



THE MUREZZAN
ST. MORITZ

CONTEMPORARY ALPINE LIVING

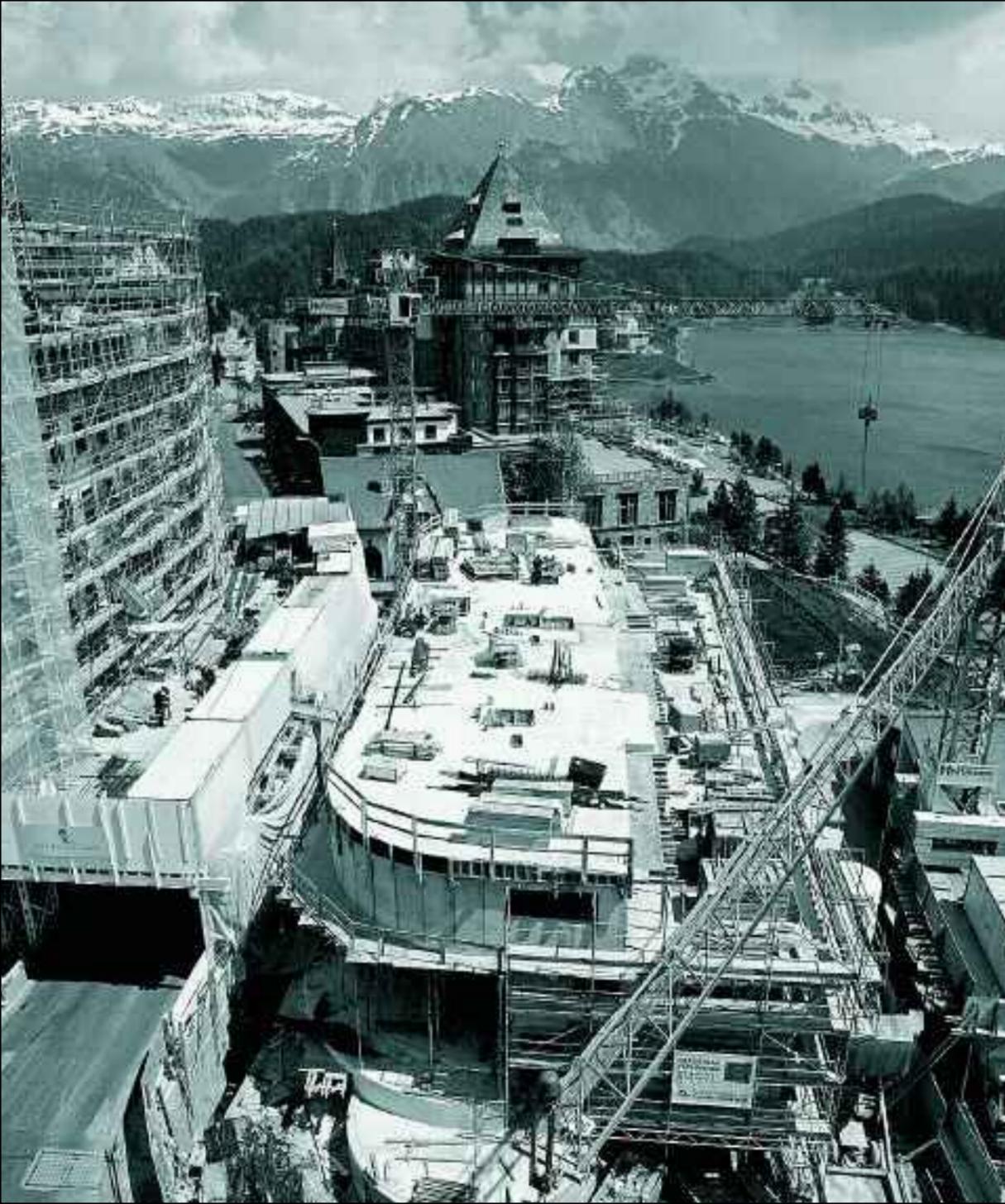
THE FUTURE IS OUR HERITAGE

Throughout the centuries, St. Moritz has pioneered a host of new trends and technologies. The history of alpine winter tourism began in St. Moritz in 1864 when Johannes Badrutt's legendary wager first convinced guests to visit the mountains in the winter. Switzerland's first electric light burned in the Kulm Hotel in 1878, Switzerland's first streetcar ran here, and the Olympic Games were hosted in St. Moritz in 1928 and 1948. The Cresta Run which is located here, provided a venue for the very first alpine winter sport. Today St. Moritz continues to attract, fascinate and inspire pioneers as it has throughout its history.



“St. Moritz has pioneered a host of new trends and technologies throughout the centuries.”

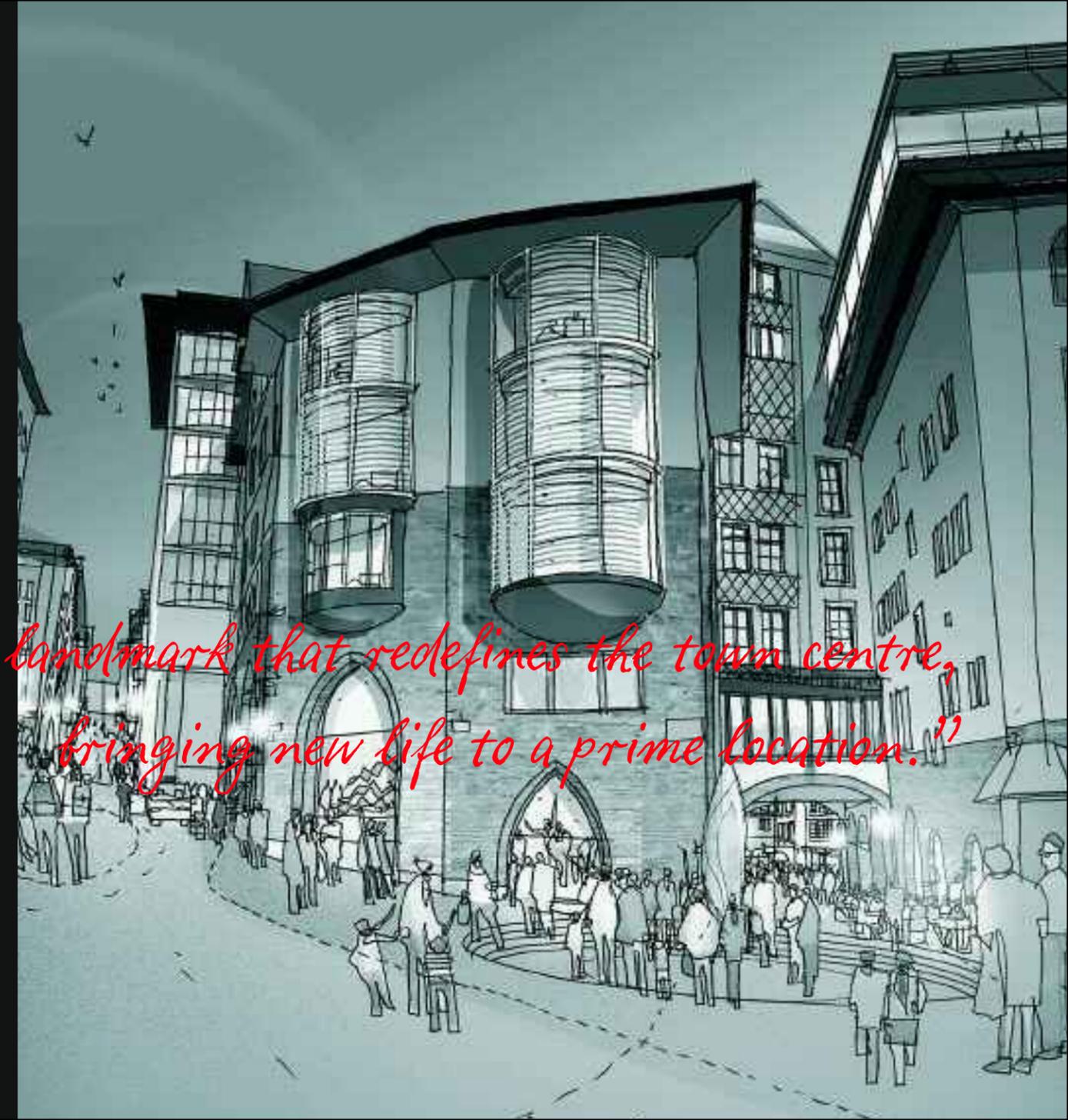
Flying Pioneer on the frozen lake of St. Moritz 1912



BRIDGING THE PAST AND FUTURE

Newly linked by public piazzas and walkways, the old Posthotel and Hotel Albana have been redeveloped into «The Murrezzan». Luxury stores, art galleries, the «Post Haus» restaurant and recreational facilities are all located on the ground floor, with parking below and residences above. St.Moritz' most prestigious new address, «The Murrezzan» is a landmark that redefines the village centre, bringing architectural harmony and new life to a prime location.

“The Murrezzan is a landmark that redefines the town centre, bringing new life to a prime location.”



“Preserving the Engadine tradition «The Murezzan» complements historical elements and modern architecture.”

THE MUREZZAN

In «The Murezzan», the quality and comfort of urban life merge with the natural fascinations of the Engadine and its mountains. The residences and suites offer incomparable quality in the centre of St. Moritz. High-quality construction, using the best materials and latest technologies create open, light-filled spaces and attractive amenities. The newly designed lobby, inspired from historical plans, displays a breathtaking panorama of the lake and mountains.



LORD NORMAN FOSTER

This world-renowned architect's great experience and in-depth on-location planning have resulted in a thoroughly convincing achievement. «The Murezzan», with its sophisticated architecture and diverse functions (living, working, dining, relaxing, going out ...), is a magnet with the power to attract and fascinate a wide variety of people.

Lord Foster's expert strengths went into the project throughout its conception and construction.

Through the project, the town centre has been regenerated and modernized, while its historical qualities and most defining characteristics are preserved by using pioneering technologies and innovative solutions.



“The Murezzan displays a variety of architectural achievements...”

Urban regeneration

Modern-historical intervention

“Pioneering technologies”



Masterplan, Hong Kong 2002



Reichstag, Berlin 1999



City Hall, London 2002



Swiss Re, London 2004

CONTEMPORARY ALPINE LIVING

“Exceptional space, convenience and breathtaking views in top location.”



CONTEMPORARY ALPINE LIVING

«The Murezzan» is the fusion of different elements into a completely new entity that is more than the sum of its parts. Alpine originality, authenticity, warmth, and comfort merge with urban luxury and convenience to more than satisfy the demands of a modern and cosmopolitan society. We call this innovative architectural concept «Contemporary Alpine Living».



ARCHITECTURE & STYLE

Creativity, craftsmanship and quality characterize the remodeling of «The Murezzan» complex: the residences, suites, shops, boutiques, restaurant, lounge, spa, and public areas. An impressive architectural symbiosis of cedarwood, granite, glass, steel and modern technology where every detail has been handled with the utmost in care and attention, «The Murezzan» is a pleasure for the senses, making one happy to arrive, live, breathe and enjoy the heart of St.Moritz.

“The Chesa Murezzan stands in harmony with its civic context in the heart of St.Moritz.”

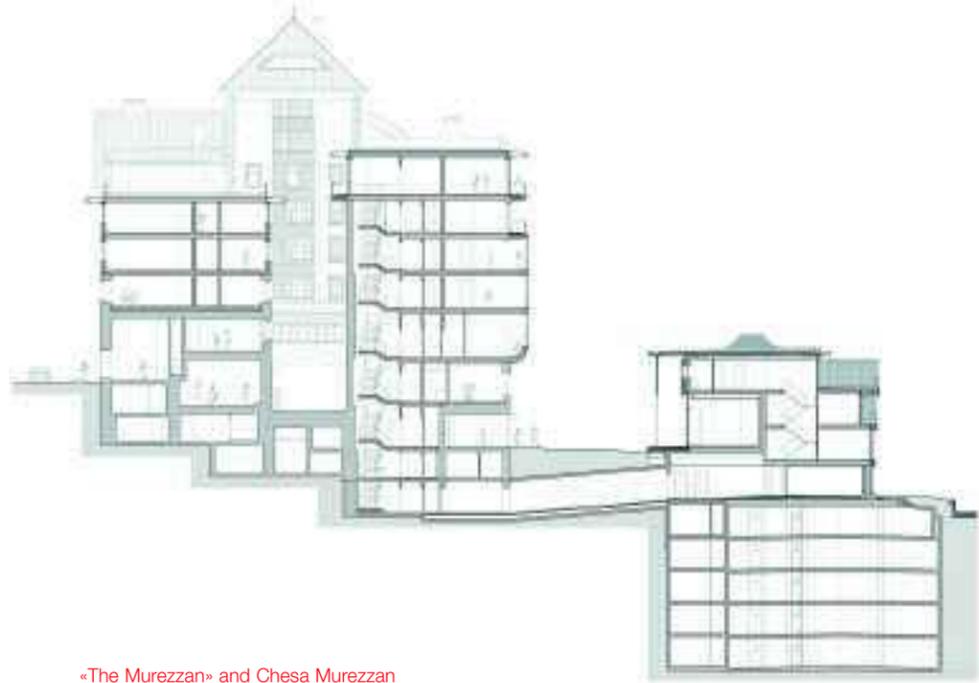


“Experiencing true nature as far as the eye can see.”



THE ENVIRONMENT

People have searched the world over, but have found only a few places offering more than the necessities of life. Every new day in St.Moritz's crystal clear light shines like a premiere. Sun, snow, and a sky so vast that every day overwhelms anew. The seasons so powerful that they appear unscathed by the blazing sun. Nature so pure that the sky retaliates with its most radiant blue – such are the lights and colors of the Engadine.



«The Murrezzan» and Chesa Murrezzan

THE PROPERTIES

«The Murrezzan» offers luxurious residences, spacious suites with hotel service and exclusive boutiques – right in the centre of St.Moritz. Long-term rental properties are available.



The Murrezzan (Phase 2)

“Luxury residences, suites & boutiques in the centre of St.Moritz.”

The Murrezzan

This building, embodying «Contemporary Alpine Living» at its best, contains luxurious residences and exclusive, fully-served suites. The reception is a gateway from the town to a magnificent view of the Lake of St.Moritz and the mountains.

Also located here is a new restaurant with bar and lounge – the «Post Haus».

Chesa Murrezzan

Four luxurious boutiques facing Via Serlas and unique residences with lake views.

RELATED PROJECTS ...

Complementing «The Murezzan» are some additional development projects such as the new «Post Haus» restaurant opening in February 2006, the refurbishment of the «Hotel Monopol» and the «Hotel Edelweiss» in Sils-Maria (2006-2007).



Post Haus, St.Moritz Restaurant & Bar Lounge



Hotel Monopol, St.Moritz Urban Boutique Hotel



Hotel Edelweiss, Sils Traditional Alpine Living

“The next landmarks of Contemporary Alpine Living”



Keystone Development Company Ltd. (Swiss) Via dal Vout 3 7500 St.Moritz Switzerland
T +41 (0)81 836 6130 F +41 (0)81 836 6139 office@keystonecompany.com



