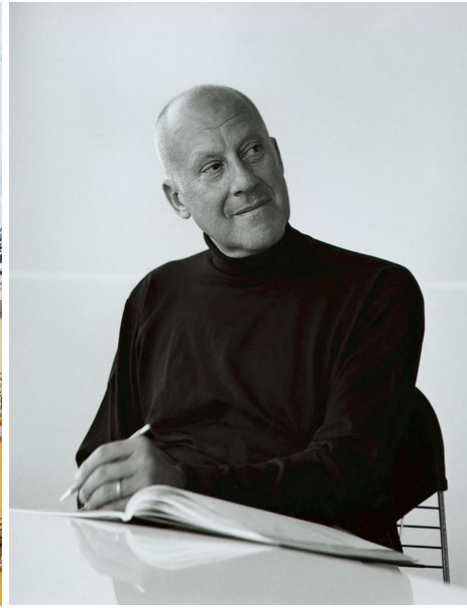


Press Release

**Introducing the Kulm Alpine Sports Lounge & Boutique at Kulm Hotel St Moritz,
designed by Foster + Partners**



St. Moritz, October 2025 - Kulm Hotel unveils the ‘Kulm Alpine Sports Lounge & Boutique’ for Winter 2025 – a bold reimagining of the traditional ski room where pioneering design meets alpine performance. Designed with success on the slopes in mind, every detail sets guests up to enjoy their time on the mountains, from ‘avant-ski’ rituals to peak performance equipment and ski concierge services. Designed by Foster + Partners, the introduction of the Alpine Sports Lounge & Boutique is the first phase in a transformational new era for the iconic Kulm Hotel – the place that makes winter and continues to shape the future of luxury in the Alps.

“Kulm Hotel St. Moritz has been the original winter playground ever since we welcomed our first winter guests in 1864. In the same innovative spirit, we have set ourselves the task of rethinking what a ski room can be. The new Alpine Sports Lounge & Boutique is designed to take our guests from suite to slope in seamless style – blending design, service and expertise to ensure every day in the mountains is truly unforgettable.”

– Heinz Hunkeler, General Manager

From first lift to last light

Guests can find everything they need for the ultimate day on the pistes with the introduction of 'avant-ski' rituals - including energy shots and nutritional snacks. The ski concierge is on hand to provide guidance on the best mountain routes throughout the season based on skill and experience; whilst the highly experienced ski technicians are ready to fit each guest with the best equipment to enjoy their time on the slopes - whether advanced or complete beginner. During summer, the lounge becomes a stylish 'basecamp' for hiking, biking, trail running and other adventures curated by Kulm's alpine concierge team.

Designs of Distinction

Long-time resident of St. Moritz, Lord Norman Foster comments on the design that he is personally overseeing: "The Alpine Sports Lounge & Boutique combines a strong focus on sport and comfort, interwoven with the rich history and traditions of the place – all brought to life through the warmth of local materials."

Every element of the Alpine Sports Lounge has been crafted to balance function with comfort. Walls are clad in Swiss stone pine, a fragrant alpine wood known to calm the nervous system and naturally lower heart rates – particularly beneficial at high altitudes. Generously proportioned banquette seating has been designed with skiers and hikers in mind, featuring a luxury retail space, selling a curated selection of clothing and equipment, a pantry-style kitchen from which guests are served a selection of healthy drinks and snacks and private fitting zones, the space also has plenty of room for groups to gather with their equipment.

Complimentary Ski & Mountain Pass

In addition to the elevated skiing experience at the hotel, guests staying at the Kulm Hotel this winter will receive a complimentary ski & mountain pass for the duration of their stay. This provides access to around 350 kilometres of slopes in the Engadin, suitable for all levels, including the three main ski areas Corviglia, Corvatsch, and Diavolezza-Lagalb. The Kulm's ski offer also includes night skiing every Friday at Corvatsch as well as the spectacular full moon experience 'Glüna Plaina' on Diavolezza.

Winter Season: 5 December 2025 – 6 April 2026

Rates for two start from CHF 855 per night in a double room.

Ski & mountain pass is included for stays of two nights or more.

4 for 3 Special

Guests booking three consecutive nights will enjoy a fourth night with compliments of the house (subject to availability).

Notes to Editors

The Kulm Hotel St. Moritz has over 165 years of remarkable heritage. Founded in 1856 by Johannes Badrutt, the Kulm Hotel has been regarded as the birthplace of winter sports in the Alps, thanks to a legendary bet between Johannes and his British guests in 1864.

Today, the Kulm Hotel is a discreet playground for all generations, united by the unique and active spirit that connects guests with the hotel's legacy. In the Kulm Park, guests play curling, glide over the natural ice rink, and take on the Olympia Bob Run, while in summer, they enjoy the 9-hole golf course or a game of tennis. With 150 rooms and suites, most of which have been renovated by Pierre-Yves Rochon, six restaurants – including the Peruvian-inspired Amaru by Claudia Canessa, the Sunny Bar & Grill by Tom Booton, and the Kulm Country Club by Mauro Colagreco, there is an enticing range of dining options. The expansive Kulm Spa impresses with a 20-metre indoor pool, an outdoor pool, various saunas and steam baths, as well as a wide range of treatments. Additionally, the hotel offers six conference rooms for events accommodating up to 500 guests. The Kulm Hotel St. Moritz is a member of The Leading Hotels of the World and Swiss Deluxe Hotels.

Kulm.com

Press images

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