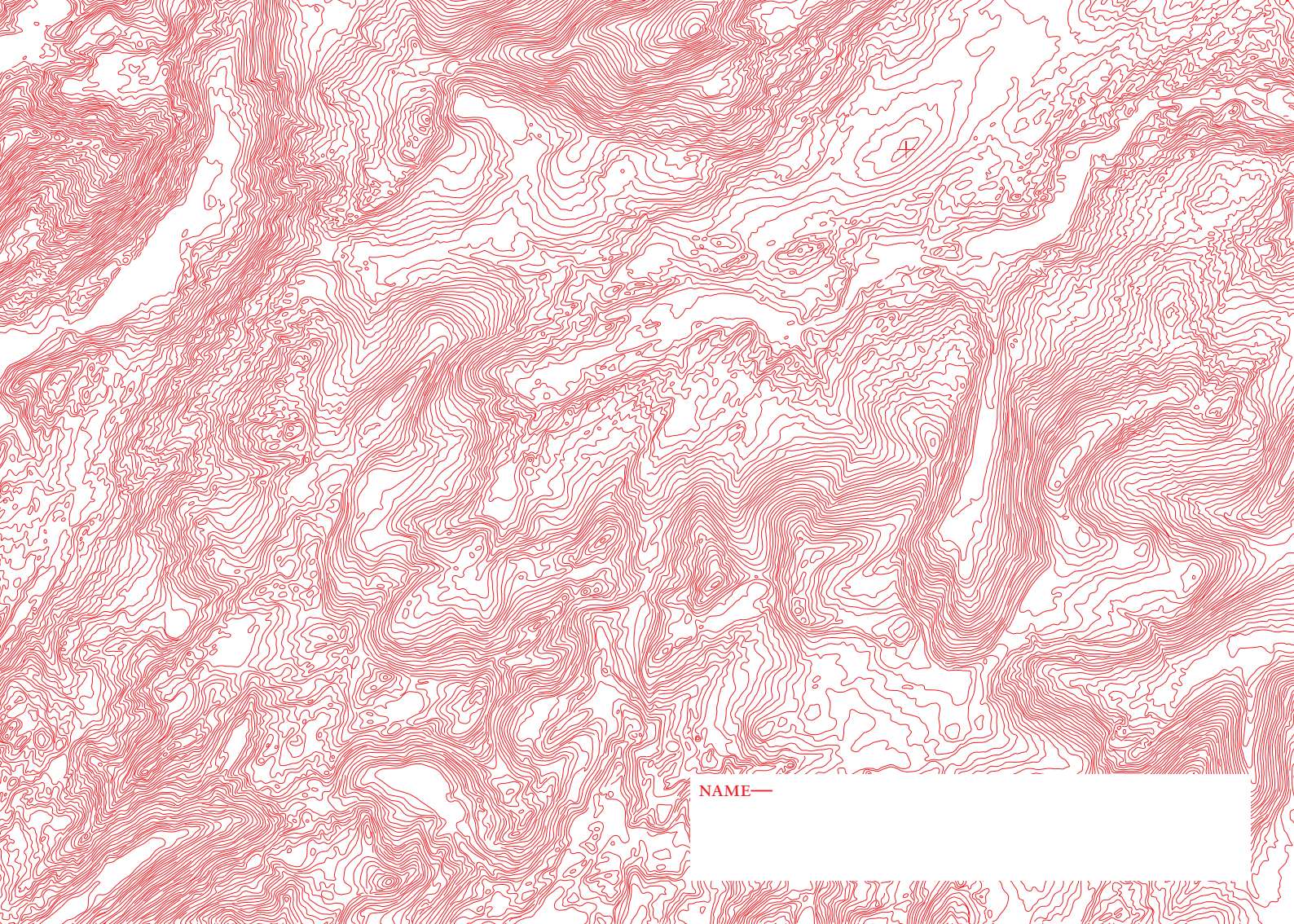


—YOUR HANDBOOK



Cambrian Passport





NAME—

+ INTRODUCTION

Welcome.

Congratulations on becoming a member of our amazing team here at 'The Cambrian'. I consider it an absolute privilege to be part of this team, to work in this extremely beautiful and stylish hotel surrounded by simply stunning landscape. And so should you. The Cambrian is indeed a very special hotel and has very few peers in Switzerland. That's why we wanted to take the time to share with you how the hotel came to be, what we stand for — essentially our 'ethos' — and what it means for us to be part of the Design Hotels group.

I'm very glad that you've chosen to work with us. You are now part of the team because we valued your very special personality and character during the interview process. Put simply, you stood out from the crowd — much like The Cambrian!

The Cambrian is more than a hotel — it's a destination in itself and is run by an extremely affable, hard working and inspiring team. By working together we can achieve our aim of becoming the top lifestyle hotel in Switzerland.

Welcome home, welcome to the team.

Lorenz,
General Manager





+ CONRAD ANKER, MOUNTAINEER

The summit is what
drives us, but the
climb itself is what
matters.



01—	The Cambrian	A one-off hotel.
02—	Personality	A fusion of Swiss service and Welsh wit.
03—	Attentive	We are facilitators of good times and memorable experiences.
04—	Mission	To earn the 'talkability factor'. Word of mouth will drive return visits.
05—	Think different	We are here to re-define the hotel experience allowing our guests to call the shots.
06—	Adelboden	The Cambrian is the beating heart of Adelboden and will lead its emergence as a must visit gem 'at the top of the valley'.
07—	Audience	We don't exclude but our main target audience will be an international mix of free thinkers between 30 — 55.
08—	Design & Craft	Intelligent, good looking and idea led design defines The Cambrian environment. We will build upon this pedigree by collaborating with artists and brands that are at the top of their game.
09—	Atmosphere	A home from home. To quote Damian Hirst's first book title: <i>'I Want To Spend The Rest Of My Life Everywhere With Everyone, One To One, Always, Forever, Now'</i> .
10—	A dogs life!	If the Cambrian was a dog it would be Bernese Mountain Dog cross Welsh Collie. Good looking, loyal, perpetually happy with boundless energy and in search of a good time.

The Cambrian Values.

1

We have a set of values which serve as a checklist. Adhereing to these will ensure that we are 'on brand' at all times.

Passion

We love what we do and we do what we love.

2

Trust

We believe in truth and responsibility.

3

Positive thinkers

Because good vibes are contagious.

4

Different but united

We appreciate and respect your individuality.

5

We want the best

For you, for our guests and for the planet.

History



+ THE BACKSTORY

How the journey began...

The Summer of 1978 was the start of a lifelong love affair with Adelboden for Welsh brothers Grant and Craig Maunder.

"Our parents took us to Adelboden when we were kids. Then, in the mid 1980's, we came here for a Winter ski holiday with our mates, on a shoestring budget. We managed to convince the owners of 'Pension Hari' — one of the oldest guesthouses in the town — to let us stay in a concrete bunker below the property which once doubled-up as a nuclear fallout shelter. It didn't smell great.

The next time we visited, around 1988, a new hotel had been built in town. I vividly remember walking past the place, looking through the glass doors at the open fire, thinking how luxurious it was. We never got to stay there, but we did buy it some 20 years later. In 2008 the 'Grand Hotel Regina' became 'The Cambrian'. Funnily enough, it too has a sizeable nuclear fallout facility..."

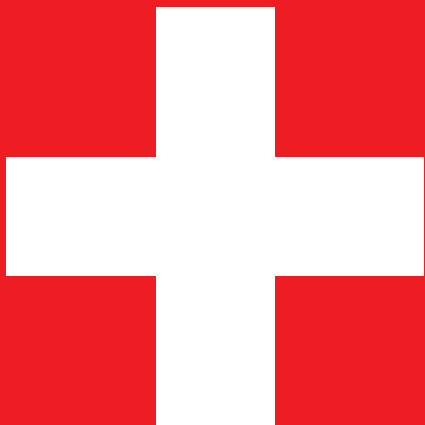
Grant Maunder

Grant and Craig decided to take things to the next level and applied for 'The Cambrian' to be a member of Design Hotels, and the rest is history, as they say.



+ WALES

Switzerland & Wales: What's the story?



Apart from the fact that both countries are mountainous there is little to assume that they'd make obvious bed partners.

However 'Cambria' means 'Wales' in Latin, and you'll notice hints of this Welsh connection throughout the hotel. The first clue are the two flags flying proudly outside reception. It's not the flag of a new Swiss Canton but the fusion of the Swiss and Welsh national flags.

And then there are the Welsh blankets that grace the bedrooms and the terrace, the subtle green tones of the bedroom walls — plus the red, green and white colours of the Welsh flag are used in our brand identity — and not least a proudly Welsh chef runs our incredible restaurant.

Adelboden has a great history of welcoming guests from Britain — indeed the first tourists to venture on a Winter sports holiday were from the UK, under the guidance of Henry Lun in 1898. So this just makes so much sense. Our aim is to bring the best of Wales to Switzerland; a Swiss hotel with a Welsh twist.





Bryn Williams at The Cambrian.

In the first few years the Cambrian toyed with different restaurants and gastronomic concepts. Since December 2020 however the restaurant is clearly also inspired by our Welsh heritage, with Consulting Chef Bryn Williams (the aforementioned proudly Welsh chef!) overseeing the creative process.

Bryn and Executive Chef Will Gordon, together with Zürich local Cyrill Sommer combine influences from Wales and London with locally sourced produce from Switzerland. Their aim is to surprise and delight our guests who love to be inspired by new concepts alongside re-visioned classics. One such example is OONA — the first Swiss caviar from sturgeon which are bred in naturally warm mountain spring water in nearby Frutigen.



Image—
A cow grazing in
Summer below
Bunderalp.



Sustainability.

At The Cambrian we place a big emphasis on sustainable solutions in all areas of work. Each month our 'Sustainability Committee', made-up of one member from each department, meets up to brainstorm how we can become more sustainable in every move and every step we take.

We make a huge effort to source as many items locally as possible. Our bread is from the local baker, the cheese is from the local cheesemaker, the beef is from a local herd and our caviar is the most sustainably farmed in the world, as mentioned. We've also replaced the plastic key cards with wooden equivalents and have equipped our staff with a pair of complimentary sustainable VEJA sneakers.

Key destinations
and our wellness
hotels should not
drop prices.

Rather, they must
differentiate
through creativity,
quality and added
value.



Lifestyle





+ LIFESTYLE

What does 'lifestyle' mean?

Lifestyle is a term that in relation to hotels is often used to describe a Design Hotel, or the experiences you can have in a lifestyle hotel. A lifestyle hotel offers innovative outlets such as great restaurants, bars and also spas, which cater to a certain lifestyle. But lifestyle hotels also should have interesting stories, and interesting employees who can tell great stories.

Our guests choose our hotels to be inspired and to depart with new experiences and with stories to share. They want to be inspired by our characterful employees, by our great design, food and the products in our rooms.

The makings of a Cambrian chalet girl and boy...

01—Drive

An indefatigable work ethic.

02—Attitude

A true 'people person' – inquisitive and genuine.

03—Attentive

A quizzical eyebrow followed through with a knowing grin and a satisfying throaty laugh. Wink optional.

04—Multilingual

German, English and French a must... Spanish, Dutch and Portuguese a bonus. All of the above combined with Welsh and you may have the keys to the hotel.

05—Sensitive

Think outside the institutional box. If guests want a sauna at 3am with Mojito in hand make it happen. Conversely if they want to be left alone they shouldn't have to ask.

06—Smart not stiff

Smart thinking comes before smart dressing. However embrace the Cambrian kit and make it your own.

07—Common sense

Use it.

08—Storytelling

Share your experiences whether from down the road or round the world, with guests and the locals. Remember, you are the glue.

09—The Name Game

As well as knowing all staff, suppliers and collaborators you should aim to learn guests names, whilst recognising whether or not you should be on first name terms with them.

10—Fun

Rule number one, last. Never forget it.





+ LIFESTYLE

What is a 'Design Hotel'?

A Design Hotel is a hotel that places a special emphasis on great interior design, well curated in-room products, and innovative and interesting food and beverage. A Design Hotel is an experience and tells a story — a place where inspiring guests meet inspiring employees. The first such hotels started to appear in the late eighties and nineties in cities such as New York and London. A Design Hotel is not necessarily linked to a number of hotel stars, most of them though are somewhere around the four star segment. In a Design Hotel like ours every little detail counts. Everything that is visible to our guests should look and feel great. "If you don't want to steal it, it's not good enough" ... should be the qualifier of every item we display in our rooms, lobby and other outlets.

A Design Hotel has employees with personality, character and a passion for people. Compared to a traditional 'luxury' or five star hotel we have employees who are genuinely interested in the stories of our guests and do not want to be just servants or robots.

We are also part of the Design Hotels association — a collection of 300+ independent Design Hotels located all over the world. Switzerland has 13 Hotels as part of the Design Hotel brand; the 'Spedition' in Thun and the 'Cervo' and 'Omnia' hotels in Zermatt to name a few.







+ LIFESTYLE

The typical Design Hotel customer.

A typical customer of a design or lifestyle hotel works in the creative industries or is indeed a creative thinker. He or she is inspired by everything that is well curated and generally beautiful. They do not look for a 'normal' hotel, rather an experience or places that inspire them. In that sense our guests are open to hear great stories about the hotel, Adelboden and the wider Bernese Oberland.

They typically do not wish to get boring and stiff 5 star service, but rather relate to staff on a more direct level. It is ok, and indeed encouraged, to start a conversation with them, to laugh with them and to inspire them. As they hopefully will inspire and laugh with us too.

Of course we attract all kinds of different guests and once in a while somebody might not align with or appreciate our 'look and feel'. We can make this up by delivering faultless, personal service — everyone loves that, no matter whether they like our choice of furniture or the wines on our wine list!



Our creative partners...

Amsterdam based **Smörgåsbord** have been our creative sparring partners since 2013. In their own words '*Smörgåsbord is a spirited creative studio known for its rigorous thinking, breadth of knowledge and ambition; and work that makes a difference to the everyday*'.

They've honed The Cambrian's brand identity over the best part of ten years and ensure that all our brand touch-points are fully aligned. From core graphic design through to brand strategy, product development and interior design they are our go to studio. Whether it's the Welsh woolen blankets, the bespoke beer packaging, signage, hand painted ice axes or the website Smörgåsbord, are sure to have played a role.

Roundel

Logotype

Headline typeface



The Cambrian

Colour palette

Pantone 485C

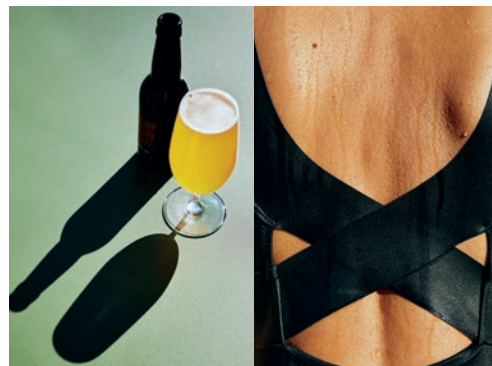
Pantone 357C

Supporting typefaces

Aeonik
ABCabc
123!@£\$%
Roman/**Bold**

Sabon
ABCabc
123!@£\$%
Roman/**Bold**

Photography



Iconography



GOJOURNIST

Alps





+ AREAS

THE AXE BAR

Storytellers, psychologists, matchmakers — some of the characters you might find serving you at The Axe Bar. Our simple aim with the Axe Bar was to create the best bar in Adelboden; an authentic experience matching Zürich's urban offerings. We were eager to make a link to the majestic mountains that surround us and allow the look and feel of the bar to be informed by the one piece of technical kit that defines Alpinist climbing — the ice axe.

The bar offers wholesome food, a well-stocked bar and a place to read and reflect, from midday to midnight each day. Our residents and guests can enjoy a lazy lunch or settle in for a long evening and brag about where they've been on skis, board, bike or foot. Local beers and wines are served and the bar team are always on standby to knock up a creative or classic cocktail.

+ AREAS

Communal Areas.

Our communal areas greatly contribute to making The Cambrian feel so comfortable and homely. Guests are invited to use these in whichever way they like — to find their preferred corner and to settle in. The central slate fireplace is the obvious focal point and either side of this are various lounges; the Winter Garden with its awe inspiring view of the mountains, The Axe Bar, the Pool & Snooker Room and the Terrace.



+ AREAS

The Spa.

The focal point of the Cambrian Spa is our world famous (and much photographed) outdoor infinity pool that has simply breathtaking views. But in addition to the outdoor pool we have an indoor pool, a Finnish sauna, a steam bath, rain showers, relaxing areas, a fully equipped gym and five treatment rooms with a great range of wellness treatments by our amazing spa therapists.

As from 2022 we'll have new towels, robes and flip flops in our Cambrian Spa 'Forest Green' colourway that compliments our HAY Palisades outdoor furniture.



Brauns



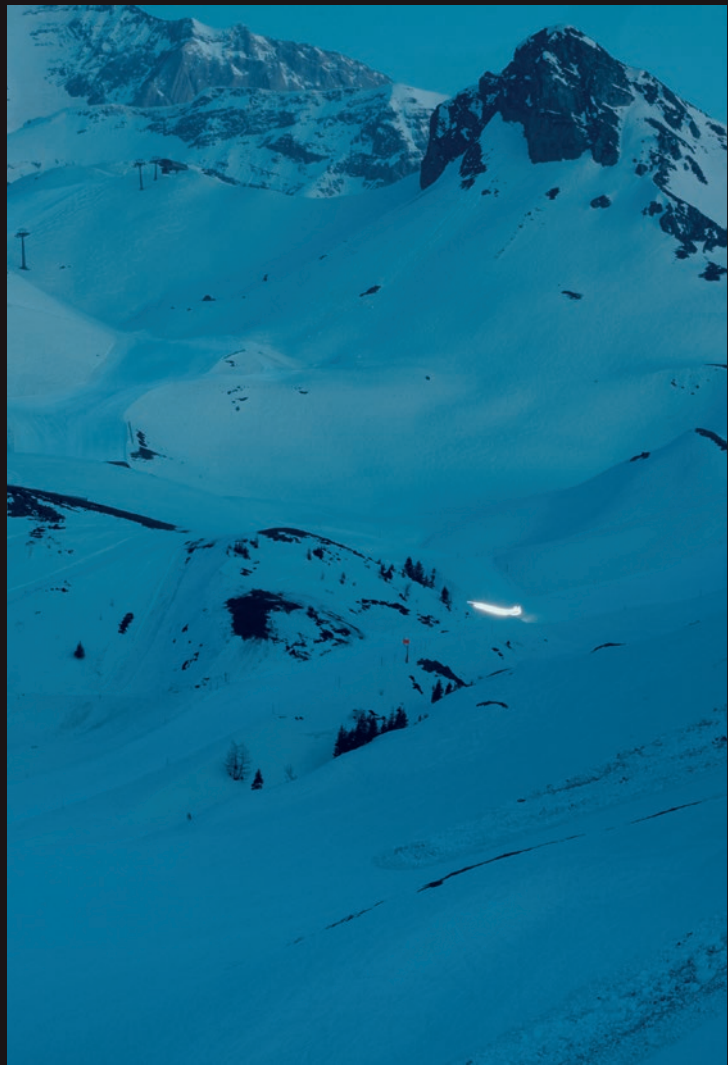
There is a reason and a place for everything. The people and brands that we chose to associate ourselves with say a lot. From the 'Grown Alchemist' in-room cosmetics to Miir drinking vessels through to our partnership with Adelboden's Ski School and Daiii Bike & Brew in Zürich — everything at the hotel has been carefully considered.

"The details are not the details.
They make the design."
—Charles Eames

The devil is in the detail. And especially so in a Design Hotel. Ursa the wooden bear greets guests as they check-in. Why is there a wooden bear sat on the reception desk I hear you ask. Simply because Ursa sets the scene for the guest experience by putting a smile on one's face. The card reading machines should never take Ursa's spot — after all incoming guests do not need to be reminded that the incredible and memorable experience that lies ahead of them comes at a price.

We need every member of the team to be attentive to possible eyesores whether a broken light fitting, a wilting flower or the fact that the fire has not been lit at 14.00. We need your help to make sure the hotel looks (and feels) impeccable at all times. Our owners and the team at Smörgåsbord are incredibly passionate about the design and look & feel of the hotel. We want to make sure everything visible for the guest meets their high standards and is on brand.





+ BRANDS

Everything in The Cambrian has its place and has been selected for a specific reason. We have chosen to align ourselves with specific brands and products because they stand for quality and authenticity as well as looking beautiful.

+ FARROW & BALL
NO.79 CARD ROOM GREEN

+ STUDIO JEROEN WAND
VENEER HEADBOARD

DCW EDITIONS
LAMPE GRASS 304 +

DCW EDITIONS
LAMPE GRASS 207 +

PUNT MOBLES
ERNEST DESK +

+ MELIN TREGWYNT
'CAMBRIAN CROSS' DOUBLECLOTH BLANKET

+ PUNT MOBLES
MAYA CHAIR

Do...

Read this book from time to time. It will help.

—

Travel to visit other Design Hotels in Switzerland and beyond to get inspired. And yes, you do get a discount. Check with your department head or with HR on how to secure discounted reservations. Bring back great ideas and discuss these with your supervisor.

—

Ask for help. We're all working toward the same goal and we can all help each other get there.

—

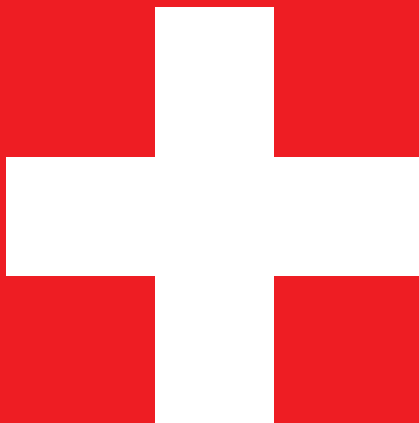
Use the following pages to write down ideas and your future vision for how The Cambrian could evolve and further improve its offering.

—

Inspire and get inspired.

—

Get into the mountains...



Don't...

Take the world on your shoulders.

Thoughts / Ideas / Suggestions / Sketches / Feedback / Everything & Anything..

Thoughts / Ideas / Suggestions / Sketches / Feedback / Everything & Anything..

Thoughts / Ideas / Suggestions / Sketches / Feedback / Everything & Anything..

Thoughts / Ideas / Suggestions / Sketches / Feedback / Everything & Anything..



The Cambrian

Dorfstrasse 7, CH-3715, Adelboden,
Schweiz / Switzerland / Suisse

T +41 (0)33 673 8383

F +41 (0)33 673 8380

E info@thecambrianadelboden.com

W thecambrianadelboden.com

Concept, Design & Art Direction:
smorgasbordstudio.com