

South Tyrol's historical hotel and catering establishment 2010



The dining hall of the Zirmerhof mountain inn.
Source: Stiftung Südtiroler Sparkasse/René Riller

For the past four years the accolade "Historical hotel and catering establishment of the year" has been awarded in South Tyrol. In 2010 the winners are the Parkhotel Laurin in Bolzano/Bozen, and the mountain inn Zirmerhof in the village of Redagno/Radein. Both were built during the belle époque.

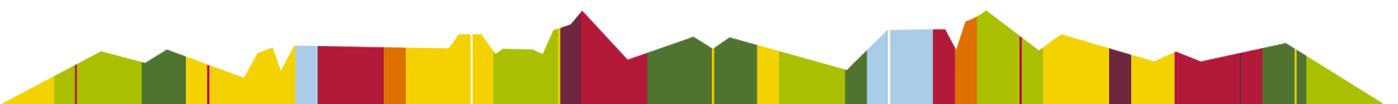
The organisers place special importance on raising awareness among both hoteliers and patrons of historical inns and the need to preserve them.

Parkhotel Laurin with an eventful history
The Parkhotel Laurin is situated in the centre of Bolzano/Bozen just a two-minute walk from the railway station and still retains its cosmopolitan aura. It was at the cutting edge of technology when it opened in 1910, with passenger lifts, electrical lighting and central vacuum cleaning systems. In spite of many changes of use between the wars and notwithstanding being badly damaged in air raids in 1945, the hotel complex in the town centre has survived intact. Hotel Laurin is surrounded by an extensive hotel park with a stock of ancient trees.

In the 1990s the hotel was renovated with meticulous attention directed towards preserving its original character: all previous building elements which could be used were kept and elaborately restored. The original windows lend character to the facade, while the interior decor characterised by wall and ceiling paintings depicting South Tyrol's sagas and legends create a classical atmosphere.

In contrast to the public rooms with their bright colours and furnishings, the hotel rooms are much more sober in their design. Each is unique.

The Zirmerhof has been growing since 1890 "Growing" because Zirm is local dialect for arolla pine. The Zirmerhof is located high above the Adige/Etschtal valley in the village of Redagno/Radein to the south of Bolzano at an elevation of 5,085 feet (1,550 metres). Although



the mountain inn has had numerous extensions built over the years it remains harmonious in all its elements. Since it opened it has always been a retreat for guests in search of relaxation. One such was the German physicist Max Planc.

The Zirmerhof exemplifies the touristic development of the region: in spite of extensions the establishment has remained true to itself, without stylistic breaks in its design. The dining halls added in 1900 and 1960, the office built in 1926 or the recently opened spa complex bear witness to this. The rooms furnished in diverse manners are like a book on the history of style. The oldest rooms are furnished with beds, bedside tables, cupboards and wardrobes in historical style, while others are in art nouveau manner or that of the "new objectivity" typical of the 1920.

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