under one roof and has something for everyone... What were the main challenges?**

On the one hand, we incorporated thoughts from local residents and made a centre for them. On the other ➤

hand, we want to meet the demand of guests for both recreation and culture. One of the biggest challenges, apart from the intensive discussion about the content, is the place where it was built. It is located at the narrowest point in the village, wedged between two hill edges. Administration, culture, leisure, spirituality, education: Everything is clustered in this location and the appeal and challenge is to consolidate things here. We wanted to connect the church and school square above with the square below via the church hill, thus establishing the missing link to the centre. The architecture features a tectonic façade with projections and recesses, which leads us back to the innovative tradition: this design references the heavy wooden beams of the canopy of the traditional “Walserhaus” and is also linked to the modernist architecture of Mies van der Rohe.

**Should the architecture come alive on the outside as well as on the inside?**

The spatial meshing with the exterior is a central design theme. When I climb the cascade-like stairs along the façade to the hall in the Lechwelten Convention Centre, I am constantly in contact with the natural world, with the trees on the Schlegelkopf, the church hill and the backdrop of the Rüfikopf mountain beyond. This is what makes Lech so special. At the same time, people outside can see those inside and vice versa.

**What can your creative concept do for the development of Lech?**

Until now, Lech has not had a village hall or an event hall, yet it has emerged as a hotspot for interesting events nevertheless. This is where we make a contribution to correcting this shortcoming. The architecture is adventurous and open, which is still lacking in many areas in Lech, also for traditional reasons. In a metaphorical sense, the buildings provide a spark for further development, because they are a refresher for thinking and for how to deal with tourism. To exaggerate, we have essentially put two

Trojan horses in the village. For the Trojans, it was terrible, but it's all about Helen, and the liberation of beauty: perhaps a metaphor we can pass on. Though many have resisted, some have realised that you can no longer score points with an image of the last century. But things are changing. You have to appeal to younger generations: They think differently, they are more internationally educated. We can respond to this in a better way through the buildings.

**There are different opinions in Lech about the construction of the buildings. Can you understand how the debates developed in this regard?**

I take it seriously, but not as much as I used to, because many reactions are “instantism.” In other words, a quick and emotional reaction. We are used to radical positions because of social media. Those who rapidly get hot about things, will cool down again more quickly. Of course, it's a heated discussion. In the history of Lech, people already wanted to build a community hall in the 1960s, and by 2018 there was already the third competition for doing such. Just looking at this past, you can see that it has been difficult. We have tried to evaluate and incorporate the different positions as a team. And I think we have taken the right step to give Lech a boost into the future. If you're smart about making guests an attractive offer, then I think that it's sustainable. ←



**Architect  
Christian Matt**

→ Christian Matt is an architect who founded the Dorner\Matt architecture firm along with Markus Dorner in Bregenz in 1997. In addition to numerous other projects, they received the Bauherrenpreis for the St. Gebhard kindergarten in Bregenz and the Holzbaupreis for the Mellau community centre. They were also shortlisted for the Mies van der Rohe Prize for a residential building in St. Gallenkirch in Montafon.





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# Objects with histories

**In Vorarlberg, great importance is attached to interior design, with a strong culture of furniture making and high standards of design and execution. Part of the identity of businesses in Lech Zürs is to deal with special objects when furnishing interiors. What is the most exciting piece in the house? What is the story behind it? We posed these questions and began by taking a look around three establishments: Haus Alpina, Berghof and Hotel Schwarzwand.**

Text: Magdalena Mayer

## **Good design is close at hand**

The breakfast table in the old parlour is actually made of elm wood. And yet only a few people in Haus Alpina actually know this fact. Even as a guest, you may not notice this particular interior decoration at first glance. But guests at the Berghof also know that a closer look reveals how unique and high-quality the details are. And you won't find any random industrial furniture at Hotel Schwarzwand either.

Vorarlberg architecture has become world-famous in recent decades, but the high-quality furniture-construction culture and high-end object designs from local manufacturies are also worth a closer look. It is here, in many of the pieces, that you will see a clear commitment to bold design – and to craftsmanship from the region. The strength of contemporary craftsmanship in Vorarlberg is illustrated in particular by the Werkraum Bregenzerwald, which boasts almost 95 member companies. Moreover, the interior design of the three hotels selected here in Lech Zürs reflects the importance of regional craftsmanship: they underline that you don't have to travel far for quality.

## **Items with soul**

What the businesses all have in common is that they rely on long-term cooperations with designers with whom they have close ties. Friendly, regional and showing appreciation for the handmade. You can tell that the selection of objects in the various rooms has been given some serious thought by the hosts. The interior design is based on a careful search for objects that have a soul and a history, to which there are personal points of contact. They suit the house and the guests, like a glove! The objects reflect all of this, making them an essential part of the identity of the houses. This is true even if no specific reference is made to these grand objects when overnighting: One lets the objects speak for themselves. Nevertheless, we asked the hosts to tell us more about the different items, the ways in which they were made, and the individual stories behind the selected pieces of furniture in their houses. ←



### Haus Alpina

Two things were certain when they had new tables made: careful consideration would be given to the design and materials, and the Kaufmann joinery in Reuthe near Bezau would produce the tables in their usual renowned quality. According to Bruno Stolz of Alpina, there is more to this joinery than just a friendship and close ties: his son Severin also did an internship there for several weeks as part of his schooling at the Holztechnikum Kuchl. That's how Severin came to help produce the tables: he cut,

sanded and oiled them. The resulting side tables made of natural maple wood in the cosy "guest living room" underline the close relationship with Bregenzerwald craftsmanship. They will also always remind Severin Stolz of his work at the Kaufmann joinery workshop when he assumes responsibility for the Alpina in the future. <sup>1</sup>





### Der Berghof

The use of rivets in the construction of the leather-covered barstool is an example of a deep appreciation of fine craftsmanship. Isabelle and Stefan Burger, in collaboration with architect Marika Marte from Muntlix and upholsterer Johannes Mohr from Andelsbuch, have ensured that this exceptional piece not only exudes elegance, but also prioritises comfort. The muted green wonderfully suits the bar counter, which was edged with brass by the Bezau artisan blacksmith Peter Figer. The timeless design reflects

the fact that the bar has always been the centrepiece of the house, and not to mention the origin of the Berghof. In the 1950s and 1960s, everyone who was anyone came and went here and listened to forbidden Swing music behind closed doors. Today, the legendary bar is open to all who want to enjoy exquisite cocktails. ↵



### Hotel Schwarzwand

When Birgit Elsensohn was looking for wall lights for the staircase in Hotel Schwarzwand, she struggled to find anything suitable. The architect therefore decided to design new ones in collaboration with the lighting designer Anna-Claudia Stolz from the Bregenzerwald. Simple and minimalist, these are now characterised by their Bauhaus-inspired fabric: a structured jacquard in an abstract design, sewn from yarns of different colours and degrees of fineness to create a miniature work of art. The fabrics were sourced

from Italy, where Elsensohn studied architecture and restoration and lived for a long time. She applied her connection to Italian craftsmanship to Lech, which does not exclude regional designs such as those by Anna-Claudia Stolz. On the contrary: it is not merely the lamps, but the entire hotel that exudes Italian-Austrian charm. ↵



# The power of water

Text: Magnus Walch

## Sustainable energy for the region

The people of Lech Zürs are satisfied. And also a little proud, because a small hydropower plant has been supplying the region with green, renewable energy since January of 2023. Just opposite the Zürs heating plant, water from the Zürsbach stream is captured and transformed into electricity 2,300 metres further down the valley.

The first concepts for this project were developed over ten years ago. Energy autonomy, a stable supply of energy and an alternative source of income for the municipality were the key goals. Although the concept itself was viable, the execution was not economically feasible. Not yet, at least, anyway. In 2021, as electricity prices began to rise, this changed abruptly and the decision was made to proceed with construction.

Today, the power plant supplies about 15% of Lech Zürs' annual electricity needs. And this is just the beginning. The expansion of the area's photovoltaic infrastructure is ongoing, and another hydroelectric power plant project is already in planning.

In addition to the expansion of local renewable generation, efficiency and savings measures are also being implemented, such as the switch over of lighting to LED, appliance replacement or optimised heating operation.

Year by year, step by step, the concept of sustainability is taking shape. After all, it is critical that sustainability is more than just a word, but a value to be put into practice. ↵



# 2,000 l/s

**litres of water per second**  
flow through the Zürsbach hydropower plant  
at max capacity

**At this rate, in  
just 20 seconds**



**a snow cannon could  
produce snow for  
11 hours  
at -3°C**

Water consumption of a snow cannon at  
-3°C: 1 litre/second



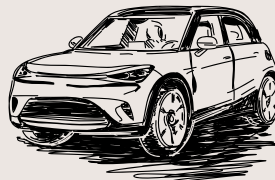
**... an average  
hotel pool  
could be filled to capacity**

Size: 8x4m, depth: 1.25m

# 2,000 kW

**is the output of the**  
power plant's two turbines  
at max flow capacity

**This is enough to**

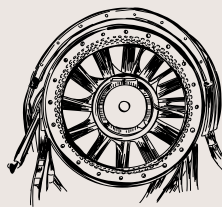


**...simultaneously charge  
220 electric  
cars**

each with a capacity of 10 kW



**...simultaneously operate  
6 cable cars**  
the Madloch, Muggengrat, Kriegerhorn,  
Seekopf, Petersboden and Schlegelkopflift



**...simultaneously operate  
91 propeller  
snow guns**

# 7 million kWh

**of electricity per year**  
is generated by the power plant

**This is enough to**



**... supply approx.**

**1,800  
households or  
3,800  
people**

Calculation basis: household in Austria:  
approx. 3,500 – 4,000 kWh, person in  
Austria: approx. 1,500 – 2,000 kWh

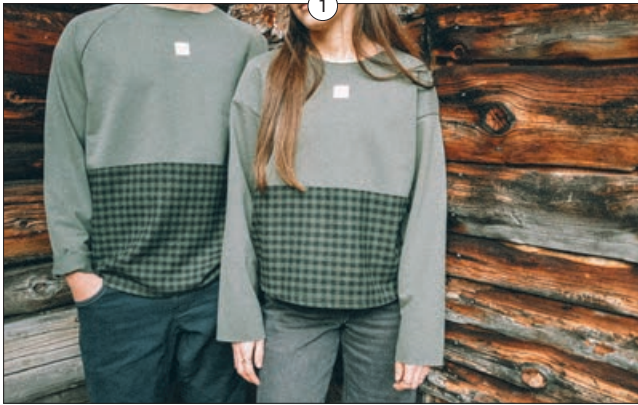


**...allow about  
3,100 skiers  
to ski for a whole season**

Consumption incl. cable car, snowmaking,  
grooming, food & drink per skier per day:  
18 kWh, for 120 days in a season



# Things worth knowing



## 1 Fashion at over 1,500 metres above sea level

With her label “BY FRANS”, Fränzi Rieder designs haute couture in the truest sense of the word: The 27-year-old produces the garments for her small fashion label at home in her studio in Lech at over 1.500 metres above sea level. Unlike her Parisian counterparts, however, her collections can also be worn off the catwalk. Fränzi Rieder is all about the small delights of everyday life. This is a guiding principle that is also reflected in her designs. After all, her colourful and playful slow fashion pieces are particularly suitable for a dinner with friends or a walk through the forests of Lech. For this reason, too, she named her latest collection “Everydays Joy.” ↵



[www.by-frans.com](http://www.by-frans.com)



## 2 “Echt Lech”: Long live agriculture!

The “Echt Lech” association aims to underline that without regional agriculture there would be no regional food. It unites seven farms from Lech, Zug, Oberlech, Zürs, Stubenbach and Oberstubenbach, which together present their produce, provide insights into their daily work, and impart agricultural knowledge – also to the children in the village. The specialties that can be purchased directly from the “Echt Lech” farms range from fresh hay milk and various dairy products to different types of meats and sausages. It's a lovely mix of regional delicacies that keeps the added value in the village. Good stuff! ↵



[www.echtlech.at](http://www.echtlech.at)



## 3 March 1966: Snowed in, once again!

Skiing until mid-April is not possible in most places. But Lech Zürs is not most places! As this photo from the archive proves, it also snowed quite heavily in 1966. This VW Beetle was completely covered by the snow. In general, snow depth is an important value to keep in mind in Lech Zürs, or, to be even more precise, the total snow depth, i.e. the sum of old and new snow. One of the lowest values – 71 cm – was measured in the winter of 1971/72, and one of the highest in the 1981/82 season, when the total snow depth was 2 metres and 64 cm. ↵

Photo taken from: “Lichtbilder | Images: 101 Fotogeschichten aus Lech” (Birgit Heinrich)



## 4 Sharing is caring

More and more people are consciously foregoing travelling on their own four wheels, and some no longer even own a car. In Lech Zürs, a car is not necessary because, in addition to the existing mobility services provided by the Ortsbus local buses and cable cars, an electric car-sharing service has been available since this winter season. It is now possible to take a trip to the nearby towns or go sightseeing with the e-car sharing model of Raiffeisenbank Lech. ↵



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will be served  
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# Exercise Space

# The Guys' Group in Lech

**When friendship overcomes mountains: We accompany Johannes Wolf from Lech and his friends on a day of skiing at the Arlberg.**

Text: Robert Maruna





In the early morning, friends head to the Rüfikopfbahn cable car: no matter the weather conditions (little or a lot of fresh snow), the six friends all want to go skiing.

“Am I the reason you came to Lech?” John asks his friend Wolfgang from Vienna. Wolfgang shakes his head and replies, “No, no – you’re here because of me!” Johannes considers for a moment, his gaze drifting over the mountain range in the background, then he turns back to Wolfgang and the rest of the group of friends at the table, “That’s right, it was actually you who brought me back to Lech.” The men nod in agreement, and for a moment there is a reverent silence before they all burst into uproarious laughter together and raise their glasses in a toast. The thin crystal clinks in the friends’ hands; the table is laden with ski goggles, gloves and

**“In Lech  
we don’t talk  
about work,  
that’s an  
unwritten  
rule.”**

helmets. These objects are all integral parts of everyday winter life in Lech. For the circle of friends, they are also fundamental symbols of their connection, beyond their professional lives as bankers. “But in Lech, we don’t talk about work,” says Johannes, “that’s an unwritten rule of our guys’ group.” After all, the “guys’ group” does not meet in Lech to talk about investments, assets or loans. They are here for another reason: skiing.

Perhaps we should briefly explain who these six friends are: We already know Johannes, he was born and raised in Lech, learned to ski at the Ski Club Arlberg, studied economics



Johannes Wolf was born and raised in Lech, where he learned to ski. He rediscovered his love for the mountains and his hometown together with friends from Vienna.

in Innsbruck and is now Managing Director of a private bank in Vienna. That's where he met Wolfgang, Robert, Andreas, Constantin and Gunnar. And it is also where "the Lech renaissance began," as Johannes explains. Because the further away the Vorarlberg native was from the mountains, the more attractive his home became not only for him but also for his friends from the city. "When you try to gain a foothold somewhere else," says Johannes, "you have to play all of your trump cards." His greatest ace up his sleeve was his origins: the ski mountains of Lech. "So I invited them to ski at my house," he says proudly, "at that time I didn't know how strong their enthusiasm for skiing actually was." It quickly became clear that Lech was all-important once more: thanks to his friends from Vienna, Johannes rediscovered his childhood home through their eyes. Today, he sees Lech from a visitor's perspective, even though he is actually a local here. "It was the beginning of a new era," says Johannes. And simultaneously the birth of the "guys' group."

When asked what excites the friends about skiing, several preferences are expressed: "Skiing in the backcountry," says Johannes. "Preferably without having to climb up, if possible," adds Wolfgang to his long-time friend. "Good visibility is important," says Robert. "And definitely powder snow," emphasises Andreas. "Preferably spring firn snow," says Constantin again. "I am up for anything," Gunnar adds to the group's wishlist. They all agree on one thing, however: skiing off-piste. Wherever there is fresh, new snow and "as few other skiers as possible." After all, when freeriding, the group wants to be on their own, and the only person who is allowed to accompany them is their guide Marco. The ski guide from Lech has been an integral part of the group of friends for over five years. The rest of the group have known each other four times as long. "Next year will be our twentieth anniversary," says Wolfgang, before the group sets off on its next Alpine adventure. ➔





The group of friends follows their guide Marco to new freeride runs with the 2,673 m Roggalspitze mountain in the background.

The first destination of the day on this spring-like morning is the “Abendweide” backcountry run below the 2,371 m summit of the Zuger Hochlicht mountain. Due to the rapid rise in temperature overnight, Marco had to change plans at short notice: Even though the experienced group had already completed many adventurous descents from Mehlsack, Valluga or Schindlerkar mountains on the Arlberg together, “today it is better to exercise caution,” says Marco. The powder snow, which was perfect just 24 hours ago, turned into a sticky top layer and thwarted Marco’s original plans. Not far from the Steinmähder ski route, however, the group finds

**The guys’ group only  
go into the backcountry  
with a ski guide – a  
second unwritten rule.**



The Abendweide ski run: Johannes Wolf makes wide turns through the firm snow down into the Zugertal valley.

clean firm snow and happily descends back into the Zugertal valley. “As always, a great decision by Marco,” says Wolfgang during the bus ride to Zürs. This not only underscores the professional competence and years of experience of their ski guide but also an important pillar in the structure of the illustrious group of friends: they only go into the backcountry with their trusted ski guide. “We agreed on this many years ago,” Johannes tells us, “for safety reasons, but also because we always found the best snow that way.” Which is why Marco quickly sets his sights on the Seekopfbahn cable car in Zürs. He wants to take the group up to the Madloch mountain

and return to Lech via the legendary Stierloch ski run.

Arriving at the summit station of the Madloch cable car, Marco first looks at the sky, then at his watch and decides to change his mind: He knows another variant that is more sheltered due to the sunlight and exposure and probably promises better snow. Without much argument, the group follows their guide and leaves the slope with plenty of momentum into the backcountry terrain. After a short traverse below the Kleine Wildgrubenspitze peak (2,625 m), a wide cirque opens up to the west. Marco goes ahead, looks for a safe meeting

point, and the group follows. Indeed, the firm snow holds, the friends cheer in delight and Marco smiles contentedly. He knows the tastes of his guests, in every respect. And because he is able to anticipate what they want, he pulls out his mobile phone during the descent along the Stierlochbach stream to reserve a table on the sun terrace of the Hotel Arlberg. After all, spending time socialising in the valley is at least as important as the outdoor experience in the mountains. Or, as the “guys’ group” would say: No day of skiing is complete without après-ski. ←



# When the river

**Join us in the Zugertal valley and play 9 holes alongside the gorgeous banks of the Lech River. As you tee off, flora and fauna meet and the mountains are silent spectators.**

Text: Robert Maruna





# is the architect



Someone who stands on the course every day might tell you that more often than not, a fox can be seen running by in the early morning, a deer crosses the lawn, and the faces of the mountains are your changeable audience. From the tops of the mountains, the holes are so small that they would hardly be recognisable if not for a yellow pole with a red flag peeking out of each of them: for mountain climbers, the landscape of holes and flags must resemble an obscure obstacle course for tiny white balls. Traps lurk everywhere: a yellow sand pit, a dark group of spruce trees, and a stone bridge. Meanwhile, a turquoise river meanders between, next to, and sometimes through the heart of the course. This river is more than just a watercourse: It is the architect of the entire area. Its mighty flowing waters dictated the terrain and gave the course its name: The Lech Golf Course. In Austria, it is the highest of its kind. An alpine retreat at 1,500 m above sea level, where you hit small balls into tiny holes.

**Meanwhile, a turquoise river meanders between, next to, and sometimes through the heart of the course.**

## **But make no mistake: this is no Hollywood Golf Course**

Markus Kleiβl is the man who tees off there every morning and can tell stories of animal observations during early morning rounds. He was involved in the planning and design of the golf course from the very outset, and since its completion in 2016 he has been the managing director and club manager. It is hardly surprising that golf runs through his veins like the Lech through the course. But you only realise how much he truly cares about the well-being of every blade of grass on the lawn when you walk with Kleiβl through the course. Here, the 54-year-old golfer talks at length about the overall concept, and as soon as his eyes catch sight of something in the grass that has no business being there, he picks it up and discards it. "Actually, this is the green-keeper's job," he then says, "but when you're already here, you might as well bend down yourself." This speaks not only for Kleiβl's down-to-earth attitude, but also for the development of golf in Lech: "The goal was not to build a Hollywood-style golf course, because that would have completely changed the landscape." And besides, it was a matter of following the riverbed of the Lech. Which is why today there is a golf course where wild herbs adorn the fairways, young trees grow next to the tees and the murmuring of the river is interrupted only by the whizzing of little white balls.

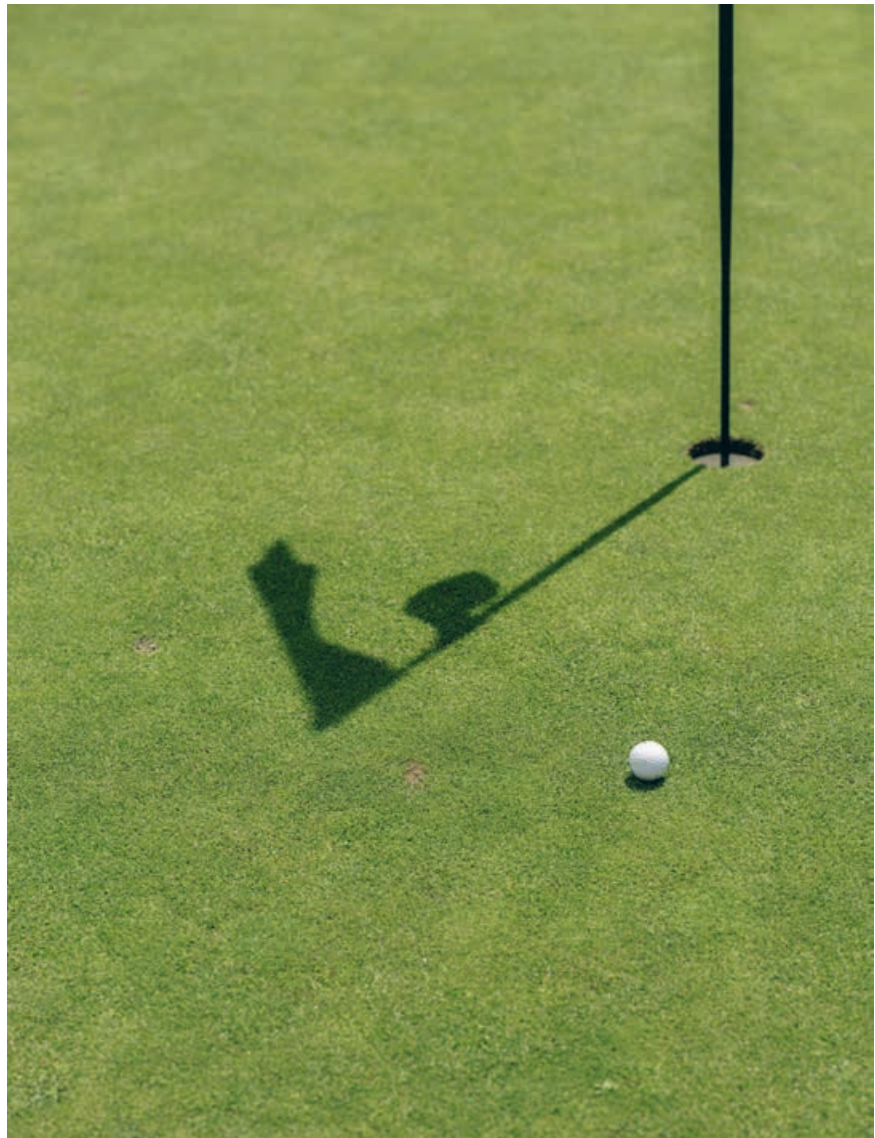
The entire golf facility comprises 19 hectares: 9 holes are played on both sides of the Lech River and par for the course is 66. Each individual track is embedded in the idyllic Zuger-tal valley, close to nature. "We had a ➔





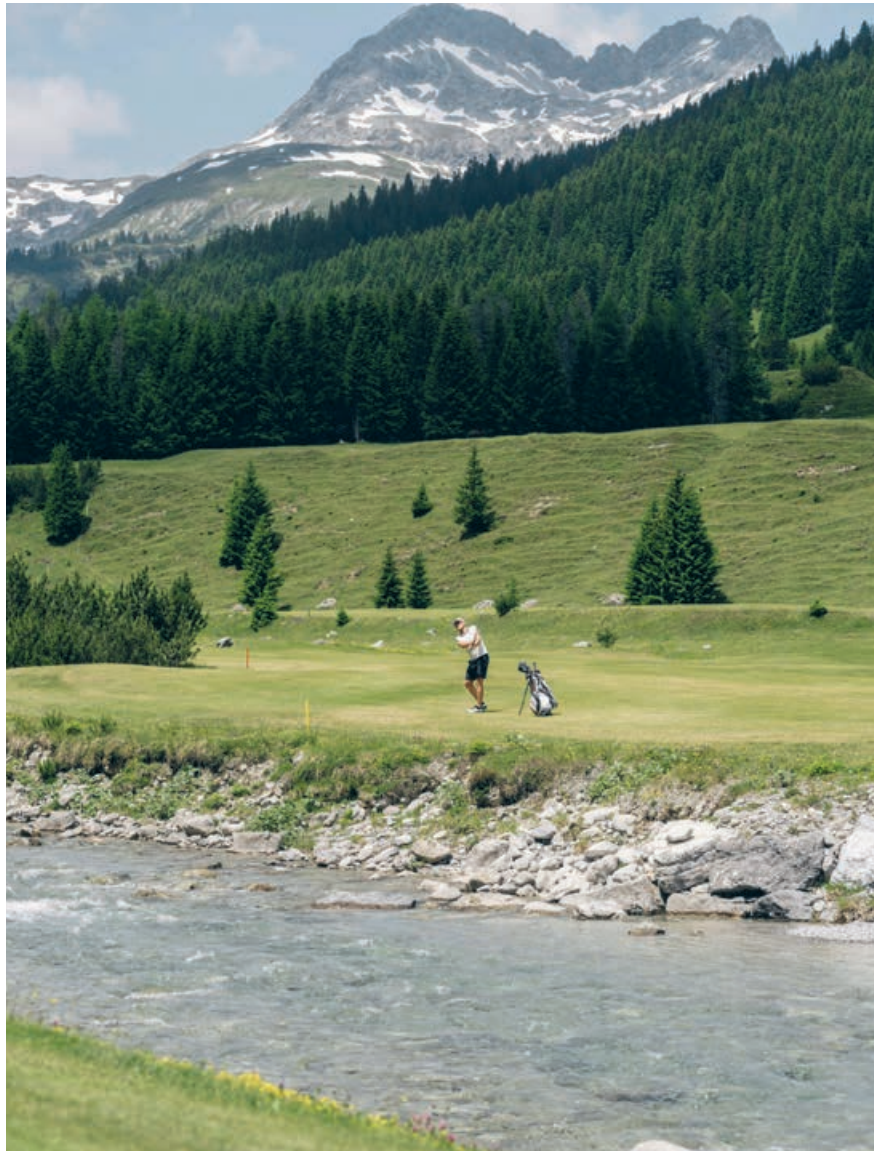
**The mountainous environment makes its presence felt in many ways when playing on the banks of the Lech river.**

mass balance of zero,” Kleiβl says of the construction of the course, which means that no materials were allowed to be brought in or taken out. In other words, any modelling work in the green or tee areas was done with material from the soil on site. “And there wasn’t that much to choose from,” says Kleiβl with a laugh, because the ground is rocky and stony, with only a thin layer of hummus on top. In spite of everything, they managed to dig a retention basin: this provided the Lech with a second branch of the river and the golf course with some protection against possible flooding. “You simply have to be a little inventive,” says Kleiβl, “if you want to play golf in the mountains.” Thus, the passionate golfer hits the nail – pardon, ball – on the head: the mountainous environment makes its presence felt in many ways when playing on the banks of the Lech river.



### Steep at the top, flat at the bottom

On the one hand, there are the constant views of the Rote Wand, the Madloch or the Biberkopf mountains, on the other hand, there are the 600-metre steep rock faces of the Spuller Schafberg, which flank the riverbed of the Lech and thus also the golf course. "Such Alpine surroundings are impressive, but they can also be distracting," which is why Kleiβl's first tip when playing here is to stay focused. Otherwise, the ball will quickly land out of bounds or, even more likely, somewhere in the water. Because even though you only have to "play over the Lech in two places" during the entire round, you actually run the risk of hitting the water on almost every hole. "The holes are narrow and the landing zones are small," so Kleiβl's second tip is to play accurately. Otherwise you will need too many strokes and balls before you can putt on the last green. After all, you're playing on the highest golf course in Austria! The high altitude means that the balls fly further, by up to ten percent.



In principle, the difficulty of a course is determined by its length, which is why the thinner air is often interpreted as an advantage. According to Kleiβl, at 4,188 m in length, however, the Lech golf course is not a "Driver's Paradise." Instead, it's a place for sensitivity and accuracy. "Experienced golfers won't need more than two hours for a round," which is why golfing in Lech is easily combinable with family holiday planning. "Before or after the game, you can go hiking, swimming or cycling together," whereas an 18-hole course takes up far more of your day. But if you have the time, you can use your Lech club membership to visit the nearby Braz golf course and hone your handicap there

as well. "This is especially popular with many guests from Lech in spring and late autumn," says Kleiβl. After all, the golf season in Lech is naturally short: from June to October. The best time of day, however, and this is Kleiβl's third tip, is the early morning hours when the wildlife visits the course and the mountains whisper softly above the holes. ←



# Sunny side up!

Are you ready for biking, hiking and swimming in summer? Skiing, snowshoeing and heli-skiing in winter? The sun will be your constant companion no matter the season! Welcome to the sunny slopes of Lech Zürs.

**Eastern peak of Johanneskopf**  
2,508 m

**Hochlichtspitze**  
2,600 m

**Heli-skiing**  
Freeride run via the  
Schneetäli valley – a unique  
skiing experience.

**Hiking and water**  
The Thomas Prassler  
high-altitude trail leads  
past the Butzensee lake.

**Braunarlspitze**  
2,649 m

**Kriegerhorn**  
2,173 m

**The new Zugerbergbahn  
cable car**  
From Zug to the Zugerberg  
in just 6 minutes.

**Balmalp restaurant**  
Après-ski fun with a  
phenomenal sunset.

**Lech forest  
swimming pool**  
Featuring a variety of  
pools, a diving tower, slide  
and even tennis courts!

**Brrrr... Cold!**  
Refresh yourself  
at the Kneipp pool  
and waterfall along  
the Lechweg trail.

**Rud-Alpe restaurant**  
Rustic restaurant with  
award-winning cuisine and a  
massive sun terrace.

**\* All infos about guided freeride tours:**  
[www.lechzuers.com/en/winter/winter-sports/skiing/ski-schools](http://www.lechzuers.com/en/winter/winter-sports/skiing/ski-schools)





**Spectacular**

Freeriding the "Klemm" to Schröcken (only for experts and with a ski guide\*).

**Butzensée**

Emerald green mountain lake at 2,119 m. A COOL experience!

**Mohnenfluh**  
2,542 m

**Juppenmähder**

Legendary freeride run (only with ski guide!\*)

**Juppenspitze**  
2,412 m

**Kriegeralpe Alpine hut**

Stop in for Kässpätzle cheese spaetzle, Kaiserschmarren shredded pancakes and fine wine – in summer and in winter!

**Gipslöcher Nature Reserve**

The deep gypsum craters are surrounded by an incredible variety of orchids in summer. Simply spectacular!

**Snowshoeing**

From Oberlech via the Grubenalpe to the Gipslöcher Nature Reserve.

**"Der WOLF" ski hut**

Fresh cuisine from Riebel to curries. Enjoy in a unique, puristic architecture.

**Picturesque!**

Hiking through Auenfeld is always worthwhile at any time of year.

**Skyspace-Lech**

Come as you are.

**Libellensee lake**

A wonderful hiking destination for the entire family.

**Don't feel like walking?**

Arrive to the top in no time with the Oberlech cable car.

**Burgwald bike trail**

There are downhill lines (from easy to extreme) for everyone.





# Because every snowflake counts!

**They are known as groomers, piste caterpillars or even snowcats. Much more important than their names, however, are their functions in the ski resort: shaping the slopes.**

Text: Robert Maruna

For more than 60 years, snow groomers have been working to cut, smooth and compact snow cover all over the world to ensure that guests enjoy the best possible skiing conditions. After all, a perfect slope is one where the snow is evenly distributed over the entire surface. In the past, the quality of snow cover on a given slope was estimated on the basis of empirical values based on the particular terrain. These days, however, the grooming equipment provides precise analyses: using a GPS device, the exact snow depth under and in front of the vehicle is determined in real time. “As a result, we know exactly where the snow should be transported,” says Helmut, “and we can thus work in a more targeted, cost-effective and, above all, resource-saving manner.” As head of slope maintenance, Helmut is responsible for snow management at the Lech ski lifts. In terms of the environment, his primary goal is efficiency: snow is only produced where there is too little snow. “This saves water, time and

energy in production,” says Helmut. In the past, up to 600,000 m<sup>3</sup> of snow were produced. Today the figure is between 350,000 m<sup>3</sup> and 450,000 m<sup>3</sup>. At the same time, the CO<sub>2</sub> emissions produced by the snow groomers during the subsequent transport of the snow would also be reduced, explains Helmut: “Owing to precise snow cover monitoring, snow deposits around the slopes can be detected at an early stage.” From the deposits, the snow is then transported to where it is needed most. “This means that the snow groomers don’t have to travel a single metre too far in the winter,” Helmut continues, “and in the spring the slopes are evenly free from snow in good time.” Over the course of the season, therefore, not a single snowflake is ever overproduced, and the hiking trails in the ski resort are snow-free in no time at all. Are the slopes better for skiing as a result of all this efficiency? “Only our guests can be the judge of that,” says Helmut with a smile. ↵





# Lech Zürs: A play of light in the mountains

**Mountains cast a spell on people: regardless of the time of day or season, and irrespective of whether they visit them as a guests or grow up and live at their bases. Time and time again, photographer Maria Burtscher and illustrator Markus Fetz have fallen under the spell of the Mohnenfluh, Rüfikopf, and other local mountains. They have gathered together their most moving moments around the peaks of the Arlberg for the joint WEITRAUM project. The result: Illustrative art prints that depict mountains in their primal form. Devoid of frills or elaborate staging. With the exception of those that know how to make the most of the sunlight.**

## Summer Last light – experience sunset on the Mohnenfluh mountain

**DESCRIPTION:** From the Schlössle bus station in Oberlech, the route first leads along gravel hiking trails up to the Gaisbühel-alpe area. Steep and sometimes challenging trails lead over the Mohnenfluh saddle ridge uphill to the summit, which boasts a wealth of great views. The descent is via the Kriegeralpe Alpine hut.

**CHARACTER:** This popular sunrise and sundown hike to the summit of the Mohnenfluh mountain features 360-degree panoramic views. You must have a good head for heights and be sure-footed!

### FACTS\*

<b>Ascent:</b>	<b>899 vertical metres</b>
<b>Duration</b>	<b>3 h – 3 h 30 m</b>
<b>Difficulty:</b>	<b>moderately difficult</b>
<b>Technique</b>	●●●○○
<b>Fitness</b>	●●●●○
<b>Landscape</b>	●●●●○
<b>Experience</b>	●●●○○

\*Lech Zürs Tourismus is the source of information for this tour.

Drawing: WEITRAUM

Tour recommendations: Lech Zürs Tourismus











**Winter**  
**Finest powder – from the Rüfispitze mountain via the Ochsenzümpfle valley plain to Stubenbach**

DESCRIPTION: From the starting point at the Rüfikopf top station, ascend via a few hairpin bends along the north-west ridge to the Rüfikopfspitze peak until you reach the rocky structure of the summit (the avalanche tower serves as a distinctive landmark). Now it's time to take off the skins, strap on the harness and ski down. Get ready for 250 vertical metres of undulating freeride terrain down to the Ochsenzümpfle valley plain. From here, many tours lead down to Lech or Zürs. The most direct freeride variant is the "waterfall" route down to the Wöster Täli valley and out to the Schlosskopf lift to Lech.

CHARACTER: Due to the north-facing and well-protected location, powder snow is guaranteed for the descent from the Rüfigrat ridge. In fact, powder often waits here until well into spring. **The tour is recommended exclusively with ski guide and is only suitable in favourable snow and weather conditions!**

FACTS*	
Ascent:	150 vertical metres
Duration:	2 h 30 m
Difficulty:	Hard
Technique	●●●●●
Fitness	●●●○○
Landscape	●●●●○
Experience	●●●●○

\*Lech Zürs Tourismus is the source of information for this tour.



# Things worth knowing



1

## Albona I

With plenty of momentum for the new winter season! After 40 years of operation, the Stubner Bergbahnen have replaced the Albonabahn I double chair lift with a modern 8-passenger monocable gondola lift. The route remains almost the same as only the new mountain station has been moved 200 m towards the valley. It is now situated directly next to the existing "Albona Mitte" mountain restaurant. In less than five minutes, the modern gondola lift is capable of covering more than 400 vertical meters, allowing more time to ski down the fantastic powder-snow slopes and varied ski runs into the valley. Best of all: it's comfortably warm – at least during the ascent! ↵



[www.skiarlb.org.at/en/Ski-Arlberg](http://www.skiarlb.org.at/en/Ski-Arlberg)



2

2

## The dream connection

Celebrating the 10th anniversary of the Auenfeldjet: Planned and designed for many decades, this special lift linking the ski resorts of Lech Zürs and Warth-Schröcken finally became a reality during the 2013/14 winter season. This modern cable car blends harmoniously into the delicate landscape of the Tannberg mountains and thus not only represents a milestone in the development of ski tourism in the Arlberg region, but is also a prime example of nature-oriented ski resort expansion. Thanks to the Auenfeldjet, winter sports enthusiasts from Warth-Schröcken can also easily ski the legendary White Ring without any challenges. Meanwhile, skiers from Lech Zürs am Arlberg can ski over the Saloberkopf mountain to the Körbersee lake and to the powder-snow slopes of Warth and Schröcken, where snow is guaranteed. With the construction of the Flexenbahn cable car in 2016, Ski Arlberg came full circle: In conjunction with the Trittkopfbahn cable cars, a seamless connection to the largest contiguous ski resort in the Alps (and one of the largest in the world) was created! ↵



[www.skiarlb.org.at/en/Ski-Arlberg](http://www.skiarlb.org.at/en/Ski-Arlberg)



3

3

## The Langer Zug slope, home of the 2002 world record.

The Langer Zug on the Rüfikopf mountain is one of the steepest groomed ski runs in the world. In the very steepest section, the 4.7-kilometre descent has a gradient of 80 (!) percent: Here, excellent skiing skills are a must. In 2002, speed skier Harry Egger dared to attempt the Langer Zug and made history. After intensive preparation, the extreme athlete reached an unbelievable speed of 248.28 km/h on a racing slope on the Langer Zug that had been specially made, extended and prepared for him. The result was a new world record! The full story is available at the Langer Zug Infopoint. ↵





Walch's  
**Rote Wand**  
Gourmet Hotel



friends A AND FOOLS



 A MEMBER OF  
DESIGN HOTELS



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Things worth knowing



# Enjoyment Space



# Dolce Vita, Arlberg style

**Sun, bubbly, snow and food:  
A guide to sun terraces in Oberlech**



In Oberlech, everything is more relaxed and tends to move a bit slower. And it's usually sunnier too! After all, there's a reason why the hamlet above Lech is considered the sunny plateau of the Arlberg. It also features some of the very best views, of course, as well. Not to mention some of the best food. Best of all, Oberlech at an altitude of 1,750 metres is completely car-free during the winter, which is when it shows off its special charms most fully. After a sporty morning, it's time to exit the slopes, hop onto the sun terrace, slip out of your skis and into a sheepskin-covered deck chair. You are welcome to keep your ski boots on, the choice is yours! While there can be disagreements within a family or amongst friends about what to do in the morning, i.e. black piste, red piste, or the mountain hut, everyone can agree on what comes next. A long lunch with plenty of vitamin D, a fine view of the mountains, the tan of the other skiers and a varying number of glasses of wine.

The only question is which of the 20 or so terraces to choose from. The restaurants offer everything from typical mountain-hut fare to gourmet cuisine. All of them have their own special features, even if, and you'll have to forgive us, we can only present three here. Non-skiers are of course equally welcome to enjoy this form of Arlberg dolce vita. They either come by gondola or walk through the snow-covered forest. The same applies to the descent. ➔





## Hotel Goldener Berg

“Fast Soul Food meets Slow Soul Food” is what Hotel Goldener Berg calls its lunch concept. “Plant-Based Alpine Cuisine” is served around the clock. To achieve this, the chef relies on high-quality products from the region. Organic eggs and spelt pasta are sourced from the Sennhof Rankweil farm whenever possible, mountain cheese from the Alpe Batzen dairy in Schröcken, and trout, salmon trout and Arctic char from the legendary Andreas Mittermaier in Zug. But what should one actually eat? Alpine-style oysters, for example, accompanied by pumpernickel and cheddar cheese, spaghetti with ragout from Lech’s alpine ox and Vacherin cheese fondue with jacket potato, garlic bread and pickled vegetables. Another plus: when the weather is good, the grill is fired up on the terrace of the Hotel Goldener Berg. In addition to a vegan organic mushroom burger and half a portion of farm-raised duck, there is also a “Boho Dog,” consisting of a chilli mountain cheese sausage with onion-tomato ragout and cucumber relish. The chef Daniela Pfefferkorn calls it “Alpine tradition meets Boho lifestyle.” ←



## Bergkristall

The Wrann family specialise in fish dishes at their Bergkristall Hotel and Restaurant, which is located directly on the ski slope. They serve tuna sashimi, mussel stew or sole filleted at the table and accompanied by truffle puree and mascarpone spinach. The fact that you have previously chosen these from the waiter is usually more typical of a beach holiday than of a place with a view of the mountains from its sheepskin-lined sun terrace, but there are also down-to-earth classics like Viennese schnitzel or Kärntner Fleischnudeln (noodles in a meat sauce). The family-run Hotel Bergkristall also underscores their bona fides when it comes to wine: the menu includes around 260 vintages. ←







## Murmeli

This former bed-and-breakfast is a real insider tip that promises cosy hospitality from the moment you enter. When the weather is good, it's advisable to take a seat on the terrace, where fried chicken from Poulet Noir Fermier chickens, veal-cheek ravioli and potato gnocchi filled with goat cheese are served against the backdrop of the ski resort's soundscape. The menu changes daily, with best-sellers like curries, lasagne and veal kidney always available. "Feel-good cuisine without frills" is what Annemarie and Wolfgang Strauss call their concept, which includes tried-and-tested comfort foods that are hardly available anywhere nowadays, e.g. ofal. Be sure to leave some space in your stomach for the freshly made apple and curd strudel with whipped cream and vanilla ice cream. After all, a healthy dose of sugar was never frowned upon whilst skiing! ↵



### Bars & restaurants in Lech Zürs

All information, current opening hours and offers from the wide range of culinary delights in Lech Zürs can be found at:  
[www.lechzuers.com/en/culinary](http://www.lechzuers.com/en/culinary)



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# Fire, flame, and the feeling of freedom

Cooking over an open flame is epitome of outdoor fun. Grilling stands for freedom, something primordial and a touch of “survival in the wilderness.” You can celebrate this feeling at nine fabulous grilling areas in and around Lech Zürs.





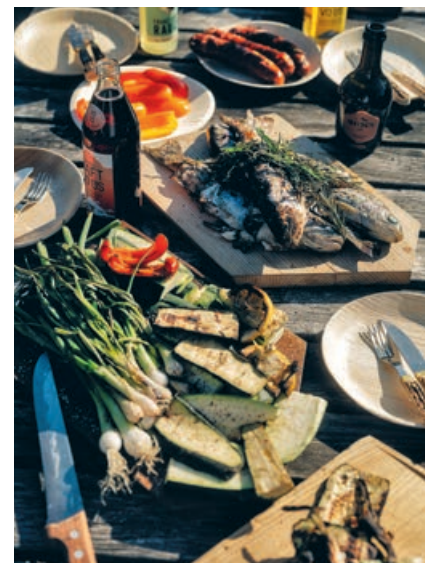
The slowly rising smoke, the hissing of meat, fish or vegetables marinated with fresh herbs and spices, the crackling of potatoes wrapped in aluminium foil in the ashes, and that aroma! There is something both archaic and adventurous about preparing your own food on a blazing fire in the open air. Sociologist Sacha Szabo considers the desire to grill to be a counter-reaction to a world that is becoming increasingly digital. Others see the handling of raw meat by the fire as an expression of man's innate hunter spirit – after all, it's still usually a man at the grill, isn't it? But grilling also has a strong communal aspect, because people rarely grill alone. Best of all, there is no etiquette to observe, which is also part of the fun. Children don't have to sit obediently at the table; they can build cairns by the river or play hide and seek in the forest. The only thing you shouldn't play with is fire, but that goes without saying!

On the other hand, you should entertain the idea of having grilling food around Lech Zürs. There are nine grilling areas at very special locations in the midst of unique nature, within walking distance of the town centres of Lech, Oberlech, Zürs and

**Because  
grilling, like  
so much in  
life, is a team  
sport.**

**Not only  
before and  
during, but  
also after  
grilling! So  
pitch in and  
clean up.**

Zug. Some feature superlative panoramic views, others are by the water-side. Whether along the ice-cold Lech river, in the Zugertal valley, a panoramic location in Oberlech, the Alpine pasture, a forest swimming pool or at the sport.park.lech, these grilling areas are all equipped with a table, seating, and dry wood (which is replenished on a regular basis!). All you need to take with you is a box of matches or a lighter and the food you want to cook on the barbecue. Recommended: local meat from the Hagen butcher's shop or freshly caught fish from the Zug fish pond. And then for dessert perhaps some grilled figs, pears with melted chocolate or hot plums on a skewer? The main criterion is good taste! The only rule is to clean up after yourself and not leave anything behind. Because grilling, like so much in life, is a team sport. Not only before and during, but also after grilling! So pitch in and clean up. As the US author Margaret Carty so aptly put it: "The best thing about teamwork is that you always have others on your side." »







# 9 great places to grill:

**Waldcamp forest camp in the Zugertal valley**  
On the banks of the Spullerbach stream.



**Chalberläger in the Zugertal valley**  
Located on the Lechweg trail and next to the Lechbach stream. There is a pretty spruce forest that's also not far away.



**Zuger Säge**  
Amidst lush green pastures on the rushing Lech river.



**Zürsersee lake**  
A panoramic location at 2,144 metres above sea level on the always refreshing Zürsersee lake.



**Forest swimming pool**  
Everything the summer heart desires: water, sun, and the aroma of the grill.



**Oberlech Tannegg**  
With a magnificent view of the Omeshorn, Biberkopf and Karhorn mountains. And the Skyspace-Lech is only a few steps away.



**Flühenweg trail/Ebra**  
A break along the circular hiking trail.



**sport.park.lech**  
After all, one is hungriest after sports.



**Alpe Stubenbach**  
Grill amongst grazing cows and horses, dreamy hamlets and tall spruces.





# The tastes of our partner towns

Beaver Creek in the USA, Kampen on Sylt in Germany, and Hakuba Happo in Japan are all partner towns of Lech Zürs. All of these are very special places – also from a culinary perspective! In this issue, Beaver Creek makes its grand entrance boasting a recipe worthy of the barbecue world champions in the USA (it will surely make your mouth water, too). Good luck!

## R BAR-BQ baby back pork ribs

### Ingredients for 4 people

#### Back ribs

4 pieces of baby back ribs (loin ribs or chop ribs)

3–4 small cans of light beer

#### R BAR-BQ RIB RUB

1 tbsp paprika  
2 tbsp granulated garlic  
2 tbsp granulated onion  
1 tbsp dried oregano  
1 tbsp ground cumin  
1 tsp turmeric  
1 tbsp ground black pepper  
1 tbsp ground white pepper  
1 tbsp ground coriander  
1 tablespoon granulated sugar  
¼ cup salt

8–10 tablespoons of the BBQ sauce of your choice

This recipe was shared with us by Brian Nolan, 35, Beaver Creek restaurateur and member of the Beaver Creek partner resort team and Riley Romanin from Hooked Restaurant in Beaver Creek.

For the rub, lightly toast the spices in a cast iron skillet over medium heat until they begin to become fragrant. Put the spices in a bowl, let cool a little and mix with the salt and sugar. Set aside until ready to use.

Using a sharp knife, remove the silvery skin from the bone side of the ribs. Then rub the ribs generously with the spice rub. Wrap in plastic wrap and refrigerate overnight.

Heat the smoker according to the manufacturer's instructions until the temperature reaches 110°C. This temperature should be kept constant. Place the ribs, bone side down, at least 1 inch apart, side by side on a deep baking tray. Now carefully pour enough beer over the ribs so that it is about 1 cm deep in the tray.

Be sure that the rub sticks to the ribs. Now put the tray in the smoker and smoke the ribs for 4 hours. Then remove the tray with the ribs from the smoker and wrap in aluminium foil. Place the aluminium foil wrapped ribs back in the smoker and cook for another 2–3 hours until the meat is tender off the bone.

To finish, prepare a grill for high indirect grilling. Spread the charcoal on one side of the grill to create a very hot section, a medium-hot section and a low heat section. Divide the ribs into approximately 3–4 pieces (4–5 bones per piece) and brush with the BBQ sauce. Grill the spareribs over medium heat, turning them, for about 10–15 minutes. Brush repeatedly with marinade. Later on, only turn the ribs in the section with low heat so they don't darken too quickly. Once the BBQ sauce has formed a nice crust, the ribs are ready. ←

# Let's keep the fire burning.



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# Fine Wine(ing) at the Arlberg

**The Falstaff gourmet magazine has described Lech Zürs as the “most awarded gourmet village in the world.” However, the exceptional density of great wine lists and wine cellars, which are otherwise only to be found in international metropolises, is mentioned far too infrequently. The following is an amuse-gueule of some wine bars, a foretaste of what the wine lists of Lech Zürs have to offer. However, please note: this selection is in random order and by no means exhaustive: Other great establishments serving the finest wines (from the Goldener Berg to the Mohnenfluh to Hus Nr. 8 and more) should definitely not be overlooked. Many of these names can be found in a concentrated form at the “Arlberg Weinberg event,” a vinophile event series taking place in December.**



#### **Burg Vital Resort**

The wine list at Burg Vital is a veritable wine bible and only one of two establishments to be awarded the Wine Spectator Grand Award in Austria. It's an hour's worth of reading that leaves virtually nothing to be desired. For those who want the shorter version, the sommelier team led by Maximilian Lucian also always has some special gems on offer by the glass.

#### **Romantic Hotel Krone**

The wine list is excellently well-sorted across the board and distinguishes itself in particular thanks to its extensive range of top wines from Burgundy and Bordeaux (at very fair prices). Occasionally, guests are even lucky enough to witness patron and wine connoisseur Johannes Pfefferkorn bringing out a special bottle from the cellar that is not on the menu.





## FACTBOX Arlberg Weinberg event

The Arlberg Weinberg event showcases fabulous food & drink – and the people who make it possible! Enjoy exceptionally exciting wines and unique dishes while better getting to know your hosts at cosy and refined venues. Enjoy a special experience for body and soul!

### Almhof Schneider

Experience quiet luxury in perfection. The wine list at the Almhof is intentionally less comprehensive. Curated by award-winning head sommelier Josef Neulinger, the list is so great that you don't know which bottle to order first. And yet it is also always worth asking for recommendations by the glass.

### Burg Hotel, Oberlech

Sitting on the wonderful sun terrace of the Burg Hotel, you'd be forgiven for sometimes feeling like you were part of a large-bottle tasting of the very best Wachau wines. Of course, you can also enjoy top wines from regions such as Piedmont, Tuscany, Bordeaux and Burgundy, conjured up from one of the Arlberg's largest wine cellars.

### Hagen's Dorfmetzgerei butcher shop

Having Hagen's Dorfmetzgerei snack bar on the list may seem a little exotic. But the establishment is one of the most popular meeting places in the village not only because of its excellent cuisine, but also because patron Florian Hagen, a trained sommelier, has probably the best butcher's wine list in Austria.

### Hotel Sandhof

A true insider tip! Because the Sandhof, located in the centre of the village, does not have an à la carte restaurant, many people do not know that host and wine connoisseur Martin Prodingner also offers non-guests a great selection of mature wines, especially from the Wachau, Tuscany and Spain, in addition to very fine port wines.

### Rote Wand Gourmet Hotel

It was no accident that patron Joschi Walch changed the name of the hotel to the Rote Wand GOURMET Hotel a few years ago. Alongside the innovative kitchen concepts, the wine list has also developed into one of the best in the Arlberg in recent years, with natural wines also playing a major role. Special mention should be made of the extensive range of high-quality wines available by the glass.

### Hotel Gasthof Post

Discover an all-around excellent wine list, naturally interspersed with special delicacies from the Schloss Gobelsburg winery, which is run by the brother of the patron Florian Moosbrugger. Lovers of the Domaine de la Romanée-Conti, considered by many to be the best winery in the world, will become weak in the knees.

### Klösterle

The Klösterle restaurant in the Zugertal valley (an Almhof Schneider project) has certainly emerged as one of the most exciting new eateries on the Arlberg in the last ten years. A compact but very exciting selection of more progressive wines is on offer here, with the Almhof's grandiose wine cellar in the background.

### Restaurant Fux

This is a place of longing for sushi and steak lovers, and Burgundy and champagne aficionados in particular. Peter Strolz is one of the most profound wine connoisseurs on the Arlberg, and his heart beats (as can easily be seen on the wine list) for Champagne, Burgundy and recently also for Port.

### Berghof

Head sommelier Günther Meindl is one of the most impassioned sommeliers on the Arlberg, knows many of the winemakers on his wine list personally and is never at a loss for a recommendation or an interesting background story.

### Kristiania Lech

Those keen to combine a good bottle of wine with exquisite art will be best served at the wonderful Kristiania Lech. The establishment's fantastic art collection is to the eye what the outstanding French specialities on the wine list are to the palate.

### WeinRestaurant Achtele

The WeinRestaurant Achtele is located in the Hotel Stäfel, which belongs to the Birk family. It is also home to Birk's wine shop, where you can discover an assortment of wines from all over Austria (deliberately only from Austria) curated with a great deal of knowledge and experience. The wine selection in the restaurant is equally sophisticated. The exquisite tipplers can also be purchased on the spot to take home.

# The best in the wild West.



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# Der Lecher



# Things worth knowing

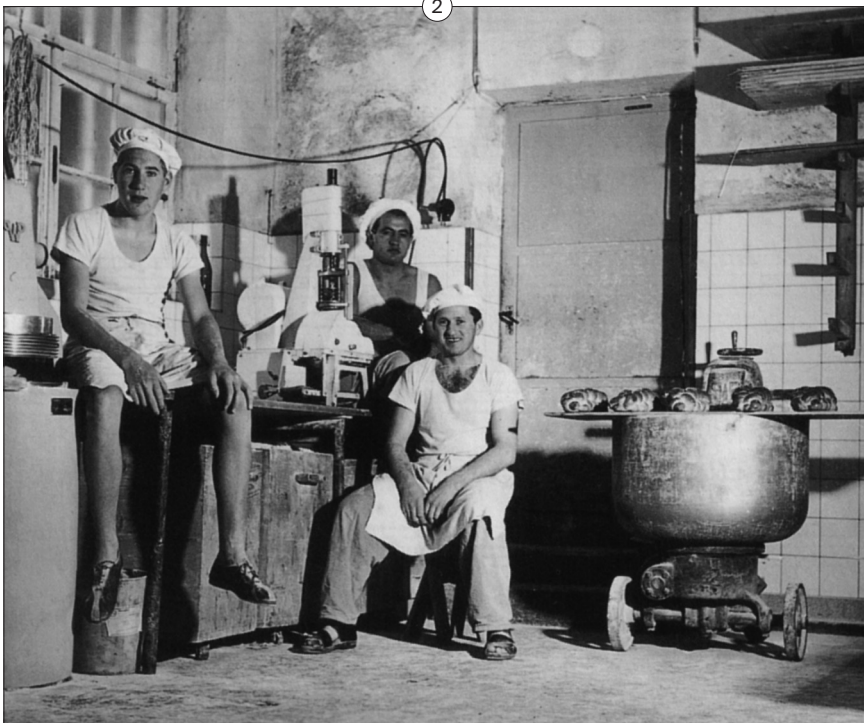


## 1 Table4U: Book a table with just a few clicks!

What has become the norm for hotel bookings is increasingly finding its way into the world of bars & restaurants: online reservations. Guests and restaurateurs from Lech Zürs can now use the table reservation system "Table4U" ([table4u.at](http://table4u.at)), which was designed especially for the region. This is a pretty handy tool considering that there is hardly a place on Earth with a higher density of Gault&Millau award-winning restaurants than in Lech Zürs, which means that tables are in high demand. This applies to both high-end restaurants and the rustic parlours, so it pays to make a reservation! ↵



[restaurants.table4u.at/eng](http://restaurants.table4u.at/eng)



## 2 Looking back: Backstube Lech, 1959.

Baker Vinzenz Walch (right) with his employees Fridel Fessler and Wilfried Längle can be seen posing at the Backstube Lech. Bread was baked for the first time in the bakery founded by Filomena Walch in 1931 – albeit on a small scale: There was only brown and white bread. From the mid-1950s, tourism really took off! And the guests were hungry! So they invested in new technology and expanded their range. Best of all: The Walchs are still well represented in the Backstube Lech to this day. Clemens Walch was the third generation of the family to be represented. Now his nephew, Martin Walch, is the fourth generation in the bakery with his team. That stands for quality! ↵



[www.backstubelech.at](http://www.backstubelech.at)

*Photo taken from: "Lichtbilder I Images: 101 Fotogeschichten aus Lech" (Birgit Heinrich)*

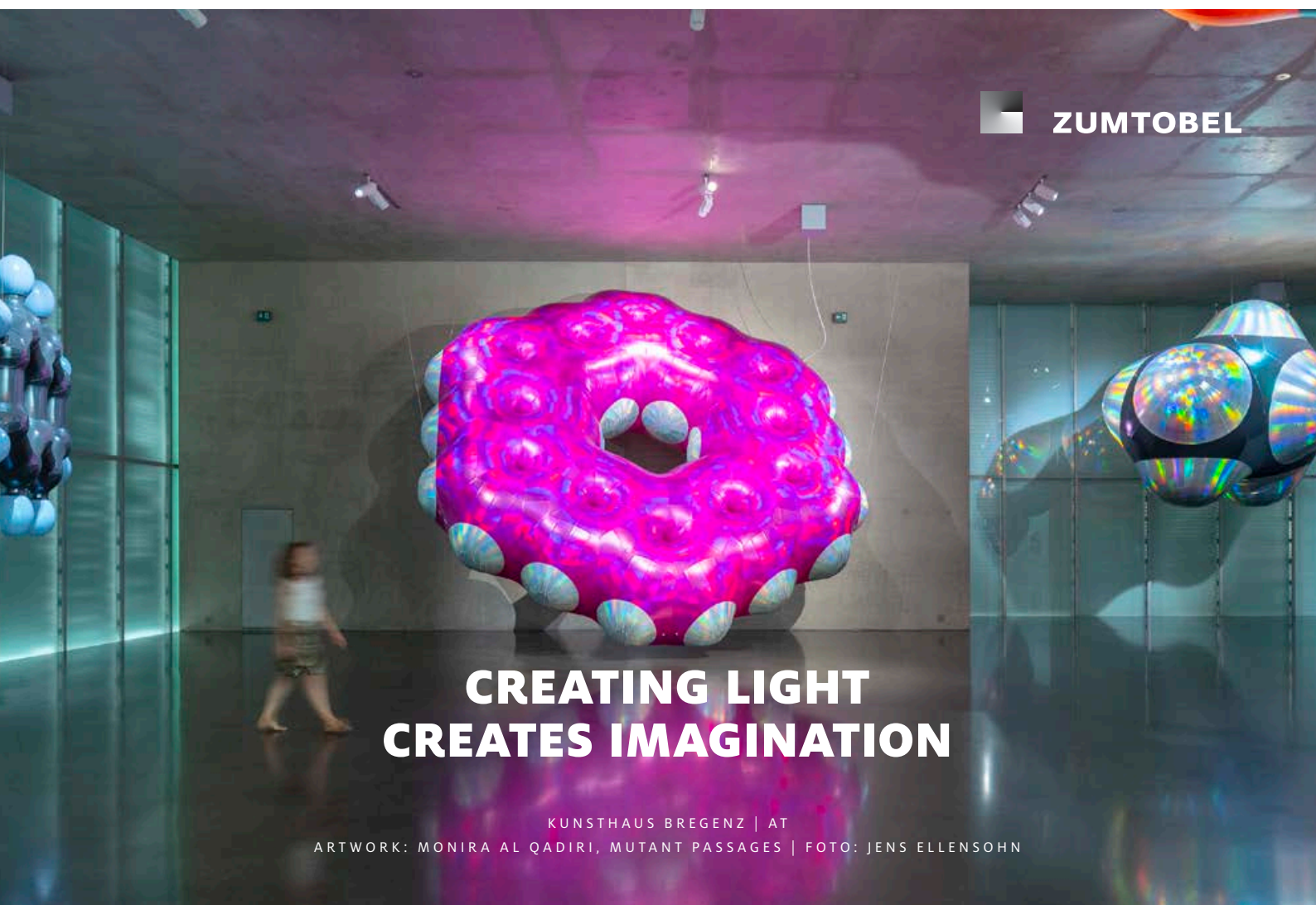
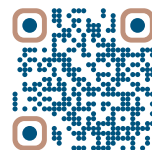


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# Thinking



# Space

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When you are alone, you  
are always with yourself

One night in the bivouac  
at 2,345 m

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Things worth knowing

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On the art of  
ditching the plan

Column Martina Strolz

# When you are alone, you are always with yourself

We wanted to know what it was like to spend the night alone in the mountains with no mountain hut, no people and no distractions. In other words, as spartan as it gets. The bivouac at the Stierlochkopf between Lech and Zürs is a particularly suitable location. At 2,354 m, this alpine emergency shelter is perched at an exposed location and offers luxury, far away from the hustle and bustle in the valley. Here you can enjoy a starry sky all to yourself. We sent editor Robert Maruna up into the mountains with a single-use camera.

Text: Robert Maruna



**4:06 pm**

I'm waiting for the bus at the Rüfiplatz stop. Next to me on the ground is my small backpack. I have packed only the essentials: sleeping bag, down jacket, hat, toothbrush, headlamp, a few granola bars and three small candles. Just in case, I also have a power bank with me, some spare change in my pocket and a disposable analogue camera dangling around my neck. I've also brought a positive attitude with me, because the mountains themselves can be moody... so I've made sure to bring my own good cheer! This morning the sky was still covered in dark clouds, but recently the sun started to shine again. This is a good sign. As the bus rolls up, I can feel the anticipation mounting in me. I haven't forgotten anything anyway, have I? Never mind, it's too late now... here we go.

**4:27 pm**

I am now the only passenger. The last guests got off at the tollbooth, and from here the bus driver and I are headed into the Zugertal valley by ourselves. I take one last look up to the summit of the Stierlochkopf: there it is, the small wooden cube. This will be my destination for the night.

## That's how I like it: just me and nature.

**4:46 pm**

At the last station at the Spullersee lake, I bid farewell to civilization and march off. On my mobile phone, I activate flight mode. For this evening, I no longer want to be reachable and have given myself permission to literally switch off for the next twelve hours. I want to feel what I often miss in everyday life.

**5:27 pm**

I sit perched on a rock above the Spullersee lake. Far and wide there is no one else to be seen, and the only sounds that can be heard are the ringing of cowbells and the babbling of the brook. A light breeze passes over the green Alpine meadows, and the white lilies of the valley gently sway back and forth. In front of me, the Roggalspitze mountain rises up from the earth. At my back is the Spuller Schafberg mountain. Above me is only blue sky. That's how I like it: just me and nature. Happiness can be quite simple, as long as your stomach doesn't growl.

**6:11 pm**

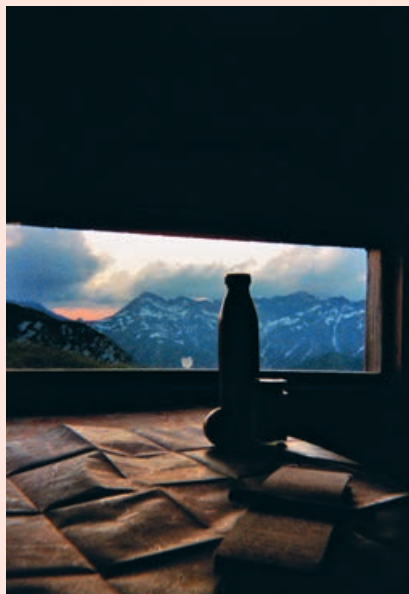
I've arrived at the Ravensburger Hütte hut, where I take a short break. On the journey up, I took the time to actually soak up my surroundings, rather than focussing on elevation gain, as is often the case on many mountain tours. Often one heads towards the summit with such a sense of purpose that one completely forgets what is happening all around. But today my objective is not to climb a peak, though I do have to budget in some time to have dinner. As I enter the mountain hut, I am greeted with a slight nod of the head. A few minutes later, I am served carrot soup, bacon lentils and a large glass of soda water mixed with apple juice. As I've often said, the simple things often bring great happiness. The key is recognition and acceptance.

**7:24 pm**

I'm standing just a few metres below the Stierlochjoch saddle. Here the path diverges and as I continue to climb on to the right, for a brief moment I can see the summit cross of the Roggalspitze mountain. The moment reminds me that I once picked flowers up there at the summit. What a sublime mountain the Roggalspitze is, and what an incredibly grand climbing line runs along its north edge! It's a route everyone should do at least once, especially if you want to discover the nicest way up to the top.

**8:07 pm**

While ascending the last 250 vertical metres, I followed a narrow path through the steep meadow slopes. Meanwhile, the evening sun warmed my back. The great thing about mountain tours in high summer is that you have a lot of time because the days are long and the nights are short. And since I still have a little time yet until sunset, I decide without further ado, not to descend directly to the Stierlochkopf mountain, but to add a few more metres of altitude by crossing the Madloch and Mittagspitze mountains. While there is no marked path leading there, you merely have to avoid two snowfields. But what was it that Marcus Aurelius said? What stands in the way becomes the way. And what could be a more scenic obstacle than a 2,545 m peak?

**9:28 pm**

At the bivouac. I sit on a wooden beam in the lee and watch as the sun slowly disappears between the Mehl-sack and Spuller Schafberg mountains. It is a nearly cloudless evening and the horizon scatters the light in all spectral colours. Even if you've watched such a spectacle hundreds of times, it truly never gets old. And it is almost always the case that there is a little hint of melancholy in the air as soon as the sky turns dark blue and the first stars can be seen in the firmament. But maybe this is also because I'm all alone up here. But you're never really alone. One is always with oneself. ➔



**10:37 pm**

Silence, complete silence. Of course, I could listen to music to break the silence, which I have done in the past, but I actually find that turning everything off is actually better. Much better even. After all, sitting alone at over 2,000 metres and listening to yourself is akin to an Alpine mindfulness session. Best of all, it doesn't cost a thing, involves no sun salutations, and there's no annoying smell of perfumed incense in the air. Up here you can actually hear the mountain air as it whistles around the small bivouac. This is unsurprising considering that the bivouac enjoys a quite exposed position here at 2,354 m: to the left and right of the bivouac, the rock faces drop a good 500 metres in altitude, and the summit itself is a small rocky outcropping with green turf. On top of it all are just the bivouac and I. You can tell that the two of us have really connected: 6 m<sup>2</sup> of wood and 1.5 m<sup>2</sup> of human being. I don't take up much space in here at all, nor would I if I had much more available. This is perfectly fine, considering that I'm exhausted from the climb, my eyelids are heavy, and the thin artificial sleeping mats will probably be more than enough to carry me gently to sleep. Before I close my eyes, I look down into the valley through the narrow window: the lights of Lech shine brightly down below. But I'm happy to be up here by myself.

## The sleeping mats are hard, the sleep shallow, and the dreams wild.

**3:04 am**

The sleeping mats are hard, the sleep shallow, and the dreams wild. Fortunately, I have the mountains outside the window, which I find calming.

**5:32 am**

Dense clouds, no sunrise. I turn over on my side and go back to sleep. Only now do I realise how much the bivouac has cooled down overnight. My breath fogs up on the window pane.

**6:12 am**

I sit on the stairs of the bivouac box and yodel against the clouds and the cold. My voice echoes back off the opposite rock walls of the Mittagspitze mountain, but no other sounds can be heard. It's still quiet up here. In a few hours it will be different, when the first hikers come up. In the silence that remains, I pack my things and prepare for the descent.



### 6:37 am

It's cold, much too cold for a morning in midsummer. But that's the way it is in the mountains: they have their moods. And because I'm not a morning person by nature, my mood plummets along with each additional step. Waiting for me are all the things that I have done without over the last few hours: A warm shower, a soft bed, a set table, a conversation with other people and, of course, fresh socks. Luxury need not always correlate with abundance. It can also be found in quite everyday things. In Lech, too, you can such luxuries on every corner.

### 8:04 am

Below the Gstütalpe mountain hut, I decide to fill up my water bottle at a stream. As I stoop down to enjoy some water, the feeling of being watched creeps over me. I look up and see directly into the eyes of a golden eagle, not three metres away from me perching on a rock. For a few seconds, we maintain eye contact, then the animal spreads its wings and takes off for flight. Totally still, as if completely petrified, I watch the golden eagle soar away. Never before have I been so close to a bird of prey, and rarely have I seen an animal move so sublimely, almost majestically. I don't know what the eagle had to tell me, perhaps he just wanted to show me the way to the valley. I follow the direction of his flight, it's not very far any more. I no longer have the feeling of being entirely alone. ←



### FACTBOX Bivouac box

A bivouac box is a space offering four walls and a roof over your head, but not a whole lot else. After all, it originally had a single function: to provide wind and rain-protected shelter for mountaineers in distress. Mostly made of wood, metal or aluminium, it allows as much sleeping space as possible in a small area. In isolated cases, bivouacs have also been erected to enable the ascent of very long mountain tours. Conveniences such as electricity, water or food are available in bivouacs only in the rarest of cases. Therefore, those who plan to spend a night in a bivouac are required to leave the bivouac as they found it and to properly dispose of their trash in the valley.



# Things worth knowing



## 1 Impact Lech

Entitled "Impact Lech – Establishing Facts, Forming Opinions", the interdisciplinary congress launched by renowned geneticist Markus Hengstschläger highlights an exciting topic annually with lectures and panel discussions. In early summer 2024, Impact Lech, which kicks off the Lech Summer of Thinking, will take place for the third time. The theme is "The Safety Factor." It will be exciting! ↵



**Next date: 13 – 16 June 2024,  
Lechwelten Convention Centre**  
[www.impact-lech.at](http://www.impact-lech.at)

## 2 Literaricum Lech

This literary format initiated by Nicola Steiner, Michael Köhlmeier and Raoul Schrott gathers together people interested in culture to discuss exciting classics of world literature. From "Bartleby, the Scrivener" (Herman Melville) to "Pride and Prejudice" (Jane Austen): Each year, the focus will be on a different work of literature, preferably at special locations, e.g., with a fantastic mountain backdrop. ↵



**Next date: 18 to 21 July 2024,  
Lechwelten Convention Centre**  
[www.lechzuers.com/de/literaricum](http://www.lechzuers.com/de/literaricum)

# Things worth knowing



3

## Philosophicum Lech

The Philosophicum, which was founded by Konrad Paul Liessmann, has become an institution for philosophical, cultural and social-science reflection, discussion and encounter. A current philosophical topic has been discussed every year in lectures and discussions since 1997. In 2024, the 27th edition will be entitled "Sand im Getriebe (Sand in the Gears)." ↵



**Next date:**

**16 – 22 September 2024,  
Lechwelten Convention Centre**

[www.philosophicum.com](http://www.philosophicum.com)

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# On the art of ditching



## the plan

By no means can I claim that I am a master of relaxation, but in theory I know how it works. Here's how I think of it: To relax, e.g. on holiday, you have to put yourself under stress and strain beforehand. It goes without saying, really... otherwise you wouldn't notice any difference between one thing or the other. The same goes for kicking back and relaxing throughout the year.

So push yourself to the limits in that hamster wheel before you arrive! Go full throttle. Tick things off your to-do list, enjoy that satisfying experience, and keep that reward in mind: a feel-good holiday just on the horizon. Let your mind wander, dip your feet in the crystal-clear water, listen to a good podcast or, alternatively, enjoy the sound of the crickets chirping and the Lech river rushing by. The recipe: A bit of activity, a few thrills, some fun, and a little peace.

And once you've arrived here in this place of longing, here's what happens: FOMO kicks in. The Fear Of Missing Out. Doing nothing, or at least as little as possible, also means not having climbed the Omeshorn mountain, not having recorded any metres of ascent on the fitness watch, and not having visited the Bregenz Festival. Not having played, or even "competed," in a golf tournament in Zugertal and not having circumnavigated all the mountain lakes in the area. Not having enjoyed a sumptuous breakfast on the mountain at sunrise and not having observed a majestic ibex in the Steinernes Meer karst plateau. Not having elegantly launched into the downward-facing dog during a yoga class. And certainly not having made a trip to the nearby KäseStrasse cheese route.

Because that's what the locals thoughtfully offer you, striving to create Instagram-worthy experiences. In the best possible interest of their guests' wishes, And with the best of intentions in mind. And especially in competition with all the other beautiful destinations in the mountains.

But do holidaymakers really feel so much better after an action-packed holiday? Are they refreshed and recovered? Do they feel well taken care of? Was the holiday unique? And above all: do the guest want to come back again to this exact same destination again and again? Or are they headed for the next beautiful destination next year?



**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.

## What if the people of the region were to teach us what life in the mountains really means!

Let's hazard a mental exercise: What if the people of the region were to teach us what life in the mountains really means! What if they were to impart the wisdom of their ancestors? They would tell us about sacrifice... About the cold winters and the bad shoes... About the barrenness of the land and the meagre meals... About the fun they had in spite of having little money... Or perhaps it was the simplicity that made it fun? Maybe they would show us where the horizon is blocked by mountains and how far we have to climb for the vastness to begin to merge with our existence. Maybe we would silently look at the stars. Maybe we would allow a ladybird to wander over our leg in the midday heat until we could no longer stand the tickling. Maybe we would breathe in the rain of a thunderstorm with the windows open, lying in bed, until sleep took us. Maybe we would listen to our hearts beating in a quiet rhythm. Maybe we could endure the total silence. Maybe we would watch boredom turn into creativity. Maybe we would write down for later the thoughts our hearts dictate to us. Maybe we would consciously pause, rather than let ourselves drift. Maybe we would consciously ignore the multiple crises of our time for the duration of the stay. Maybe we would practice speaking in quiet tones. The gentle ones. The nice ones. And nothing else at all! Conscious of the fact that we are experiencing nothing but a pause, a temporary break. In the midst of powerful nature.

Anticipating that life will soon return to its austere arc. On Saturday at the latest, when we reluctantly lumber back home in a traffic jam.

But like I said, I don't know how to do any of that either. In fact, I'm the last one you'd choose for this task. But I can offer a theory. And I understand the longing. The god-forsaken longing. ↵



# Culture

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The mountain  
makes the music

The Tanzcafé Arlberg in portrait

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SPICK-AND-SPAN!  
in the Lech Museum

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The bootmaking veteran  
Werner Albrecht in portrait

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Things worth knowing



# Space



# The mountain makes the music

**That which belongs together comes together at the Tanzcafé Arlberg, including high-altitude euphoria, deep-bass sounds, cellar-club vibes, and festival-stage atmosphere. And the boundaries between musical genres? They aren't allowed past the doorstep.**





Sun, snow, skiing and sound: If this epic combination didn't already exist, it would have to be invented! Luckily, the Arlberg shows us the way forward in style. During the day, enjoy spring vibes and picture-postcard mountain panoramas; at night, experience a cosmopolitan atmosphere and venues ranging from cosy to urban. Thanks to this unique all-around combination, but above all thanks to the music, the experience is intoxicating. During the Tanzcafé Arlberg, Lech, Zürs and Stuben roll out the red carpet to create a premium-class music festival, outdoors and indoors, above or below ground, with venues that don't necessarily have to distinguish between club, bar and Alpine pasture. Here, jazz lovers will get their money's worth alongside funk and technofans. There are also country-vibe, indie swing, anti-schlager and dialect-pop sounds to discover. From deep to high, and from acoustic to synth. Dancing is expressly encouraged here. If it's too tiring for you in ski boots, you can just go and slip on something more comfortable.

It is a special time of year, somewhere between no longer winter and not yet spring. It's already best to do the skiing mainly in the morning, when the firm snow makes the slopes a dazzling spectacle. When the sun is at its highest point, you can ditch the skis and still have enough energy for the rest of the day. After all, dancing is also a form of sport... The reward is lunch on the sun terrace, which stretches well into the afternoon. Afterwards, it's best to indulge your sense of hearing. The first Tanzcafé concerts begin around noon, while the last ones run late into the night. The starting point is the festival stage at the Rüfiplatz square in Lech, offering surreally beautiful mountain-and-gondola views. Here you can quench your thirst for sport while your ski jacket hangs out to dry in the sun.



**Sun, snow,  
skiing and  
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to be invented!  
Luckily, the  
Arlberg shows  
us the way  
forward  
in style.**

From this point on, you can float along, always following the beat. In Italian, this is called swimming lengths! Apt, as the Mediterranean nonchalance really suits the Arlberg. You can say "Servus" here, "cin cin" there, meet old friends and make new ones, as long as the sound remains stable and the rhythm carries. Then it's just a few ski-lengths from the Rüfiplatz square to the yurt, which hides a tiled stove and friendly hosts. From there you can head up to the Balmalp mountain restaurant or to the Schlegelkopf panorama restaurant. Then we can take it easy for a while, have an early dinner, put our feet up, gather our strength, whatever suits everyone. Next, it's off to the Scotch Club Lech, the Berghof Hotel, the Zürser Edelweiß Hotel, to the Johann or the Fuxbau bar in Stuben, where the fox and the hare are not keen to say goodnight to one another. We love the fact that the humidity in its cellar rises to alarming heights! »

**We love it!**





Our parents aren't the only ones who realise how important it is to stay hydrated while dancing. Apropos staying hydrated, we definitely intend to follow this parental advice, especially considering that the cuisine during the Tanzcafé Arlberg can hold its own against the clubs in the world. Can we recommend an eighth of Winzerinnensekt sparkling wine, a perfectly mixed gin and tonic, the local Omes 2557 beer speciality or a Cynar spritz? We will have made our choices by the time the sun sets over the Rote Wand mountain. By then, the vocal cords are as well prepared as the skis for the next morning, and the night has only just begun. <math>\leftarrow</math>

**After Lech, Zürs and Stuben, the Tanzcafé Arlberg will be extended to include a promising new location: St. Anton will also play host to this spectacle of high-altitude musical Euphoria in 2024.**





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# Winter Events 2023/24

## November 2023

**30 November – 02 December**  
**15<sup>th</sup> European Media Summit**  
Lech am Arlberg

## December 2023

**1 – 24 December**  
**Advent windows**  
Lech am Arlberg

**3 December**  
**Christmas market**  
Zug

**3 December**  
**Advent Brass Music**  
Zug

**6 December**  
**St Nicolas is coming to Lech**  
Lech am Arlberg

**7 – 17 December**  
**Arlberg Weinberg event**  
in Lech Zürs and Stuben

**7 – 10 December**  
**Horizont Winter Summit**  
Zürs am Arlberg

**7 December**  
**Delicious ring**  
Hotels in Lech am Arlberg

**8 – 10 December**  
**Christmas market**  
Lech am Arlberg

**8 and 9 December**  
**Vocal Ensemble Tannberg**  
Lech am Arlberg

**9 December**  
**Christmas market**  
Zürs am Arlberg

**9 December**  
**Flexenarena Opening**  
Zürs am Arlberg

**10 December**  
**Advent Brass Music**  
Church square  
Lech am Arlberg

**13 December**  
**Lantern hike**  
Lech am Arlberg

**15 December**  
**Christmas Caroling with**  
**children's choir**  
Church square  
Lech am Arlberg

**15 – 17 December**  
**Christmas market at the**  
**church square**  
Church square  
Lech am Arlberg

**16 December**  
**Christmas market**  
Zürs am Arlberg

**16 December**  
**Christmas caroling with the**  
**music school choir**  
Church square  
Lech am Arlberg

**17 December**  
**Christ Child Comes to Lech**  
Church square  
Lech am Arlberg

**17 December**  
**Christmas Brass Music**  
Lech am Arlberg

**20 December**  
**Lantern hike**  
Meeting point Lech Zürs  
Tourism office

**21 December**  
**Advent reading**  
Huber-Hus, Lech am Arlberg

**25 December**  
**Santa Claus is Coming**  
**to Zürs**  
Zürs am Arlberg



## The White Ring – The Race

The White Ring comprises no fewer than five cable cars, five downhill runs, an intense ascent and the challenging Madloch ski route between the Omeshorn mountain and Zug. This ski race for ambitious amateur racers in the cradle of alpine skiing is unparalleled. ↵

**31 December**  
**New Year Event**  
Lech am Arlberg / Omeshorn

## January 2024

**1 January**  
**New Year Show**  
Flexenarena Zürs

**11 January**  
**REMUS Team Challenge**  
Flexenarena Zürs

**13 January**  
**The White Ring – The Race**  
Lech Zürs ski resort



## Meisterstrasse Exhibition

For over 20 years, the Meisterstrasse Exhibition in Lech has offered the finest handicrafts from select manufacturers near and far. It gives visitors the opportunity to purchase exceptionally beautiful pieces – and to look over the shoulders of master craftsmen while they make their necklaces, vases, armchairs & more. ↵

## February 2024

**5 – 11 February**  
**Masters in Residence**  
**Lech Zürs am Arlberg**

**12 February**  
**Children's carnival in Zürs**  
**Edelweissplatz square Zürs**

**13 February**  
**Children's carnival in Lech**  
**Church square**  
**Lech am Arlberg**

**14 February**  
**Heart of Lech**  
**Oberstubenbach**

**17 – 20 February**  
**Fussball Kongress (Football Congress) Summit Meeting**  
**Zürs am Arlberg**

## March 2024

**31 March**  
**The Easter Bunny comes to Zürs**  
**participating establishments**

**31 March – 14 April**  
**Tanzcafé Arlberg**  
**Music Festival**  
**participating establishments**

## April 2024

**3 – 5 April**  
**Europaforum**  
**Lech am Arlberg**

**7 April**  
**Wine gondolas**  
**Lech am Arlberg**

**12 April**  
**Opening ceremony Lechwelten Convention Centre**  
**Lechwelten and Dorfhus.**

**12 April**  
**Concert by the Trachtenkapelle Lech**  
**Lechwelten Convention Centre**

**13 April**  
**Sister Resort Party**  
**Lechwelten Convention Centre**



## SCHWARZ WAND

Italian elegance and alpine comfort

It is this unexpectedly beautiful view that greets you in the lobby and is best enjoyed in style from the recently renovated lounge bar of the Hotel Schwarzwand. The fire crackles quietly in the background and the aperitivo is already served at the bar. Wood paneling, natural tones and soft fabrics characterize the pleasant atmosphere, which is also continued in the 14 newly refurbished rooms and suites.



## SANDBUR 1378

Equally comfortable, if a little more traditional, are the historic rooms of the Walserhaus, the oldest-documented house in the municipality of Lech, whose origins go back to 1378: original wooden paneling, cozy woolen fabrics and custom-made furniture that quote long past times without sacrificing comfort. Charming, authentic and real - a place that tells stories and is remembered.

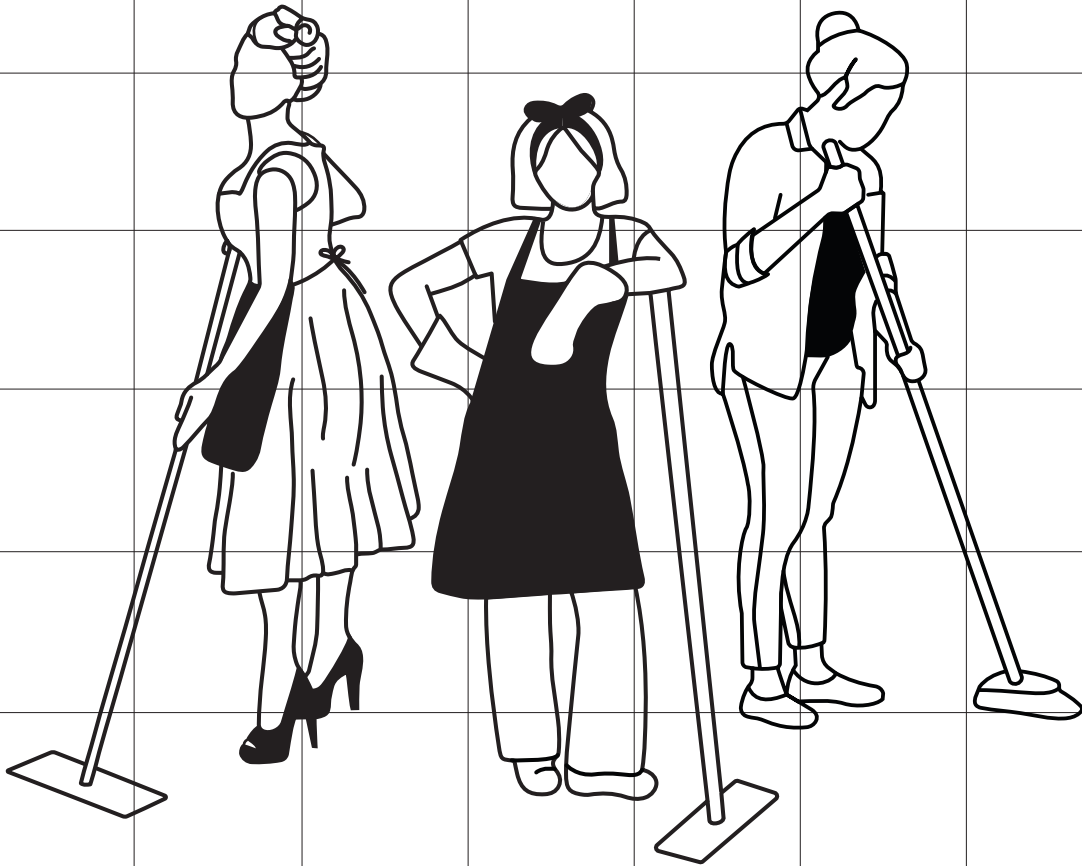
Tanti saluti and a presto, say architect Birgt Elsensohn and hostess Marlène Barth-Elsensohn



Guest article from the Lech Museum

# **SPICK-AND-SPAN!** **On cleaning and** **cleansing – inside,** **outside, everywhere**

Text: Sonja Prieth



**Spotlessly clean rooms, houses and apartments are a hard currency in the tourism industry. After all, there is no business without cleanliness and compromises are not an option! But who actually takes care of all those shiny fittings and fresh-smelling beds? And what does our approach to filth and cleanliness tell us about our culture?**

## SPICK-AND-SPAN!

is an exhibition at two locations exploring cleaning as a cultural practice and what it tells us about the desire to live in an extra-clean world. The Lech Museum and the Women's Museum in Hittisau have divided the topic into six chapters. While the Women's Museum deals in five chapters with topics such as gender roles, care work, ideas of cleanliness, racism or environmental protection, the chapter "SO INVISIBLE" at the Huber-Hus in Lech revolves around cleaning and cleanliness in tourism. All the exhibition rooms, from the bedchamber to the parlours on the first floor, hold surprises – not only because long-forgotten objects awaken memories, but also because things taken for granted, which often receive little attention, are brought into the spotlight here.

### Who cleans what? This is just one of many questions posed by the exhibition at the Lech Museum.

Laundry piles up in front of the Huber-Hus in Lech: two large piles of bed linen seem to wall up or support the house with their heaviness. A closer look reveals that the artist Irmgard Mellinghaus has not stacked real sheets for her work of art entitled "SCHICHTEN" (Layers). Printed on transparent film, the motif stands for the different social classes that meet in Lech; the "lower" ones inevitably carry the "upper" ones, not infrequently in laborious shift work.

Works of art are an integral part of this exhibition, and were selected by curator Stefania Pitscheider Soraperra. "Artists probe deeper, they look behind things, they drill deeper and allow completely new approaches," she explains. "Some do it in a humorous way, such as The Ladies, whose photos comment ironically on female role attributions. Others transform everyday objects into something completely different, as does the artist Franziska Stiegholzer, whose ceramics take the form of floor cloths or cleaning rags."



A look at the multimedia exhibition. Additionally, an open Lego workshop invites all ages to join in.

### Why would a museum make cleaning an exposition topic?

What may seem surprising at first becomes all the more logical when immersed in the exhibition itself. "A museum is a place of dialogue and social observation," says curator Lisa Noggler. "And the way we deal with dirt and cleanliness shapes role models and social attributions, some of which have serious consequences." Cleaning plays a role in everyone's lives, even if one exhibition visitor commented that he had no idea "what he was actually supposed to observe in this women's exhibition." Museum director Monika Gärtner smiles at this anecdote, which is more of an anomaly. Another visitor, who travels a lot around the world and often stays in hotels, reported that the visit to the exhibition had opened his eyes. He had never thought about the work of the "chambermaids" before and now valued their work much more highly. Under the title "Social Distance in a Camouflage Suit," the exhibition addresses the fact that "those who produce rubbish are held in higher esteem than those who remove it"; and it questions why women who clean are actually called "maids." Consider this: There is hardly anyone who is as close to the guests' most intimate

living space, and at the same time receives so little attention. "It was difficult to find historical pictures of cleaners for the exhibition," says museum employee and archivist Birgit Heinrich. "Even in the current hotel adverts, it's rather the bartenders, cooks and masseuses that are highlighted and not the cleaners."

Nevertheless, there is a lot to see in the exhibition – and also to hear: At three listening stations, people talk about cleaning and tidying. In keeping with the motto "so invisible," the voices initially remain faceless; it is only on the upper floor that one encounters the photos and descriptions. Rositsa Madzharova, who has been ➔

## SPICK-AND-SPAN! Exhibition catalogue

Available from spring 2024 at  
the Huber-Hus in Lech and the  
Hittisau Women's Museum.  
Book in advance at



[www.frauenmuseum.at/  
blitzblank-ausstellungskatalog](http://www.frauenmuseum.at/blitzblank-ausstellungskatalog)





The living rooms and the first floor of this historically listed house are integrated into the exhibition.



The SCHICHTEN art installation by Irmgard Mellinghaus on the façade of the historic Huber-Hus.

cleaning the public toilets with great expertise in Lech for many years in addition to the Haus des Kindes nursery, “loves her job” – and she adds that she wouldn’t have it any other way. She has “learned a lot from older people,” for example that you don’t need a lot of chemicals to clean.

Meanwhile, Birgit Heinrich illustrates how “the chemification of housework took place in the 20th century” by means of numerous detergent packagings and advertisements, which are presented in the exhibition architecture, which was beautifully designed by Sabrina Summer from pallets and tiles. “The advertisements also reflect the trends of the times,” she explains. The advertisement for “fast-as-rocket floor care” dates back to 1968, when people were in the throes of space fever. “Toxic dose. Cleaning house as a booming business” is the headline on the floor-to-ceiling Wettex cleaning cloths here, and texts printed on the Wettex cloths in all the rooms encourage critical reflection. This is not only inspiring, but also sustainable: “After the exhibition is over, we will cut them up and use them,” explains Monika Gärtner.

You can learn all about chemicals of a different kind in the room “Abwasser. Abort. Abfall.” (wastewater. lavatory. rubbish.) The sewage plant has a lot to tell about the tourist town of Lech, such as the fact that nowhere in Vorarlberg do people consume as much ecstasy as in the village of Lech. The sewage sludge on display in the museum is not actually real, by the way. The simple reason: “The smell would be unbearable.” ↵



**An exhibition  
at two locations  
exploring  
cleaning as a  
cultural practice  
and what it tells  
us about the  
desire to live in  
an extraclean  
world.**



Interactive stations invite visitors to participate.

**FACTBOX  
SPICK-AND-SPAN!  
On cleaning and  
cleansing – inside,  
outside, everywhere**

2 July 2023 to 27 September  
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[www.frauenmuseum.at](http://www.frauenmuseum.at)





# **The bootmaking veteran**

**The story of a pioneer of the modern ski boot**

Text: Magnus Walch



**For half a century he fashioned ski boots at the Strolz company. His customers included Olympic champions, queens and Hollywood stars. Not to mention hundreds of others who also recognised that nowhere were their feet in better hands than with him.**

**The smell of leather**

From hand-sewn leather ski boots to buckled ski boots or foam-moulded boots, he dealt with the whole range of innovations during his career. But more than this, until his retirement about 15 years ago, he and the Strolz company had a substantial influence on these developments. His name is Werner Albrecht, a boot maker from the Bregenzerwald. Vorarlberg »





historian and cultural educator Michaela Feurstein-Prasser dedicated the premiere exhibition of the “Museum des Wandels (Museum of Change)” series in the Schaffarei Feldkirch to his career, illustrating the historical changes that occurred in the everyday working life of a boot maker. Their work resulted in a fascinating short film for the exhibition in which Werner Albrecht recounts, among other things, the early days of his career: “Even as a schoolboy, I always wanted to do something with leather. The smell simply inspired me. This led me to begin an apprenticeship as a boot maker.”

**And he was  
also proud of  
the successes  
and medals  
won by the ski-  
ers for whom  
he had the  
privilege of fit-  
ting ski boots:  
“We always  
cheered for  
them.”**

### **Two pairs of boots in ten hours**

Werner Albrecht spent a year in Holland preparing for his master's examination. Apart from this period, he worked for the same employer – Strolz – for his entire life. He never got bored. On the contrary. “For a long time, ski boots were considered to be uncomfortable and painful to wear,” he recalls. “We boot makers were intent on changing this perception.” Ski-boot makers were paid per pair of boot and earned good money. But you also had to be quick. “Guests came to be fitted for boots after skiing and picked up the finished boots the very next day. Those who were efficient could make up to two pairs of boots in ten hours.”

When these boots fit properly and the customers were satisfied, Werner Albrecht was proud. And he was also proud of the successes and medals won by the skiers for whom he had the privilege of fitting ski boots: “We always cheered for them. Especially with those we knew well.” For many years, the best ski teams in the world were equipped with Strolz ski boots. Othmar Schneider and Egon Zimmermann from Lech even skied to Olympic victory with them. ➔



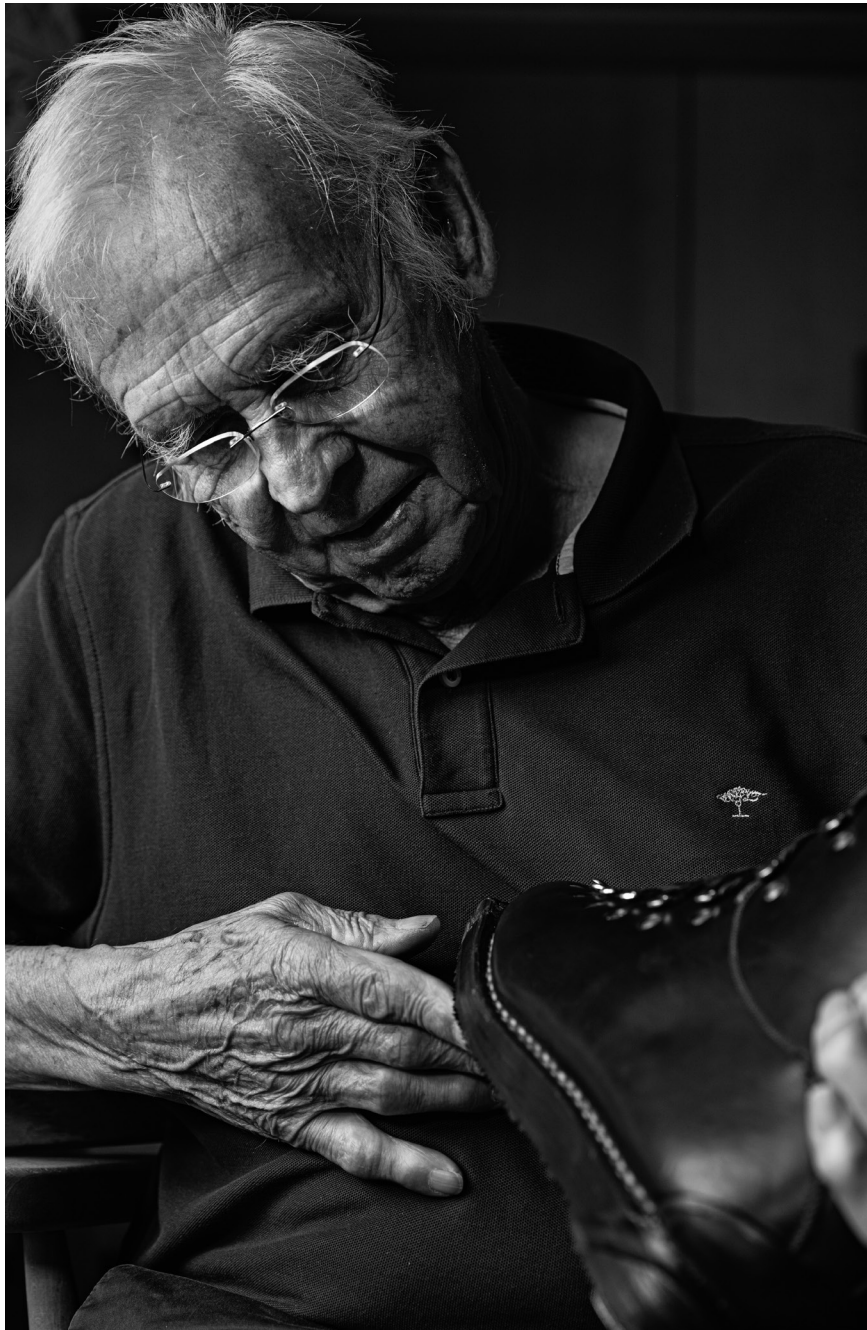
### **FACTBOX Strolz ski boots**

Both now and in the past, Strolz ski boots are custom-made. The original by Hannes Strolz can be purchased at the “Skibootique” next to the valley station of the Rüfikopfbahn cable car. In addition to seven “classic” and two “POP models,” you can also create your own ski boot look here.



More info at:  
[www.hannes-strolz.com/en](http://www.hannes-strolz.com/en)





### Made to measure

Today's highly functional ski boots don't have much in common with the stiff leather boots of yesteryear, do they? Not true! "Like the leather boots of the past, modern Strolz ski boots are made to measure," says Michaela Feurstein-Prasser. Werner Albrecht remembers a milestone in history: "When Martin Strolz came back from America with the idea of using foam moulded boots, we did everything we could to

become pioneers in this field. At the beginning, we had no idea about chemistry, no idea about foam. A Lech regular who had a foam-processing business back home finally introduced us to foam technology." Their successes proved them right: To this day, almost all ski boot manufacturers worldwide apply foam according to this system. And even today, skiers from all over the world know where to find the highest quality and craftsmanship.

Werner Albrecht recounts the quiet dreams of a boot maker, the first foam ski boot experiments and what he had to go through to be able to share in the enthusiasm of his racers – all this and other entertaining anecdotes from his time as a ski boot maker are told in the short film: "A pioneer of the modern ski boot". Visit [www.schaffarei.at](http://www.schaffarei.at) to view the short film ↵

### FACTBOX Museum of Change

With its "Museum of Change" series, the Feldkirch Chamber of Labour has been holding regular exhibitions since 2021 to illustrate how historical changes in everyday working life have affected us. Using interviews and objects, the exhibition portrays a selection of working lives. Boot maker Werner Albrecht was the first to be featured.



Schaffarei –  
The House for Work Culture  
Widnau 10, 6800 Feldkirch  
[www.schaffarei.at](http://www.schaffarei.at)

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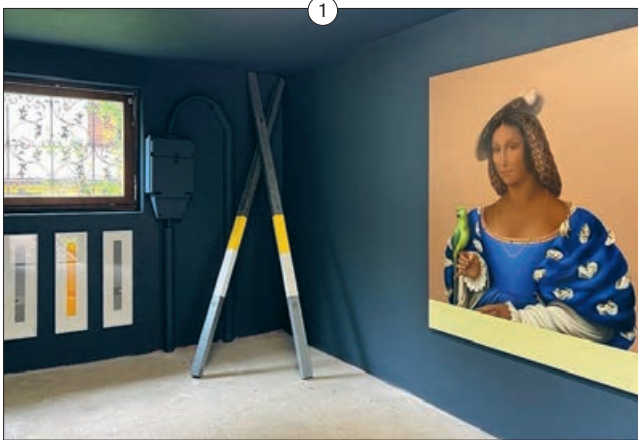


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look forward to welcoming you!*



# Things worth knowing



## 1 Salon conversations with art and wine at Hotel Kristiania

“Höhenflug,” a pop-up by the Viennese gallery Sturm & Schober, presents international and national art at the Hotel Kristiania. A more fitting name could hardly be given to an exhibition at 1,444 metres above sea level! Now, thanks to a cooperation of the hotel with the Viennese wine specialists from “trinkreif” and the art magazine “Parnass” and Sturm und Schober, this exhibition of works will be supplemented by another artistically minded addition: „all together now” allows for discussions on topics of art and culture for epicureans, which will conclude with a glass of wine and an informal exchange. Look forward to a refined programme of events for enriching encounters and highlights! ↵

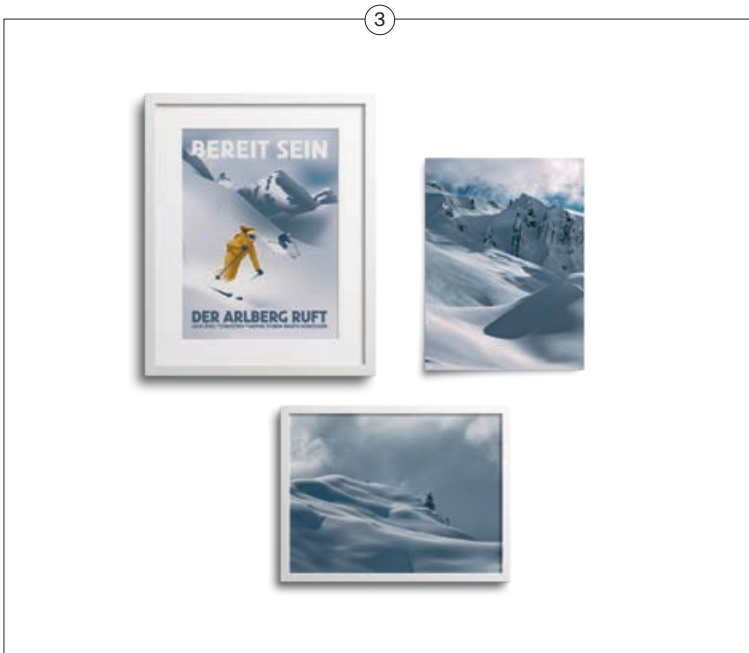


[www.kristiania.at/en/art-design](http://www.kristiania.at/en/art-design)



## 2 MiMi: the new pop-up shop in Lech

MiMi stands for “Miteinander und Mittendrin” (together and in the heart of the action). The former refers to the diversity of the vendors who present and sell their products there – from creative handicrafts to enjoyable and sustainable products. The latter refers to the location: the pop-up shop is located in the middle of Lech, more specifically inside the Raiffeisen bank in Lech. Everything is always temporary, by the way. This ensures that there is always variety and something new to discover. ↵



## 3 Keen to take that “mountain feeling” to go?

How do you capture the feeling that mountains impart? The humility, the effortlessness and the freedom? Photographer Maria Bartscher and graphic designer Markus Fetz, collaborating with WEITRAUM, have boldly set out to achieve these ambitious goals with their art prints depicting the Arlberg and the surrounding landscape: they do more than simply portray the mountain world, they also capture the subtle nuances in between! They express the imposing atmosphere, the special feeling that arises when you gaze at the panorama. For this purpose, the pictures have to pass through two artistic stages: First, through the lens of Maria Bartscher, and second, through the hands of Markus Fetz, who produces illustrations from them. Coming from Lech, both are well aware that mountains are places of refuge and longing, they are powerful and calm at the same time and they create unique, lasting moments. These moments are reflected in the picture series by the two artists. And fortunately, you can take them home with you! ↵



[www.weitraum.at](http://www.weitraum.at)

# Summer Events 2024

## June 2024

**13 – 16 June**  
**Impact Lech**  
Lechwelten  
Convention Centre

**17 – 23 June**  
**Opening days Lechwelten**  
Convention Centre  
Lechwelten  
Convention Centre

**27 – 29 June**  
**Arlberg Classic Car Rally**  
Lech am Arlberg

## July 2024

**13 July**  
**Lech Town Festival**  
Lech am Arlberg

**18 – 21 July**  
**Literaricum Lech**  
Lechwelten  
Convention Centre

**19 – 21 July**  
**Craft market**  
Lech am Arlberg

**27 July**  
**Musicians' day**  
Lech am Arlberg

## August 2024

**5 – 9 August**  
**Football camp**  
Lech am Arlberg

**5 – 11 August**  
**Lech Classic Festival**  
Lechwelten  
Convention Centre

**August**  
**Laurentius Night**  
Rüfikopf Restaurant

**24 August**  
**The White Ring –  
The Trailchallenge**  
Lech Zürs am Arlberg

**25 August**  
**Zug Town Festival**  
Zug



### Laurentius Night

Stargazing is a contemplative spectacle in Lech Zürs throughout the year. Things are particularly spectacular on the "night of shooting stars," when the "Tears of Laurentius" make the night sky sparkle. The accompanying social programme includes fondue at the Rüfikopf mountain as well as explanations by astronomer Robert Seeberger. ↵

## September 2024

**14 September**  
**Walser People Games**  
Lech am Arlberg

**16 – 22 September**  
**27<sup>th</sup> Lech Philosophicum**  
Lechwelten  
Convention Centre



### The White Ring – The Trailchallenge

Three routes, three challenges: 1) 11.4 km and 670 vertical meters; 2) 28.9 km and 2,220 vertical meters; 3) 41.7 km and a hefty 2,972 vertical meters. The three variants can also be run in teams of 2 or 3. This all takes place on what is probably the most beautiful route of all: the White Ring, where the Arlberg's liveliest ski race takes place in winter. ↵





## Making Of



## ZeitRaum



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