

Our winter newspaper is back!

THE ALPINO EDITION

And it's ready for the slopes.

MONOCLE

WINTER 2023

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Sweet treats

Snøhetta makes itself at home in a new medium: gingerbread.

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+ Visit MONOCLE's seasonal shop in St Moritz

HOSPITALITY / BRIXEN

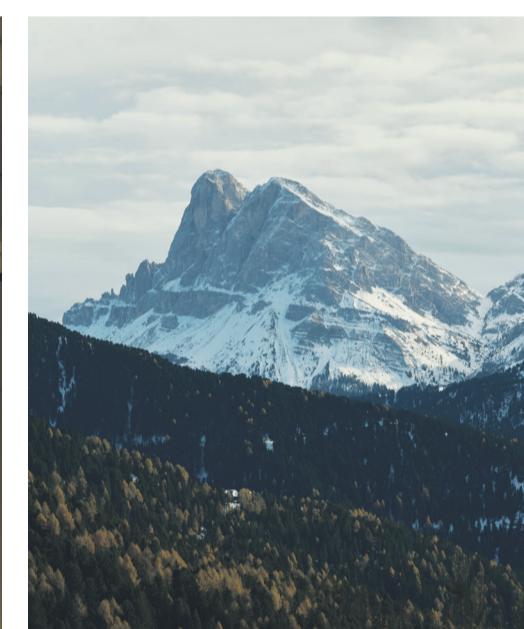
The town with a new view on tourism



More than an hour south of Innsbruck by car, three from Munich or a slow train journey from Verona, Brixen isn't at the centre of much. That's what makes the small South Tyrolean town in the Dolomites so alluring – plus the fact that a new generation here is adding top design and excellent food to the area's traditions.

The Adler Historic Guesthouse is one of eight new properties since 2018, with five more on the way and another nearby on the Plose mountain. So what accounts for the town's unexpected pull and pitch-perfect taste in hospitality? Being a little harder to reach and able to balance time-tested customs with some new ideas is part of the story. Sound good? Then let us show you around.

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Winter
2023 edition
Monocle's Alpine
newspaper



FASHION / GLOBAL

High times Top looks

Getting dressed for the Alps is about more than just keeping warm and fashion brands are undertaking a push to conquer the mountains. The evolution of the alpine dress code has translated into massive growth in the skiwear sector, with fashion houses investing in developing new, technical materials and their own ski collections.

Luxury retailers are adding dedicated skiwear to their ranges and heritage labels are enjoying global traction on the pistes for the first time. Fusalt's chairman, Sophie Lacoste, tells us about the company's uptick in sales outside its home of France, while Perfect Moment's Jane Gottschalk shares a vision to grow the skiwear label into a fully fledged lifestyle business. As competition heats up, the winners will be the ones who are as committed to elegance as they are to high-performance materials.

We have ideas about what to wear on and off piste, plus a read on the industry's uphill battle.

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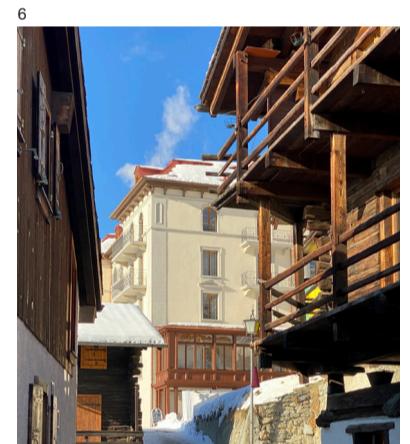
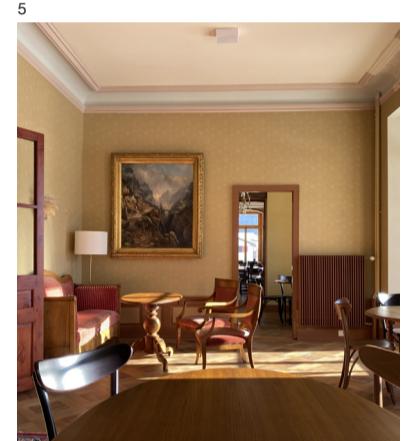
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"We put the emphasis on communal areas so that the children feel encouraged to socialise"



High class

ARCHITECTURE / LEYSIN, SWITZERLAND

A new Alpine 'chalet' hosting school ski camps shuns traditional forms in favour of its young guests' needs.

By Grace Charlton
Photography Marvin Zilm

It's hard to imagine a more archetypal scene of a Swiss childhood than the goings on at Les Cabris chalet. Here kids run around with ski-goggle tanlines contouring their sunburnt faces, shouting to each other in German, English and French about misplaced socks, beanies and skiing thermals. It's Friday, the last day of ski camp, and a cohort of ninth graders from Geneva-headquartered Ecole Moser greet MONOCLE.

The chalet is an imposing three-storey structure that zigzags along a ridge at the edge of a pinewood forest, overlooking the Alpine village of Leysin. With its black wood-panelled exterior and floor-to-ceiling windows, it appears far too polished to be a place that is mostly frequented by schoolchildren. It was commissioned by Alain Moser, the managing director of Ecole Moser, when he realised that the original building, located on the same site, no longer met modern standards or needs. Moser saw an opportunity to reimagine the traditional ski chalet, from which many schools in Switzerland run sports programmes, by breaking from the forms that are often associated with such buildings.

As a result, Geneva-based architecture studio Meier + Associés was tasked with creating a building – now entering its third full ski season – that would invite light and levity to the site and serve as a benchmark for similar chalets.

"One of our first priorities was to angle the building towards the view of the mountains," says Ana-Inès Pepermans, the lead architect behind the 110-bed, 35-room structure, replete with a large-scale kitchen and dining

area, and plenty of communal spaces in which to gather and play. "The landscape, the snow, the changing seasons – these are all strengths that are particular to Switzerland," she says. "Children here are lucky to have access to these views on their doorstep."

In practice, Pepermans' approach meant angling the building's windows towards the Dents du Midi mountain range to create light-flooded common spaces. "We put the emphasis on communal areas so that the children feel encouraged to

socialise and are able to use the space for different activities, be it ping-pong, yoga classes, playing chess or cards, or watching movies," says the architect, who was also asked by Moser to include a large climbing wall at the centre of the building, for days when the weather does not allow for skiing or hiking.

Calming spaces were also accounted for in the building's programming, with forest-facing rooms used for sleeping and downtime. "In the bedrooms we catered to what children want," says Pepermans. "Instead of wardrobes, we put tables for suitcases to be left on and stay open for the duration of the stay without any organising or putting away of items." Designing with these youthful end users in mind also resulted in bathrooms with durable tiling, plenty of sinks where they could brush their teeth and enough showers for all.

Meier + Associés was also concerned with grounding the building in the Swiss landscape and ensuring that it could survive the Alpine elements – avalanches and landslides are a reality that architects working in the mountains must reckon with. As such, stones from the nearby Rhône river were used in the concrete mix for structural components, due to their strength and resistance to the natural elements. Inside, light pinewood finishes bring a softer touch to the

space and hark back to the more traditional ski-cabin architectural vernacular found across Switzerland.

"I was surprised when I saw the new building for the first time because I was expecting a typically Swiss and triangular chalet," says ninth-grader Adrian. "But it's modern and functions well. You can tell the people who designed it thought of every detail."

As MONOCLE departs, Adrian and his classmates are stowing their suitcases next to the building's wood-panelled ski room, before heading off to play ping-pong, table football and cards – activities that Pepermans and her team accounted for in their plans. And while Les Cabris belongs to École Moser – and its primary purpose is to serve as a base for its ski camps – the building is available all year to be hired by other schools or groups of adults seeking an Alpine escape or company retreat. It means those looking to experience the architect's work firsthand can simply book themselves a bed.

maa.ch; lescabris.ch

(3) The chalet's zig-zagging façade
(2) Climbing wall at Les Cabris
(3) Lunch is served
(4) Room with a view (5) Airy dining space at the

Grand Hôtel du Cervin (6) Objets trouvés embellish the interior (7) Cinematic setting

HOSPITALITY / SWITZERLAND

Movie-star looks

Perched in the mountain village of Saint-Luc in the Swiss canton of Valais, the Grand Hôtel du Cervin offers guests views of the Alps, including the Matterhorn, which gives the hotel its name (Cervin is the mountain's name in French). Built by a local entrepreneur in 1893, the hotel has reopened after undergoing a thoughtful renovation by husband-and-wife duo Catherine Gay Menzel and Götz Menzel of Swiss architecture studio GayMenzel. "The resemblance between the hotel and The Grand Budapest Hotel in the film by Wes Anderson was so striking that we used it as a selling point," says Götz. "It really corresponds to this dreamlike image of a hotel hidden in the Swiss Alps."

The renovation combines the best of both worlds: a sense of history, which involved playing up the hotel's grand architectural features, and an inclusive approach to hospitality, which has made it popular with families. The building features a pool and spa, a terrace that overlooks the valley and an on-site restaurant with a wooden bar from the 1960s, when the hotel was a popular dancing spot. "For us, the selection criterion was: does this object evoke a memory about the hotel?" says Catherine, who grew up in the Valais. In this spirit, the bright, airy rooms blend old and new: antique washbasins salvaged from the hotel before the renovation, and new cabinets inspired by travel trunks, which the architects had built by a Valais carpenter.

The project also reflects the architects' interest in *objets trouvés* (found objects), which has resulted in them outfitting the hotel with a blend of original, vintage and new items. The lamps, for instance, consist of originals, new purchases and those designed for the project by the architects. "From the beginning, it was all about the lamps," says Götz, laughing. "They really define the atmosphere and give you this hotel feeling."

grandhotelducervin.ch

• ANNABELLE CHAPMAN



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