



## **Kulm Country Club – The Place to Be ‘Scene’ in St. Moritz this Winter 2024/25**

**St. Moritz, Switzerland - 23 October 2024:** This winter, the iconic **Kulm Country Club (KCC)** reclaims its spot as the beating heart of St. Moritz's vibrant social scene, offering a curated mix of music, gastronomy, and après-lake experiences for Winter 2024/25. From the Sant'Ambrogio weekend in December and throughout the season, the KCC has a new energy, a place where tradition meets modernity, and where the atmosphere is always electric.

At the helm of the KCC's winter revival is renowned **'Directeur d'ambiance' Arman Naféi**, who brings his artistic flair from global hotspots to St. Moritz. Known for creating not only impeccable soundtracks but also unmatched energy, Naféi's handpicked music selection will appeal to the evolving tastes of the stylish and multi-generational visitors who flock to St. Moritz each winter.

"The Kulm Hotel St. Moritz offers the most beautiful ingredients for creating an exciting atmosphere. With its rich heritage, strong brand identity, and playful personality, we are uniquely positioned to craft diverse experiences that cater to the evolving tastes of both new and returning visitors to St. Moritz." Comments Arman.

### **Key Events & Highlights**

#### **A Curated Winter Music & Event Series by Arman Naféi:**

From the festive Sant'Ambrogio weekend in December to the height of the social season in February, Arman Naféi will develop a captivating lineup of musical entertainment across the Kulm property. Sant'Ambrogio weekend kicks off with two evenings of dinner, cocktails, and music featuring Italian DJs Paolo Flavio & TommiBoy, followed by a relaxing Sunday brunch accompanied by the Marco Betti Trio. As Christmas rolls into New Year's Eve, visitors can expect four days of entertainment, culminating in Arman's signature NYE bash, with performances by Agathe Mougine, Wolfram, Jessica Gladstone, and more surprise acts to be revealed. As the season moves on, every weekend sees global music curators bring their unique perspective to the space, with cocktails and dancing sure to follow.

## **Après - Lake Events - February's Social Season:**

This season, an exciting new series of 'Après-Lake' events coincide with St. Moritz's prestigious social calendar. After a thrilling day of world-class events such as Snow Polo, White Turf, and The I.C.E., guests are invited to retreat to the warmth of the Kulm Country Club. As the sun sets over Lake St. Moritz, KCC's terrace continues to glow under the afternoon sun, providing a stunning backdrop for lively socialising.

Inside, Naféi's carefully curated playlists fill the air, while master mixologist Andrea Paci serves up expertly crafted aperitifs to keep spirits high. Adding to the fun, KCC will introduce a retro-inspired ice-skating disco on the rink in the afternoons from 3-7pm on selected days, bringing a fun, nostalgic vibe to the winter festivities.

Elevating the culinary offering at KCC this winter is the return of Michelin-starred chef Mauro Colagreco, whose menu of flavour-forward dishes is prepared over open fire, offering guests a truly memorable dining experience. Colagreco's dishes reflect the lively and sophisticated spirit of KCC, adding to its reputation as one of the top gastronomic destinations in St. Moritz.

## **A Playful Winter Wonderland:**

The Kulm Country Club this season offers a playful mix of high-energy events, fine dining, and laid-back socialising; whether it's catching up with old friends on the terrace, skating under the stars, or dancing to world-class music. The Kulm Country Club promises unmatched music, atmosphere and experiences this winter.

## **Ski Special Offer:**

When booking a minimum of two nights, guests receive 10% off their room or suite, free ski passes, a complimentary Kulm breakfast, and a choice between a six-course dinner at the Grand Restaurant or a CHF 45 credit at any other Kulm restaurant.

For stays of six nights or more, guests can enjoy a complimentary massage per person at the Kulm Spa. Rates start at CHF 1'000 per night for a standard double room on the village side.

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## **Notes to Editors**

Kulm Hotel St. Moritz ([www.kulm.com](http://www.kulm.com)) was the first hotel to be built in St. Moritz. The Kulm Hotel opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The then owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864 and, as a result, the hotel, resort and Switzerland itself celebrated 150 years of winter tourism in the 2014/15 season. Since the 19th century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St. Moritz with views over the Lake remains the same.

A member of The Leading Hotels of the World, Kulm Hotel St. Moritz has 150 rooms, six restaurants (including formal dining in the Grand Restaurant, the Italian Pizzeria with 14 Gault Millau points and local Engadin specialties at Chesa al Parc, Peruvian Amaru and the legendary Sunny Bar & Grill by Tom Booton); the extensive Kulm Spa (with a 20m indoor pool with underwater music, various saunas and steam room, a Jacuzzi, a fully equipped gym and treatment rooms, all with stunning views over Lake St. Moritz); and six conference rooms, with capacities ranging from 50 to 500 people.