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Text & Photographs courtesy: the architects

A Whimsical Getaway

Indulging in tranquility and wine

Swiss Wine Hotel & Bar, Lausanne Studio MHNA



After studying cabinet-making and practicing drawing at the Arts Décoratifs of Strasbourg, **Marc Hertrich**, graduated in interior design at the Ecole Boulle in Paris. In 1997, he met **Nicolas Adnet**, a person passionate for elegance, who worked at that time for the Maison de Couture Lanvin.

Together, they personalised their achievements with the natural wealth of the places, to invest, drawing from local cultures, traditions but also from incomparable talents that are the manufacturers, craftsmen and artists, real partners of their creations.

Specialised in luxury hotels for more than 25 years, **Studio MHNA** has designed worldwide projects of prestigious 4 & 5 star hotels, restaurants, boutique-hotels, resorts, several upscale Club Med villages and private projects.

Combining functionality with poetry, creating a 'multifaceted trademark which is nevertheless recognisable' in the French spirit -- this is the direction that the two partners have chosen.

Looking out onto Lausanne's imposing Gothic cathedral, the Swiss Wine Hotel & Bar provides a perfect base for a wine tour and is a showcase for the white wines of Lavaux. The region boasts some of the most beautiful and tranquil scenery in Switzerland. The city of Lausanne is a major stopping off point, making it the perfect place for the hotel to establish itself as a new ambassador for Lavaux wines. The wine-making tradition of the region's terraced vineyards and the sumptuous view along the shores of Lake Geneva, with the majestic Alps as their backdrop, have earned the region a UNESCO World Heritage status.

It was amid this rich cultural heritage that the Fassbind Group sought to create a completely new kind of hotel, right at the centre of the city. Renowned for its colourful and highly contemporary projects, Studio MHNA convinced the owners to embark on an ambitious project fusing both contemporary and



Within the walls of a former hotel belonging to the Swiss hotel group owned by Fassbind, **Studio MHNA** designed the **Swiss Wine Hotel & Bar** for them. They created a wine arena amidst the idyllic context of **Lausanne**, teamed with an array of colours and materials, offering a perfect getaway

homely elements. The result is a 3-star hotel with the top quality services and design one would expect at a 4-star hotel.

They created 60 guest rooms, a bar-lounge area and a fitness studio equipped with WaterRower rowing machines, a hammam and a sauna. Marc Hertrich and Nicolas Adnet wanted to respect the deep attachment which Éric Fassbind and his family feel towards the region by capturing it in the interior architecture, materials and design.

There is also a spacious 'lobby-bar' where guests can sample the fine and authentic local wines. The lounge area was designed purposefully in the style of a cosy wine cellar. The architects opted for colourful and playful spaces punctuated with touches of humour and whimsy: a peaceful place to relax and sample the best Lavaux wines.





The guest rooms were designed as real living spaces, combining raw and contemporary materials: wood, stone and cork juxtaposed with coloured glass, porcelain tiles and Jean-Paul Gaultier fabric. Many of the furnishings, light fittings and fresco photographs were especially designed for the hotel to ensure a balance of functionality, modernity and aesthetic appeal.

Hertrich and Adnet spared no effort to fully honour and reflect the owners' pride in their commitment to the local wine industry. So, guests, whether locals or tourists, have an inviting and convivial environment in which to lose themselves in the aromas of wine.

The Swiss Wine Hotel & Bar in Lausanne promises pleasure in an urban setting; sheer pleasure to be savoured along with views of the old town, the cathedral or Lake Geneva which can be seen from the breakfast room and certain guest rooms. ▲



fact file:

- project name : Swiss Wine Hotel & Bar
- location : Lausanne, Switzerland
- client : Hotels by Fassbind
- design team : Studio MHNA
- completion date : January 2016

