

LES TROIS ROIS

The Grand Hotel Les Trois Rois builds with Herzog & de Meuron New Board Member

Press release

Basel, 20 March 2023 – The Grand Hotel Les Trois Rois in Basel is writing a new chapter in its rich history. It has engaged the renowned architectural firm Herzog & de Meuron for the interior renovation of Blumenrain 2 – the head building of the elegant 5-star hotel facing the Schiffflände.

The planned, comprehensive interior renovation is about reorienting the hotel to the future. A future characterized by a new guest mix and changing needs requires the hotel's vision to be adapted to the contemporary situation.

With a view to a holistically conceived, long-term development, Les Trois Rois is rethinking the renovation and all aspects that make the guest experience unique according to its credo "Rich in history, young at heart". In line with the new vision, the building project is more than just a conversion: it is a statement and a commitment to Basel as a hospitable world and cultural city on the Rhine.

The future hotel experience will be significantly shaped by the new interior design of the head building. Spacious suites and a new spa area exclusive to hotel guests will convey a new attitude to life, while a versatile Grand Salle will set new trends and accents - both culinary and cultural. Another highlight will be a new Salon du Cigare. A space whose colourfulness and warmth will have an effect both inside and out. In addition to the guest area, the Herzog & de Meuron project also includes an extensive remodelling of the hotel's staff area.

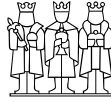
Shortly before the building permit is issued, Jacques Herzog is full of anticipation: "We all love the Grand Hotel Les Trois Rois, which since the takeover by Thomas Straumann and a meticulous renovation, has become an indispensable place in the social and cultural life of our city, with great international appeal - crucial for the attractiveness and reputation of Basel as a city of congresses and trade fairs - especially Art Basel. The redesign of the neo-baroque wing building will further strengthen the attractiveness of the venerable hotel. New space will be created for hotel guests, as well as publicly accessible areas for all who are seduced by the classic elegance and radically contemporary aesthetics of the new part of the building."

The Grand Hotel's main building, whose lobby, bar and Cheval Blanc were recently renovated, will remain open without restriction, allowing guests to enjoy the unique Les Trois Rois experience during this phase. The interior remodelling will start on July 1, 2023. Meanwhile, the main interventions will occur during the summer months of July and August.

In another phase starting in 2025, the guest rooms and public areas will undergo a soft renovation.

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"With these two projects, we would like to once again underline our commitment to Basel as a location and prepare our hotel for the future," said the ownership.

Stefan Meister elected to the Board of Directors:

"With Stefan Meister, the Board of Directors has elected a personality who ideally complements the committee in many respects. His broad experience, which he has been able to gather in his many activities and functions, will be of great importance in our company's strategic orientation and management," says Thomas Straumann.

Stefan Meister studied economics at the University of Basel. His professional career began at Novals before he was employed for many years as a member of the Group Executive Board at the listed pharmaceutical trading company Celesio (now McKesson).

Subsequently, he held board positions at Franz Haniel und Cie GmbH Germany before he returned to Switzerland in 2011 as Group COO and member of the Board of Waypoint Capital. From 2010 to 2016, he was a member of the Board of Directors of the Straumann Group.

Stefan Meister is Vice Chairman of the globally active B-Flexion Group, owned by the Bertarelli family. He is also a member of the Board of the Center for Leadership and Value in Society at the University of St. Gallen.

About the Grand Hotel Les Trois Rois SA

The Grand Hotel Les Trois Rois was built in 1844 and is one of the oldest city hotels in Europe. Located in the heart of Basel, directly on the Rhine, the hotel was renovated between 2004 and 2006 with great attention to detail by the Straumann family and is today one of the most acclaimed luxury hotels in the world.

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