

Luxury and Design with a View: New Rooftop Bar in Neuchâtel

It is not just a sky bar, it is an experience: The Best Western Premier Hotel Beaulac in Neuchâtel, Switzerland, invested nine million Swiss Franc and opened its new rooftop bar after 16 months of construction. On 900 square metres visitors can find an extensive terrace with panoramic view over the Lake Neuchâtel and a luxury bar in the interior.

Neuchâtel, June 14th 2018. Adding a new, luxury establishment to Neuchâtel's touristic offering, Best Western Premier Hotel Beaulac announced the launch of its new rooftop bar and lounge "Waves". Built on top Hotel Beaulac's existing 116 room property, Waves features a panoramic view over Lake Neuchâtel and the distant landscapes of Switzerland. Designed by Swiss architect Pierre Studer, the structural form of the rooftop bar and lounge was inspired by the lake it overlooks. Serving as its rooftop and principle structure, a 119 ton ribbon of steel twists in three pivots to form waves. Made to operate all year round, Waves is encased by 236 square metres of glass allowing nature's beauty to radiate from the outside in. With an indoor space of 262 square metres and an outdoor terrace of 615 square metres, Waves can accommodate up to 250 guests. True to its respect for the lake, on a principle that its view is a gift for all, the venue is open to the public, as well as hotel guests. Intimate parties from groups of 10 can be hosted in an exclusive manor alongside the public space and on rare circumstances, Waves can be privatized for special events.

It was constructed under the direction of Maxime Rod, General Director of Best Western Premier Hotel Beaulac since 2007. Rod previously oversaw the addition of a new level to the hotel in 2016, as well as a complete renovation of the hotel in 2007, which introduced the restaurant and sushi bar Lake Side. In opening Waves, Rod adds 16 new employees to his team, bringing Hotel Beaulac's total fixed staffing to 88. "To be at the forefront of hospitality, we have to continuously adapt and reinvent ourselves in order to match the quality and comfort that guests' desire," said Rod. "With the transformations we've achieved, Hotel Beaulac is a jewel of a property on Lake Neuchâtel and Waves is its shining crown."

Inside Waves and on the menu

To match the design excellence of the exterior, Hotel Beaulac tapped Japanese-based Super Potato for interior design. Specialized in hospitality, the firm has worked with hotels across the globe, and has created a number of rooftop spaces in Asia. Panoramic views, an illuminated bar, an art wall of textured cardboard and central fireplaces (on the inside and out) are just a few of the décor elements at Waves. "But the experience begins on the ground floor with an elevator that is equipped with all-around digital screens to create an optical illusion of soaring into the sky", adds Maxime Rod. As a bar and lounge, Waves specializes first in mixology with unique and exquisite cocktails. It also serves an extensive list of Dammann Frères loose leaf teas and a seasonal lounge menu. Beyond the taste experience, trendy DJs mix four days a week to create a musical ambiance that beats to the panoramic views.

Iconic architecture

Waves is the architectural genius of Pierre Studer, who in a career of more than three decades, has built and transformed numerous properties including the headquarters of the Banque Cantonale Neuchâteloise, the watch manufacturer Piaget in Geneva and the Nid du Crô public pools in Neuchâtel. Waves' signature feature, the steel ribbon that forms it, has a surface area of 500 square metres and was pressed in St. Gallen by Meister Stahlbau AG. Also unique, more the half (122 square metres) of the surface area of glass is electrochromic, allowing it to tint on demand to adapt to the sun's strength. Taking approximately 16 months to complete, work on Waves began in 2017, incorporating the work of more than 40 different companies and

contractors. The project cost CHF 9 million and is estimated to see more than 50,000 visitors in its first year of operation.

About Best Western Premier Hotel Beaulac

Best Western Premier Hotel Beaulac is the largest and most prominent hotel in Neuchâtel. Committed to excellence in hospitality, the 4-star hotel offers 116 rooms, full business and conference facilities, and a hall for banquets. Situated on the main port of Neuchâtel in the center of the city, Hotel Beaulac is home to Lake Side restaurant, featuring fusion cuisine as well as a sushi bar and lounge. Its panoramic rooftop bar Waves was built as a tribute to the lake it overlooks and combines iconic design with breathtaking views.

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The following press pictures are available for download:

Caption: Spectacular views: The Best Western Premier Hotel Beaulac in Neuchâtel has invested around nine million Swiss francs in its new, luxurious rooftop bar.

Caption: On 900 square metres visitors can find an extensive terrace with panoramic view over the Lake Neuchâtel and a luxury bar in the interior.

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