

ZEIT RAUM

*Following a leisurely start in the company of a venerable Lech resident the magazine
gathers speed in Zürser Täli before fighting its way up the mountain at the Trail Challenge.*

*All this exertion is followed by fascinating vintage cars before touching upon the
concept of home in a literary manner and culminating in the glory of a
freshly brewed Lech beer.*

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There is strength in serenity. In the mountains, away from big cities. The focus is on the common goal. Something great lies before us. Values such as trust, attentiveness and respect are what matter. Relationships grow. Bergfreundschaft arises.

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HOME

A love letter to a loaded concept / by Martina Strolz

The concept of one's home is being used in an inflationary fashion. Right wing populists inflate it for their own gain. Yet **homeland is a concept** utterly removed from the political. It's a concept that is firmly seated in our hearts.



The fact that I have a sentimental home occurred to me for the first time when I was 600 kilometres away from it. Following seven wild and wonderful years of college in Vienna my soul slowly started to long for its home. I wasn't homesick per se, but I started to realise that I needed to return to my home at some point. Back to my roots, back to emotional security.

For a few years now I have been convinced that people can have more than one home. But what I didn't know was that

even German dictionaries list the term in the plural. The sentinels of the German language thus made it official what my heart has known for a long time: I actually have homes!

I love Laos, Scotland, Copenhagen and, of course, Vienna, but only two places on earth make my heart rate go up: When my eyes wander across Lake Constance, rippling in ever changing hues, entirely unimpressed by the course of history and also when I see Lech and its distinctive little church from an elevation close to the tree line. →

Two landscapes that couldn't be more different, even though they are only 50 kilometres apart. I actually grew up on the shores of Lake Constance - what a privilege! Lech is the place where I started my own family - what a joy! That makes me a "Seebrünzlerin" (literally "lake pisser") as the people from the bay of Bregenz are jokingly called, despite the fact that Wals natives keep telling me that one can only be a true Lech native in the third generation.

For as long as I can remember, I have spent winter in the Arlberg region with its glistening pistes, an air so cold it makes your teeth hurt, scrunching snow and midnight blue skies when the moon rises above Rüfikopf. Majestic moments out in nature. Omeshorn: A landmark of rock. Mist is drifting in. Crystals appear in a myriad of shapes, one next to the other, too many to count.

In the summer, I am drawn to the lovely planes and the endless horizon, only to miss the chilly nights in Lech. The chiming cow bells, the sweet blueberries that taste best when eaten directly out of one's sticky hand and the golden, bristly grass that orderly bows to the wind in autumn. Sometimes it is hard to choose between happiness and bliss.

I don't rate which place is more important to me. Beauty doesn't require a trophy.

I spend my life in the middle of it and it makes me proud when someone chooses to spend their valuable vacation time on the shores of my lake or in my Arlberg region. I am proud, just as if I had contributed to making these places so beautiful. I haven't. Fate has brought me here. And I thank it for that!

»FOR AS LONG AS I CAN REMEMBER, I HAVE SPENT WINTER IN THE ARLBERG REGION WITH ITS GLISTENING PISTES AND AN AIR SO COLD IT MAKES YOUR TEETH HURT.«

Wikipedia states that home signifies the relationship between a person and an area. But is it really that easy? Home is connected with scents, flavours, sounds and visual impressions. And, above all, people. They and the experiences one shares with them make up a majority of the comfort of one's home. We laugh with each other, we discuss. Sometimes we yell at each other. And hopefully, reconcile. We celebrate birthdays together and mourn at graves, connected in sorrow. Children are born, baptised and sent out into the world. Life has taught me that the ratio of amazing people and veritable idiots remains constant, no matter where you go. True friendship is rare, yet it reaches deep and perseveres.

Thinking in terms of community, home can do much more, however. It can be open to others and different concepts. It can change and evolve. Home is never stagnant. There is enough space for it. It only needs time. Listening. Watching. Tolerating other opinions. There simply is no more sustainable symbiosis between carefully nurtured tradition and new approaches. Even "bi önsch" (literally "in our neck of the woods").

For **Martina Strolz** (born 1971 in Bregenz) and her parents, Lech was the primary holiday destination in the summer and winter alike. During her college years, she used to work there as a skiing instructor. Then love happened. In 1998, she successfully opened the European-Asian Fux restaurant in Lech together with her husband Peter. Two children later and following ten years of working in the restaurant business, she returned to her original job as a graphic designer. Today, however, she exclusively focusses on her freelance work.

Her first novel Hotel Mimosa was published in 2018. Based on her own life, its theme are two different worlds that need each other to exist. She is already working on her second novel.

Martina Strolz splits her year between her two places of longing.

www.martinastrolz.at

Lech Zürs in figures



Lech Zürs is home to a total of **22 award-winning restaurants** that take their guests on culinary adventure trips. Together, these exclusive establishments share **35 coveted Gault Millau toques** and **326 points**.

Cross-country skiers have at their disposal Lech Zürs's perfectly prepared, varied cross-country skiing network spanning **30 kilometres** and **three different levels of difficulty**.

One of the steepest prepared ski routes in the world - Langer Zug on Rüfikopf - wows with a monstrous gradient of up to **80 %**.



465 male and female heroes took on the challenge of the first The White Ring - The Trail Challenge race. The second Trail Challenge will take place on **22 August 2020**.

20 different species of wild orchid are native to this region which, with its variety of nesting birds, ranks among Central Europe's most biologically diverse habitats.



If he was still among us, he would celebrate his **130th birthday** in 2020: Hannes Schneider, Austrian skiing pioneer and one of the most renowned actors at the Arlberg.

Starting in the summer of **2020**, hikers will be able to collect points for the **Arlberg Hiking Lapel Pin** at **50 destinations**.




Partnership

In 1937, Doppelmayr built the first ski lift in Zürs. 80 years later, the ski destination belongs to the exceptional ski area „Ski Arlberg“.

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(Fore)word

As everyone knows, in the beginning was the word. The ZeitRaum magazine is no exception. In our case, it's the foreword. We have asked Hermann Fercher for one of a different kind. The Tyrol native is responsible for Lech's tourism.



The 3 best reasons to spend your holidays in Lech?

Ski Hi Go_Skiing, hiking, golfing.

January or July in Lech?

January AND July.

Lech in ten years?

The Alps' no. 1 place to recharge your batteries.

Neymar or Neuer?

Neuer - because "he's one of us".

Neureuther or Hirscher?

I happen to know Felix personally and he's a great guy but Marcel Hirscher is one of the best skier in the world right now and an extraordinary athlete.

Golf handicap?

My handicap is 25 and thus, too high. But with the help of our new golf course I hope to come back down to a handicap of 18 in the next one or two summers.

Favourite Arlberg ski run?

I'm biased: It's got to be Lech Zürs. But it really is a tough question because just the Vorarlberg side of Arlberg offers so much choice. I think the runs from Madloch to Zug are really amazing because there are lots of powder snow sections off the slopes.

Favourite hike in the Arlberg region?

That's an equally tough question because there are just so many hiking spots. Others would probably go for Lechweg or Lake Körberlsee as they are among the most beautiful places in Austria. Personally, I immensely enjoy climbing Mohnenfluh.

Favourite car?

The X5 BMW provided me with is a great vehicle. But this year, I was lucky enough to drive a charming VW Bug at this year's Arlberg Classic Car Rally. That was a great throwback!

Favourite beverage?

Austrian wines and Vorarlberg-made gin. Our new Omes beer brewed here in Lech is also delicious. By the way: If you want to experience top wines in a special ambience come to our Arlberg Weinberg event in December and our Gondolas and Wine in April.

Favourite author?

Michael Köhlmeier. I value his acute mind, sharp tongue and witty humour. On top of that, he helps us develop our Lech Literature Days that will take place in September of every year.

Favourite artist?

Basquiat, because of his history. But since I was lucky enough to meet James Turrell and see his Sky Space in Lech, I'm one of his biggest admirers. His art moves me.

Favourite music?

Every year, we welcome top musicians and bands from Austria and the whole world to Lech and Zürs in the framework of our Tanzcafé Arlberg music festival. Last winter, I was particularly impressed by Josh and Deladap.

Favourite country?

Austria. But by travelling to our partner towns I have also learned to appreciate the beauty of Northern Germany/Island of Sylt (Kampen), the US (Beaver Creek) and Japan (Hakuba Happo).

After serving as Kitzbühel's and Kirchberg's tourism director and Swarovski's marketing manager, **Hermann Fercher** has been the managing director of Lech Zürs Tourismus GmbH since 2011.

IN THIS ISSUE:

LIVINGZONE page 10

Those who spend their holidays in Lech Zürs am Arlberg immediately experience how closely its people are connected to their home.



12 **A pioneer and visionary**
An interview with Herta Strolz

18 **Green Business**
Practising sustainability

22 **On the art of saying thank you**
45 years of service for Lech Zürs

EXERCISEZONE page 26

From snowy white winters to lush green summers in the mountains: Grab your skis or hiking boots and embark on your personal adventure!

28 **It's snow time!**
Limitless freedom on skis

38 **True heroes fly high**
The inaugural White Ring - The Trail Challenge

40 **Leaving everything behind**
Hiking with mountain guide Martin Murr



CULTUREZONE page 52

It's a matter of perspective: High up in the mountains, your mind is free and your vision unobstructed – enjoy events and be inspired.

70 **Home is where the heart is**
Literature in front of a mountain backdrop

78 **Automotive gems in the mountains**
Ten years of the Arlberg Classic Car Rally



PLEASUREZONE page 86

Lech Zürs am Arlberg offers an extraordinary menu, garnished with an Alpine backdrop that invites you to sit back and enjoy the good life.



88 **On bread and beer**
How a baker came to be a brewer

94 **Tradition meets modernity**
An interview with EU Commissioner Günther Oettinger



The lightness of celebrating.



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Those who spend their holidays in Lech Zürs am Arlberg immediately experience how closely its people are connected to their home. They know where they come from. But also where they want to go. Thus, this region offers a unique mix between tradition and visions and all of them have their rightful place.

LIVING
ZONE

Meeting Herta Strolz for the first time, you can't help but be inspired by her infectious laugh.

»YOU HAVE TO PUT SOMETHING IN, TO GET SOMETHING OUT«

The Strolz sport and fashion store in Lech Zürs in the Austrian province of Vorarlberg is one of the world's top stores. Due in no small part to **Herta Strolz**, the lady of the house, who has been serving her customers for 60 years, with a commitment that she stills lives and breathes every day. Among her customers have been faithful regulars as well as seasonal guests and even monarchs. When she says she knows everyone, it's definitely not just a phrase. However, the company's success didn't come overnight: together with her husband Ulrich, Herta Strolz has gradually built up an international reputation for her family business – always trusting her gut instincts and taking risks when necessary.

I will be with you in a second!" we hear an upbeat female voice from the back. Curious and a bit intimidated, we are waiting to meet Herta Strolz in her elegant home, where modern architecture and tradition come together in one harmonious interior design. There is a pile of black hats on the cabinet in the hall and quite a few pairs of black patent-leather shoes underneath. They clearly show Mrs. Strolz' personal sense of style. After all, it was no coincidence she added luxury brands like Bogner, Fusalp and Hermès to her product range, bringing

a good deal of "joie de vivre" to the skiing paradise of Lech. "Alright, here I am. Hi everyone!" Meeting Herta Strolz for the first time, it is her contagious laughter that strikes you. And of course that unbridled love for life that is pouring out of her. Even at 80 years old we can see the bright and cheerful young Tyrolean girl in her that came to Lech so many years ago.

Her cosy living room is decorated with china and beautiful handmade things showing just how much love for detail she →



»GET ME SOME NICE COLOURS, BECAUSE THE SNOW IS WHITE AND WILL ALWAYS STAY WHITE. SKIERS MUST LOOK GOOD WHEN THEY ARE STANDING IN THE SNOW.«

puts into everything she does. She starts telling us how happy she was to receive the Best of the Alps award honouring her family for their contributions to the economy and society of Lech Zürs. She will soon present the award in a window in their store. She is thankful for this appreciation. But people appreciate Mrs. Strolz also for other reasons, such as her commitment to Austrian folk music and her delicious apple strudel. "You need to put something in, to get something out," she says in her charming Tyrolean accent. And that is probably the principle she has always lived by.

No risk, no nothing

Let's go back to the year 1950: Lech Zürs had a population of no more than 680 and Lech's winter tourism was still in its beginnings. Herta Strolz arrived in a bus from Mieming, a small town in Tyrol. "The road connecting Zürs and Lech was just a simple gravel road," she recalls. She worked as a waitress in the posh Hotel Gasthof Post for a while, before she was hired by Ambros Strolz, her future father in law, who ran a sports shop at that time and had noticed her diligence and esprit. A shoemaker himself, he founded his company in 1921 and had always been known for his innovative mind: He invented his famous ski boots that were custom-made for professional skiing teams worldwide. His son Martin wore them in the World Championship in Åre, Sweden, in 1954, where he finished second in the downhill ranking.

Herta quickly worked her way up to become Strolz' best salesperson. Apparently, Ambros' son Ulrich was very impressed by this determined young lady and soon asked her to marry him – in the car on their way back from a fitting.

But before they got married in 1957, Herta, the forward-thinking young lady she was, decided to take a short break, because she knew her new life would come with a lot of duties and commitments. She decided to attend a shop window and décor class at one of Munich's most renowned schools and study French in Paris. "If I marry into that family, I need to acquire certain skills first, that's for sure." She also spent two summers with her mother at her family's restaurant, learning how to cook.

After all, her new family didn't only run a shop, but also owned a guesthouse. And then there were her parents in law: "We shared a table for about 30 years. That's the way people lived back then." She looks at her wedding ring – the only piece of jewellery she wears. Before they finally got married, Herta recalls, she stuck that ring into her fiancé's face, making very clear how she saw their future: "I'm telling you: I am going to take this ring to the grave with me." In the years to follow, they had three sons: Ambros Junior, Florian and Daniel.

Herta Strolz' feeling for snow and beautiful colours

The young Strolz couple turned out to be a great team. But their days were long: „After a day in the store I took my apron and started cooking for our guests. And when I was finished, I took off my apron and asked them if they were happy with everything. Then I went back to the store and to my husband and made the purchase. We hardly ever went to bed before 2 am," she recalls and pauses, still wearing that smile on her face. Maybe that's her way of saying that her life hasn't always been a walk in the park. However, Herta Strolz is not someone who likes to complain. Quite the opposite: she always shows this sparkling wit and charm, no matter what. And that has probably helped her to always get what she wanted. For example when it came to choosing the colours for their collections. One day, when Ulrich Strolz had chosen the same old dark ski trousers and pullovers for the upcoming season, his wife asked him: "... but are you dressing a funeral party?" He immediately handed over the purchase to his wife. That was a courageous step and a big challenge for young Herta Strolz, but she kept trusting her intuition and her exquisite taste. "That same season I went to Bogner, because they just had the most beautiful colours and great anoraks," she proudly recalls.

Herta has always had the courage to take risks, as well as great negotiating skills. „I told our suppliers: get me some nice colours, because the snow is white and will always stay white. Skiers must look good when they are standing in the snow.“ She was also the first to offer overalls. The fact that they became the next big thing proved her fine sense of fashion and trends. "The guests in Lech were already very fashion-conscious and →



More space: Even though Kaufhaus Strolz has opened two more branches in the town over the years, they always focused on healthy growth.



»ALWAYS KEEP YOUR FEET FIRM ON THE GROUND.«

knew what they wanted,” Herta says about the then 300,000 winter tourists that had started to appreciate Lech for its elegant atmosphere. Over the following decades, the number of guests doubled thanks to Austria’s booming winter tourism.

Herta Strolz also recalls that some of her decisions caused her sleepless nights: “When there was still no snow in December and our stocks were full, I had a hard time sleeping, because there was a lot of responsibility on my shoulders. But of course you can’t tell anyone.” Those were the moments when Ulrich stood by her side as a wise partner. “‘Woman, go to bed already,’ my husband used to say to me, ‘It’s not changing anything. We won’t balance the books before Easter.’”

Herta Strolz is a born fighter. She developed the business skills she needed all by herself. She took trains and rental cars to go to all sports and fashion tradeshows there were. She bought the smallest little things in the fanciest shops in Paris, just to see how the products were packed. And she studied the art of window decoration. “I always thought: One day I want to have a beautiful store like this,” she excitedly recalls, and we understand how big this dream must have been. In the end, it became reality. Back to Lech Zürs, she took all of these impressions and experiences and used them to improve their store. And she always found ways to find new inspiration: “When I saw some elegant women in the fitting room, I checked the labels on their clothes,” she says smilingly. That way she kept adding new designers to her collections.

Unalterable like the colour of the snow is Herta Strolz’ commitment to exclusiveness. For example in the case of Hermès scarves: It was Herta’s persistence that made their store one of the first sports retailers to offer the sought-after pieces. Of course, they were considered rather expensive in a small town like Lech, but “I never gave up on my high standards.” An attitude that has contributed to Strolz’ success to this day. When it comes to honesty, Mrs. Strolz doesn’t settle with compromises either. And her customers appreciate her honesty – among them members of monarchies from around the globe – from Belgium to Jordan, Morocco and Japan. She has met up to four generations of their families. “These relations are like friendships. They can develop only if you stay true to yourself.” Keeping one’s feet on the ground is very important in this business. What keeps Herta down to earth, is her family.

The future is ahead

Today, Lech Zürs has a population of 1,500 and about 800,000 overnight stays per season. Ambros Strolz Junior manages the store’s operations. The building was reconstructed and a new bar was added, where you can meet a cross-section of Lech’s mixed audience: skiing instructors, locals, guests from far away. Strolz also opened two new branches. While Herta still insists on maintaining her high standards, she also wants her family’s business to grow. “As a person, you are growing with your company. I married into this family at age 22 and I never stopped growing.” Making room and time to grow – that’s a philosophy the Strolz family shares with their home town of Lech Zürs.

Asking Mrs. Strolz about appreciation and gratefulness, she tells us how thankful she is to all their guests, who “added so many bricks to this house“, as she puts it. And she gets a little more serious when she stresses: “You don’t inherit wealth to spend it, but to maintain it.“

Mrs. Strolz will probably never fully retire. She is still in the store every day, between 2 pm and 5 pm, where her customers still love to meet her.

“And now, to celebrate our meeting – we should have a drink together,” she says cheerfully.

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Author: Sandra Pfeifer // friendship.is
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WHEN VALUES TURN INTO TRUST – PRIVACY PLAYS A MAJOR ROLE: PT-TRUST.COM

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At the top: "Green Business"

Sustainability has become a trend word in the last few years – especially in connection with climate change. Every business and tourist destination strives to explain why they are particularly sustainable. Lech Zürs am Arlberg takes a different path: Here, the people have invested in and practised sustainability long before this topic became the talk of the town. This region has always been and remains a place for pioneers: From skiing to green business. That's why Lech Zürs is the most sustainable tourism community in all of Europe.

1 Lech Zürs relies on sustainable heating

Our biomass heat plants have been built in Lech since 1999. Using wood chips, they produce more than 80 percent of all the energy required: 93,000(!) cubic metres of the stuff are turned into energy annually. This way, the village saves 7.75 million litres of furnace oil and some 22,000 tonnes of CO2 per year.



2 Sustainable transportation by village bus

Ortsbus ("village bus") has been serving Lech Zürs since 1997. Today, it runs 11 buses and six different lines. Every year, 1.2 million passengers choose this environmentally friendly alternative over their own vehicle. Ski bus in the winter and hiking bus in the summer: The "blue fleet" has long become a fixture of Lech Zürs.



3 First fully electric garage in Lech Zürs

Contrary to petrol-powered cars, electric cars don't emit any harmful CO2. That widely known. And yet, Austria's charging infrastructure still leaves a lot to be desired. This is another area where Lech pioneers: The EU's first fully electric "green"



garage was opened in December of 2018.

5 Actively protecting the landscape

Littering out in nature is becoming a serious problem and Lech Zürs is no exception. In order to protect nature and ecology, its inhabitants have passed a new regulation in December of 2018 that imposes heavy fines on litterers: People who leave behind waste, dog or human excrements out in nature are fined up to 7,000 Euro.

4 A car-free Oberlech: Made possible by an innovative tunnel system

Since 1995, Oberlech has been completely car-free between October and April! Since then, an innovative underground tunnel system replaces the snowmobiles used previously to supply and remove waste from buildings. This not only saves CO2: It also does away with traffic noise preventing people from enjoying a good night's sleep and eliminates risks for children playing in front of the house.

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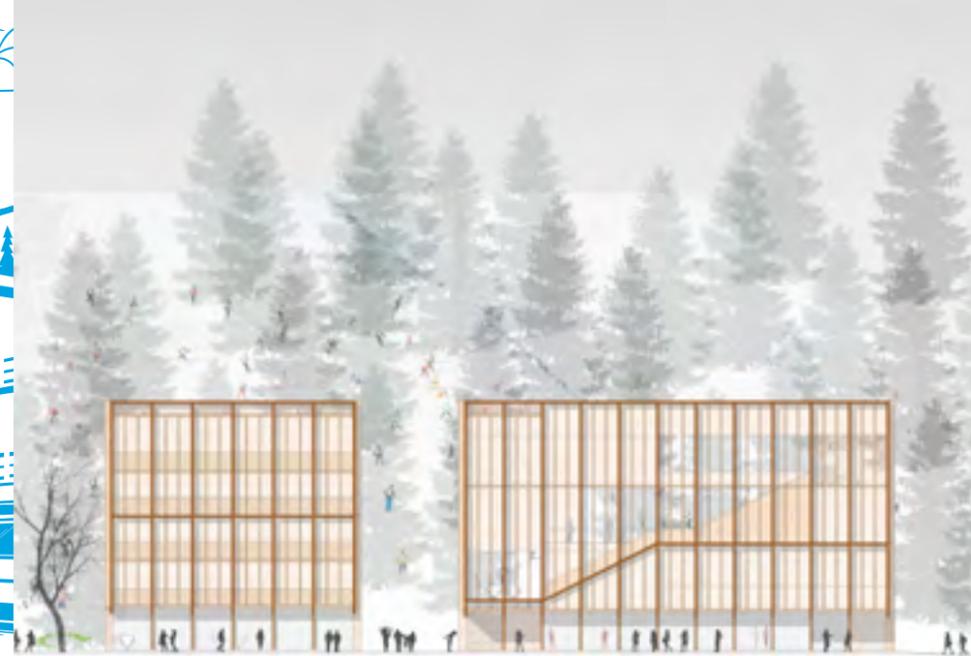
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A new centre for Lech Zürs

Under a single roof



Lech Zürs am Arlberg is getting “re-centred”: The new Community Centre will allow for cultural life in all its facets. Providing space for events and conferences, the new centre is a long-standing wish come true. The complex was designed by architects Dorner and Matt from Bregenz. We have talked with them to ask them about the current state of the project and what special features the new Community Centre’s construction entails.

Why did the residents of Lech opt for building a new Community Centre? What is it used for?

Those who want to dine or go shopping in Lech, get their kicks or find information don't have to search very long. However these options are scattered across town. What's missing is a centre where locals, employees and guests can find information and services at a single

location – from registering to applying for a passport, from posting a package to collecting voting cards, from information on hiking and skiing, restaurants and shopping etc. to purchasing toll stickers, event tickets and garbage bags. In short, it's a village reception.

The new village centre will house a community office and a tourism office,

a music school, a folk band, library and event room in two buildings and feature a total of 180 underground car parking spaces. Previously the town's old “Post-garage”, Sportpark and New Church had served as event locations. The complex is also planned to offer a restaurant and commercial space. The new Centre is not supposed to compete with existing buildings and shops but serve as an addition for the benefit of guests, locals and landlords.

The new Centre will furthermore take some of the strain of Lech's traffic system. How do you wish to achieve that?

A connecting tunnel underneath Angerstraße was already built over the last few months. The existing and new underground car parks will thus be connected underground. This is supposed to free up traffic in town by up to 70 per cent. Furthermore there will be a new underground logistics centre or accessing and leaving the Oberlech cable car system. Guests can go there, park their car during their stay and embark on their holidays.

What special features does the project's building phases entail?

Naturally, we have to respect our guests who looking for relaxation during their holidays, not noise pollution. This is why we – like all the other builders – take particular care when we build and whenever possible build outside the season. Even if that means a longer building phase. The old Post property will be completely removed by the winter season of 2019/2020. After that the construction site is made “winter ready”. After all, we don't want a visible construction pit bang in the centre of town. Work is then continued after the winter season, depending on the snow conditions. We expect the Lech Community Centre to be finished in late 2020.

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“Long-standing employees are an invaluable resource for Lech Zürs,” said Tourism Director Hermann Fercher during the ceremony.

On the art of saying thank you

Those who achieve the extraordinary deserve honours. In Lech Zürs am Arlberg, that particularly applies to its male and female employees. For their work and dedication is what makes this holiday region so special. For the first time, particularly long-serving staff members were now presented with an artfully designed statue for a whopping 45 years of loyalty.

»IT IS IMMENSELY IMPORTANT TO US TO HONOUR OUR LONG-STANDING EMPLOYEES.«

Hermann Fercher

When Ägidius Ebner, Willi Hirsch, Renate Kert, Maria Tkalec and Wolfgang Walch started working in Lech Zürs, Germany had just won its second World Cup, Austria introduced civil service as an alternative to mandatory military service and Richard Nixon resigned as President of the United States following the Watergate scandal.

Ages seem to have passed since 1974 and many things have happened. 45 years later, the four people mentioned above still work in Lech Zürs: Ägidius Ebner at Almhof Schneider, Renate Kert, Maria Tkalec and Willi Hirsch at Romantik Hotel Krone and Wolfgang Walch at Raiffeisenbank Lech.

For this astonishing commitment, they have more than earned to be honoured in a special way: In the form of a statue specially designed for them by internationally renowned artist Hubert Flörl, handed over by Lech Zürs Tourism.

“Precious and appreciative without being obtrusive”

The statue depicts a stainless steel angel crowned by a family’s protective hands made of bronze. The artist on his work: “I was inspired by Francis of Assisi and the famous saying ‘He who works with his hands and his head and his heart is an artist.’” This applies particularly to the Arlberg region. 100 years ago, this was a barren landscape and only the hard work of many people turned it into today’s holiday hotspot.

He used stainless steel and bronze for a very particular reason. “They are supposed to appear precious and appreciative without forcing themselves onto the viewer. Just like the feeling I get from Lech Zürs.”

Important ambassadors of the region

“It is immensely important to us to honour our long-standing employees,” Hermann Fercher, Tourism Director in Lech Zürs, stated. “They play a valuable role, especially for our many family-operated businesses. For they not only know the region like the back of their hands. They’ve also known many of our regulars for years and are able to provide them with individual and unforgettable holiday experiences. You can’t put a price on that.”

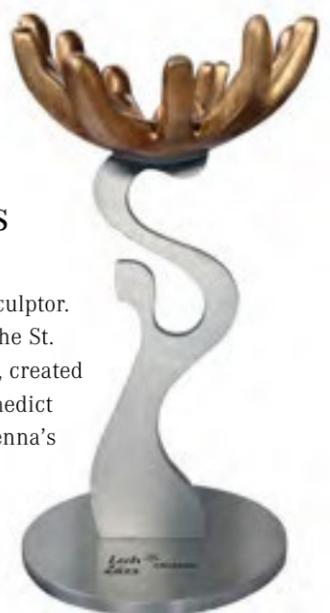
HONOUR TO WHOM HONOUR IS DUE

In Lech Zürs, deserving **employees** don't have to wait 45 years to be honoured. They receive a bronze, silver and gold pin from their employers for 15, 25 and 35 years of service, respectively. Lech Zürs am Arlberg also honours **regulars** in a special way: For 10, 15, 25, 35 and 45 years of returning, they receive a silver, gold, ruby, sapphire and diamond honorary lapel pin by Lech Zürs Tourism, respectively. And 55 years of coming back are honoured with the Large Honorary Lapel Pin.



THE ARTIST AND HIS STATUE

Hubert Flörl is a Tyrolean sculptor. Among others, he designed the St. Francis Path in Wildschönau, created a marble portrait of Pope Benedict and exhibits his works in Vienna’s St. Stephen’s Cathedral. He loves to go skiing at the Arlberg with his sons and enjoys the feeling of being among friends.



THE X6

THE NEW BMW X6



symbolic photo

More information: bmw.at/X6

BMW X6: from 195 kW (265 hp) to 390 kW (530 hp),
NEDC fuel consumption from 6,1 to 10,4l/100 km,
 CO₂-emissions from 159 to 237 g/km.



Sheer
Driving Pleasure

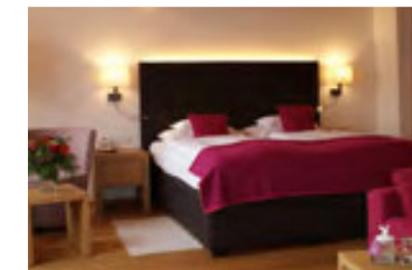
”Lech Zürs is like a home away from home“

The room smells of strong coffee during breakfast freshly prepared by your host who asks you how your first night at her bed and breakfast was. And immediately, you feel home. Welcome to the Klein & Fein accommodation options in Lech Zürs am Arlberg!

You don't always need a big hotel! In Lech Zürs you are treated like family in more than 150 Klein & Fein businesses. “It’s a short path from hospitality to friendship and for many a guest, their lodging becomes a home away from home,” Ulli Jochum, the Chair of Klein & Fein declares. “Many guests first become regulars, then friends. They value the individuality combined with flexibility our offers provide.” After all, they allow them to choose freely what they want to do: Fine dining at an award-winning restaurant or a hearty meal in one of the many lodges. No-one knows the town better than their hosts and so they provide personal tips on how to spend their days. Klein & Fein’s offerings also stand for great value or for money while you don't forgo comfort or wellness in these well-kept establishments. Treat yourself and get to know Lech Zürs in an even more authentic manner!

Arrive – feel well – get pampered

Quality and high standards are important pillars of the businesses of Lech Zürs



am Arlberg. Even the smaller establishments wow with the typical Lech comfort. For many guests personal contact with “their” host plays into the wellness factor. They’ve known each other for years and can rely on the comfort they are used to. Go to www.kleinundfeininlech.com to get more information.

KLEIN & FEIN

More than **150 small businesses** with no more than **30 beds** have merged to form the Klein & Fein businesses. They account for **37 %** of all accommodation options in Lech Zürs. Klein & Fein does not mean that you have to do without luxury. Their offers include farm holidays as well as 4-star comfort apartments, modern and rustic lodging alike. Don't think you won't have any wellness options at your disposal either. Many of the businesses are equipped with a varied wellness area.

EXERCISE ZONE

In Lech Zürs am Arlberg time and space meet in a unique fashion. From snowy white winters to lush green summers in the mountains: You simply can't resist this combination between freedom, vastness and nature. Grab your skies or hiking boots and embark on your personal adventure!



It's snow time!

From professionals to pleasure skiers and beginners: Lech Zürs am Arlberg is the starting point for individual winter adventures on skis and snowboards. Austria's largest interconnected ski resort offers spectacular downhill runs, breathtaking vistas and a feeling of limitless freedom.

Let's take to the slopes ...

Top Five: Ski Arlberg is one of the largest ski resorts in the world +++++ 75 snowcats in service +++++ More than 200 kilometres of **high-alpine powder runs** +++++ 88 lifts +++++ On average **9 to 10 metres of snow** every winter +++++ 22-kilometre The White Ring - The Race: **One of the world's most legendary ski races** +++++ **Run of Fame:** 85-kilometre round trip covering 18,000 metres of altitude change

Experience Zürser Täli

45
minutes
of pure
joy



Head Start Runs – what you need to know:

ZÜRSER TÄLI

Meeting point:

Every Thursday at 7:45 am, Seekopfbahn valley station

Price: 35,00 € incl. breakfast at Seekopf Mountain Restaurant (*valid ski pass required*)

How to book: Ski-Zürs-AG until 5 pm on the previous day (*Tel. +43 5583 2283*)

Prerequisite: Mastery of parallel skiing on red slopes and ski routes

If you decide to come to Lech Zürs to ski or snowboard in the winter, make sure you don't miss to attend one of the **Head Start Runs** at Zürser Täli or Langer Zug. There's nothing better than being the first on the freshly prepared slopes shortly after sunrise.

My perfect ski day starts with a lift in deep sleep. Thomas, our ski guide, says that it "officially opens at half past eight." However the valley station of Seekopflift opens early for us 15 participants in the Head Start Tour. The first chairs are already moving and take us to 2,200 metres at a leisurely pace. From there, we take the Muggengrat cable car to ascend even higher.

Alone on the slopes we arrive at a height of 2,450 metres above sea level. Epic sunshine greets us. So do blue skies. And snow-covered peaks. As well as freshly prepared, grippy snow. What more could a heart desire? We all want nothing more than take to the slopes and savour every moment.

This ski resort, one of the largest in the world, is completely deserted at this time of day. We are the only people here.

That alone is an elevating feeling. And then, there's the perfect weather. "Unfortunately, it's not always like that," Thomas laughs. But it doesn't happen very often that they have to cancel a run. During the entire season, skiers can register for this special event every week at 5 pm on Wednesday at Ski-Zürs-AG and start their experience at 7:45 am on Thursday.

Pure joy: We quickly take a group photo with the magnificent Alpine panorama in the background, before we finally take off. The snow crackles with every turn and with every one we carve the first tracks of the day into the virgin downhill run.

Those who confidently parallel ski red slopes will master this route effortlessly and joyfully. Some of the hills are wide, some narrower. Every rider has more than enough space to go their

own speeds. I am torn between enjoying my speed and the wish for this magnificent experience to never come to an end.

We take a brief break. I am surrounded by happy faces. The participants in- and exhale deeply. They take their mobile phones out of their pockets to capture the spectacular Alpine panorama that surrounds us. The last section lies in front of us – one more downhill run and a sharp left turn. "Take it in a low downhill position," Thomas recommends. For behind it is a long connecting piste that leads us back to Zürs.

The icing on the cake. My hamstrings burning and with a broad smile on my face, I arrive back in Zürs and, together with the others, walk to the training lift's valley station. I wish I could do it all over again. Yet my growling belly reminds me that I've had nothing to eat yet and that a nice cup of coffee would be perfect to celebrate our joint skiing experience. Thus, the entire squad heads off to the Seekopf Lift to have breakfast together at the Seekopf Mountain Restaurant. And what to do afterwards? Ski of course. We have a whole day in front of us and after all, the lifts are just opening. It's perfection.



Jessica Behrens

ZeitRaum editor Jessica Behrens learned how to ski when she was a child. "But never did I have as much fun as during this Head Start Run. I think I will keep recommending this topic over and over again for every future issue of our magazine ..."

Head start with a shot of adrenaline

Sunrise and downhill run at Langer Zug

● 2.350 m

80 percent gradient at the most spectacular point. This is what all participants in the Head Start Run at Langer Zug will experience. This slope is among the steepest prepared downhill runs in the world, guaranteeing feelings of joy among those that master it. Be the first one to carve your name into the snow and experience the thrill of "The Trench".

Head Start Runs – what you need to know:

LANGER ZUG

Meeting point:

Every Wednesday, 7.30 Uhr, Rüfikopf Cable Car valley station

Preis: 25,00 € incl. 1 glass of champagne at the Schlegelkopf Restaurant (*valid ski pass required*)

How to book:

Ski pass centre (Rüfikopfbahn checkout) until 5 pm on the previous day (Tel. +43 5583 2824 214)

Prerequisite:

Mastery of parallel skiing on red slopes and ski routes



Flat out! The professional freerider Lorraine Huber on the slopes of her native region.

Moments of joy off the beaten track? For sure!

Why not carve the first tracks into the snow away from prepared slopes? **Backcountry skiing** has quickly risen in popularity in recent years and Lech Zürs am Arlberg is no exception. More than 200 kilometres of high-alpine powder runs are available to freeriders. However, they must adhere to strict rules and only those who know the terrain can correctly judge possible risks. Lorraine Huber, the Lech resident and Freeride World Champion, recommends:

1. Read the avalanche risk report (for Tyrol and Vorarlberg) including the weather forecast.
2. Observe and respect closed routes and slopes.
3. Always have the following on you when skiing in open terrain: 3-Antenna LVS device, shovel, probe; highly recommended: Avalanche backpack and helmet
4. Regular exercises on how to use emergency equipment, for example at the free avalanche search area in Oberlech.
5. Skiing in open terrain requires practical experience. In other case, book the services of a skiing or mountain guide.

www.lechzuers.com/snow-and-safety-conference/

Experienced and aspiring freeriders have the chance to meet Lorraine Huber at the annual "Snow & Safety Conference" in Zürs. This event brings professionals and beginners together to study theory and practice. It's all about valuable information, lectures and practical exercises on correct behaviour off prepared routes.

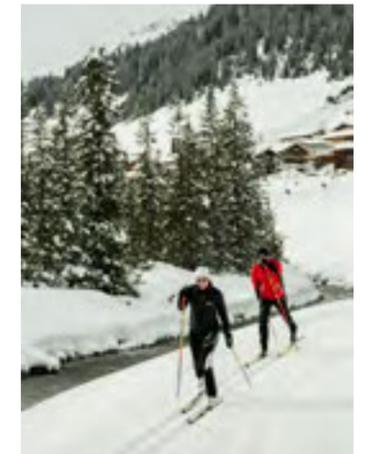
The Snow & Safety Conference 2019 will take place from 13 to 14 Dec

New for next year:

The "Snow & Safety Camps":
7 to 9 February by Nadine Wallner
6 to 8 March by Björn Heregger
3 to 5 April by Stefan Häusel

Classic or skating style ...

... all cross-country skiers will find wonderful trails for their sport in Lech Zürs. A total of 33 kilometres of prepared trails are available to beginners and professionals. In the direction of Zug, they run along the mountains through varied terrain.



If you are lacking some equipment simply ask for it at one of the sports equipment shops or ski rental businesses. View current updates on the condition of the individual routes at www.lechzuers.com/winter/langlaufen.

Wintertainment-Tips

OFF THE BEATEN TRACK

If the weather is not on your side, your muscles sore or if you simply want to spend a day doing something else than skiing: **Lech Zürs am Arlberg** has much more to offer – for instance the ski lifts' Wintertainment programme. Enjoy regional delicacies at lofty heights, cuddle with highland cattle or take a glimpse behind the scenes of skiing operation.



Culinary delights 2,350 metres above sea level

An exquisite fondue chinoise is an experience in itself. When you add spectacular views of the Alps your dinner becomes an unforgettable holiday memory. Embark on a pleasurable cruise to **Rüfikopf panorama restaurant** and enjoy a fondue dinner high above the roofs of Lech Zürs.



Hall of Fame: Legendary pioneers of the Arlberg region

The first T-bar lift, the famous Arlberg technique or movies such as “Der weiße Rausch”: The Lech Zürs region has left lots of different traces in history. Delve into some of those historic moments at the Hall of Fame in the Flexenbahn mountain station and learn more about the men and women who shaped the legend of the Arlberg. With an artful entrance and a souvenir photo that “fox hunters” get after completing the virtual “Hunt of Fame” downhill run, the exhibition is now even more appealing. Guided tours are furthermore offered every Monday at 2 pm.

Whisky tasting with a twist

What makes whiskies differ from each other? What influences their flavour and what do they go with particularly well? Enjoy an exclusive tasting event and talk to an expert about many topics surrounding the legendary potion. Come and experience a flavourful evening with many culinary surprises.

How now, brown cow?

“Look into my eyes, baby...” Get up close and personal with the laid-back highland cattle and visit Europe’s highest husbandry in Lech. Feeding time is one of the highlights of the tour – cuddles for the shaggy fellas included.



Please note: Some Wintertainment events require prior registration. You can find all information and times at www.skiarlberg.at/de

Ski classics at the Kästle Mountain Museum

The success story of this renowned ski manufacturer began more than 90 years ago. Up to this day the Hohenems-based company provides World Cup racers as well as world and Olympic champions from many skiing disciplines with material. At the Rüfikopfbahn mountain station you can delve into the innovations developed by Kästle and relive the company’s triumphs.



Tobogganing fun every day

Enjoying the snowy landscape during the day and during the night: That’s what Oberlech cable car’s toboggan run has to offer. The track is 1.2 kilometres in length and open daily from 9 am to 10 pm. Toboggans can be rented on site and ascending in the Oberlech cable car is free with a valid ski pass.

Become an explorer!

Guess how much horsepower is required to get a fully packed cable car to the top of Rüfikopf! Or what the minimum temperature for making artificial snow is! Take a look behind the curtains of Lech’s ski lifts. During a two-hour guided tour through the resort, cable car staff will introduce you to the gargantuan efforts that make perfect skiing possible – every day.



Switching beach sand for powder snow: Representatives from Kampen, Lech and Zürs visit each other several times a year. So it didn't really come as a surprise that the Kampeners wanted to attempt the White Ring Race as well!

The White Ring – The Race

On a special friendship

1,155 kilometres separate Lech Zürs am Arlberg from Kampen on the Island of Sylt. And yet for the people of Lech Zürs am Arlberg and Kampen, it's just a number. For what started as a partnership between two cities twenty years ago has turned into a close friendship. **A friendship between two cities** that could hardly be more different and are very similar at the same time – a friendship that has been fostered by the people of Lech, Zürs and those of Kampen with love and passion for years. In the light of this, taking part in the most legendary ski race in the world is a "matter of honour" for the "northerners".

When trying to decide where to go for holidays, the choice of most people is between the sea or the mountains. The partnership between the cities of Lech Zürs and Kampen on the Island of Sylt proves that the two can actually be combined pretty well. The coveted holiday destinations have been partners for 21 years and have since become friends. After all their partnership does not mean that the two mayors meet for dinner once a year. Instead, people from Kampen and Lech have formed true friendships.

Fish sandwiches in Lech Zürs

1,155 kilometres separate the Austrian village and the Northern German island community. This huge distance, however, doesn't deter the Kampeners or the people of Lech. On the contrary, they can't wait to see their friends again. The fire departments, the confirmees and the seniors from the two towns meet regularly: The partnership is vibrant and the people perceive it as a close friendship that has grown over the years. One event that will forever be cherished by the people of Lech was the original fish booth the Sylt natives set up at their Christmas Market. It goes without saying that a seven-strong crew from Kampen also took part in the White Ring Race in 2019. The men and women racers from the seaside were easy to identify by their ski overalls with "Team Kampen" printed on.

"The White Ring – The Race is so special that the journey always pays off. You don't even have to be a passionate skier but if you don't fall in love with the mountains and the snow in Lech, there's something wrong with you," a Kampener enthuses over the most legendary ski race in the world.



»WE PEOPLE FROM LECH AND KAMPEN SHARE THE SAME SORROWS AND JOYS – ADDING TO THIS IS THE FACT THAT WE BOTH ARE PRETTY PROFICIENT WHEN IT COMES TO PARTYING!«

Team Kampen

THE LEGEND OF THE WHITE RING - THE RACE



The White – Ring Race in Lech Zürs enjoys cult status around the world. The spectacle goes back to skiing pioneer Sepp Bildstein (1891-1970). He had the vision of building ski lifts in Lech Zürs. In 1940 the first ski lift on the White Ring marked a milestone and the moment the White Ring was born.

Six downhill runs, six lifts, an extensive ascend and a challenging ski route form the route layout. The race takes off from Rüfikopf and every 90 seconds leads participant groups of 20 all the way to Zug via the Schüttenboden Lift, the Trittalp cable car and Madloch. From there the chair lift takes the racers up to Balmengrat, from which the last section brings them down to Lech. Thunderous applause greets the 1,000 participant when they cross the finish line. 220 volunteers make sure the White Ring – The Race provides an unforgettable experience to participants and spectators.

Lech Zürs would also like to thank REMUS Performance Sport Exhausts without whom this event would not have been possible.



The White Ring – The Trail Challenge

True heroes fly high

What a première! The sun is beating down, faces are drenched in sweat and muscles are aching. And still, the trail runners know only one direction: Forward! Negotiating steep inclines and narrow passes they run up and down. That takes its toll. The spectators' cheers help them mobilise their last reserves. And once every runner has reached the finish line they are overcome by a feeling of happiness that more than rewards them for the past exertion. More than 400 male and female athletes – Lech and Zürs residents, regular guests and some who came just to take part – took on the inaugural “White Ring – The Trail Challenge” in glorious running weather. Participants in the “Small Hero Class” were tasked with negotiating an 11.1 kilometre route and 665 metres of elevation change while those in the “Big Hero Class” faced 28.9 kilometres and a whopping 2,300 metres. The “Hero Relay Class” is just the thing for teams of 2 or 3 passionate trail runners looking for a perfect challenge.

You could cut the air with a knife at the start line and yet the tension grew further as the first runners approached the finish line. It was pure excitement!

Those who couldn't make it in 2019 should mark the 2020 date on their calendars. On 22 August the second “White Ring – The Trail Challenge” invites small and big heroes to face the Arlberg.

www.lechzuers.com/die-trailchallenge/



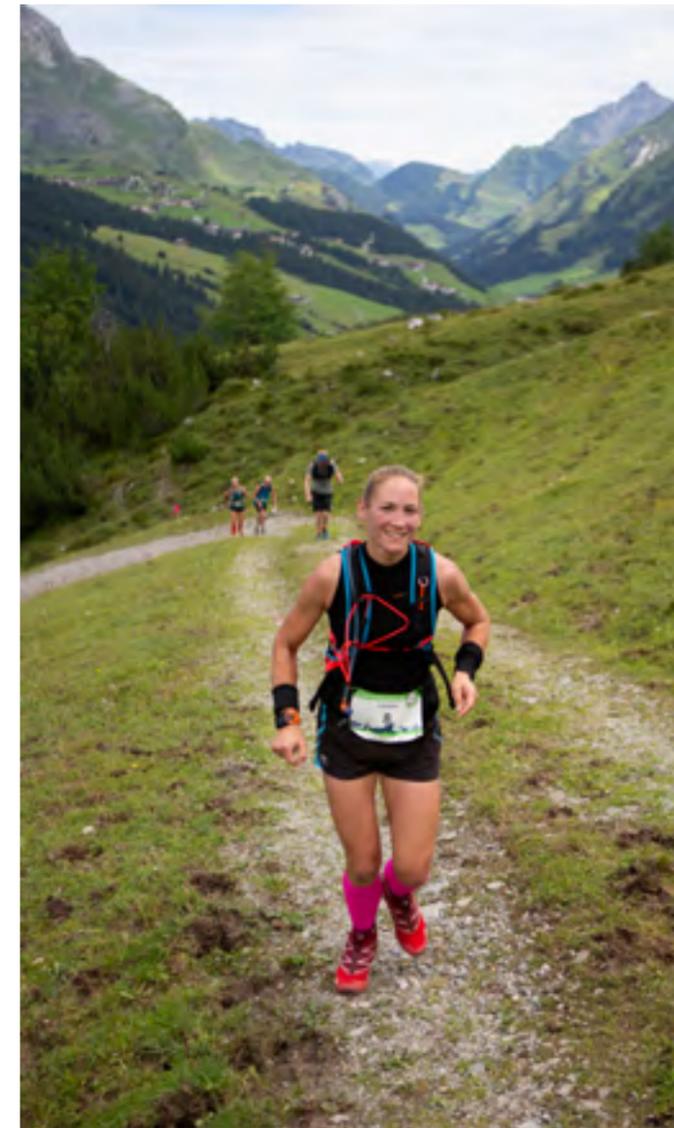
»HARD BUT BEAUTIFUL COURSE, NICE ATMOSPHERE AND PERFECT ORGANISATION. THANK YOU LECH – SEE YOU IN 2020!«

Pavel Brydl, winner “Big Hero Class”



» IT WAS A PERFECT PREMIÈRE FOR THE WHITE RING – THE TRAIL CHALLENGE. EVERYTHING WORKED OUT GREAT!«

Gabi Marte, “Small Hero Class”



The Trail Challenge demands a lot from the participants – but the happiness at the finish compensates for all the hardships.



“It was a riot!”

Maximilian Meusburger is one of the youngest participants and one of the big winners! He took to the course together with his obviously proud dad Christian for running is the father-and-son team's number one passion. Back home in the Bregenz Forest he practices several times a week as a member of the “Im Wald läuft's” association. Hardly surprising then that the 13-year old only needed one hour and four minutes to complete the 11.1-kilometre “Small Hero Class” route. “I don't like running up the mountain so much, but running down is a riot,” Maximilian says a few minutes after crossing the finish line in first place. Out of breath but happy to have made it, the youngster is looking forward to the award ceremony and stepping onto the top of the podium... “I will be back next time – and hopefully, I will be able to improve on my time,” this year's winner of the Small Hero Class says. A sporting spirit befitting Lech Zürs!

Hiking in Lech Zürs

Leaving everything

In the summer Lech Zürs am Arlberg offers everything a holiday maker could ask for. Climbing, canyoning or golfing: The fascinating variety of leisure time offers capitalises on the town's **unique harmony with its wonderful mountains**. Those who would like to enjoy it hands on should simply take off from Lech Zürs. Just put on your hiking boots and your backpack and enter Alpine terrain. Mountain Guide Martin Murr shows us how it's done.

Martin tells us not to worry. "We will just walk in the direction of Mohnenfluh, past the Skyspace." He usually takes his guests on the legendary "Sunrise Tour". We head out from Oberlech. Martin is right: It's not that far after all. Only that, in the mountains, the effects of the elevation add to the distance. Of course there are many great hiking trails in the Lech Zürs region that are not too challenging.

With every metre you climb higher towards the sky you are rewarded with an increasingly jaw-dropping panorama. Martin – this much we can tell you – is the oldest person in our small group, but also the most nimble. He doesn't make a secret of the fact that Alpine trails are a challenge to most hikers. "I consider myself a coach. Let's call it a 'gentle workout'."

Every person has a different level of fitness, after all. "We have guests that prepare for their holidays in the mountains as if they were about to take part in a race," Martin says with awe. "But of course, we respect the needs of all guests. Some are simply slower than others. If they have kids with them, for instance, we

take more breaks to drink water. Sporting participants, on the other hand, would like to hike a little faster. It's all about finding a middle ground to make sure they all enjoy the experience. In the end it always works out somehow."

Far away from everthing

When we reach Tanneg, the location of the world famous Skyspace created by the exceptional artist James Turrell 1,780 metres above sea level, we stop and look around. It's a glorious summer's day and there are hardly any clouds in the sky. Granted, we are not alone up here, but we are still far away from everything. Engines, ringing telephones, voices: Noises and impressions that we perceive without thinking about them – they all become secondary. In the distance, we can hear the faint sound of cow bells. The only "human" sounds we can hear are our own.

"No matter how many people might take off on any given day, you will never run into crowds of people up here," Mar- →



In the mountains of Lech Zürs you're far away from everything else.



»WHEN HEMINGWAY USED TO COME HERE, EVERYBODY WALKED!«

Martin Murr grew up in Zürs and works as a skiing and mountain guide in Lech Zürs - and anywhere else in the Alps where guests can climb, hike or ski. In a matter of approximately two hours he has told us more interesting, beautiful and peculiar things than would fit on all the pages of this magazine! If you want to hike with Martin and learn from him, you can also find his current tours at "LechErLeben": www.lechzuers.com/lecherleben



THEMED TRAILS IN THE ARLBERG REGION

Three pretty themed trails introduce guests to the Arlberg region. **Lechweg** runs along one of the last unmolested natural rivers in Europe. On a length of some 125 kilometres hikers follow the Lech River from its source close to Lake Formarin on the Arlberg to the Lech Falls in **Füssen** in the Allgäu region.

At a length of 85 kilometres **Tannberg** invites hikers to delve into the history of the three municipalities of **Lech, Warth and Schröcken**. Traditional Alpine farms, ancient trade routes and the sites of many a fairy tale attest to the culture, customs and traditions of the Wals people.

A tip for the entire family: The Green Ring – Secret fable trails in the Arlberg region

This three-day hike completed in stages leads hikers over crests, across valley basins, past mountain lakes and rivers that rise up and lie hidden in and around Lech Zürs. And yet there is even more to explore up there: Mythical creatures and the fables they are a part of, fascinating stories and art installations that have been made specifically for the Green Ring. The themed trail was designed by sculptor Daniel Nikolaus Kocher who created mythical creatures and inspiring installations for the Green Ring while author Daniela Egger wrote imaginative and gripping fairy tales to go with them. And then there is the **Green Riddle Ring** that offers exciting secrets and tricky tasks for young (and old) investigators.

tin reports. "The mountains are so vast that you'll always find peace. No matter if you are cross-country skiing in the winter or hiking and e-biking in the summer: Most often, you'll be alone up here."

Further downhill we cross the Gaisbach river bridge, being treated to views of Mohnenfluh. Martin lyrically waxes about the 'Sunrise Hike' during which he takes his guests all the way up. "No doubt, setting off at two or three in the morning is something else, particularly when on holidays. Especially when your alarm clock actually rings on 'D-Day'." But so far, not a single participant was ever disappointed. For many, watching the sun rise two thousand metres above sea level is one of the most beautiful moments the mountains have to offer.

We pass Lake Butzensee on the left via the Mohnenfluh Saddle. "That's always worth it," Martin gushes. "Once I passed it with a group on a day in July. It was so warm that we jumped right in." From there we continue down the Jägersteig trail. It's a little bit steeper than the rest. But it's still very manageable. "The other day a guy had a dog with him. It didn't even have to jump once!"

If guests wish to take their dogs along, Martin - in his role as a guide - always has to weigh the pros and cons. "Of course you want to make your guests happy by letting them take their

four-legged companions along. Sometimes, however, the animals get anxious on the narrow paths. They stop and don't want to continue or don't listen as usual. That's not great for their owners and, in the worst case, slows the hike down for all participants."

Intense and breathtakingly beautiful

Summers in the mountains are short. Yet they're intense and breathtakingly beautiful. We gaze at a myriad of plant species that grow and blossom beside the trail. Once again, Martin is in his element, telling us interesting facts with every step. →

Those who take to the trails around Lech Zürs experience summer in the Alps from its most beautiful side.



NEW: THE ARLBERG HIKING LAPEL PIN

Summer in the mountains of Lech is getting even more exciting for hikers, mountaineers and sum-miteers for those who reach destinations in Lech Zürs and its surroundings will be rewarded with points from 2020 onwards. Once you have collected a certain number of points you will receive the coveted Arlberg Hiking Lapel Pin in gold, silver or bronze.

A total of 50 destinations are available and all of them are good for a different number of points. Destinations in the 'easy' category offer 50 points per destination reached. If you, for instance, choose to take a leisurely hike to Bodenalpe, you can get yourself the stamp there and score 50 points. Those who venture higher up, onto Kriegerhorn for example, are rewarded with 100 points. Summits that require a head for heights, surefootedness and, above all, good weather, have a whopping 200 points in store.

The digital Lapel Pin: Naturally, there is an App for that. Those who would like to carry their stamps with them, can use the SummitLynx App for their smart phone. Its special feature: When installing it, its maps are stored on your iPhone or Android device, allowing off-line use.

"Back in the day they used to fill children's pillows with cotton grass. It alleviates pain, for example toothaches." We recognise the rowan berries next to the cotton grass ourselves. "But they're not toxic! They might be a bit bitter, but very hardy. They even grow next to German autobahns!"

On the way back down to Oberlech we run into Grete Muxel and say good day. Martin briefly sits down with her on a bench. The two exchange a few words. She has known Martin since he was born. Just like we did, Ms. Muxel had made her way up here on this marvellous summer's day. For "the most beautiful place in the world," the Lech native says, "is out here in nature." We couldn't agree more.

Would you like to walk to Mohnenfluh, hike Lechweg or "earn" yourself the coveted Arlberg Hiking Lapel Pin with Martin Murr? If so, what are you waiting for? To book and view the current offerings visit:

www.lechzuers.com



LechErLeben

Find your rhythm, feel your heartbeat, open your eyes: LechErLeben allows you to "recharge your batteries" in the magical nature of Lech Zürs am Arlberg. The programme is run by locals and offers such varied things as "Yoga in the mountains", "Barefoot hiking" or "Walking for body and soul".

Registration at: www.lechzuers.com/lecherleben/

TIP: "Free cooking" with Thorsten Probst. For the top chef, living in harmony with nature means to enjoy life! "Nature is the architect of our mountain cuisine. Anything we don't have up here we really don't need. Let's discover, explore, experience and taste the mountains in the summer!"


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POMELLATO SHAMBALLA JEWELS OLE LYNGGAARD



Unparalleled links: First, your eyes follow the ball as it soars in the direction of the next hole - then get stuck on the mountain panorama.

Welcome to Golf Club Lech

High flying, down in the valley

The spectacular 9 hole golf course in Lech Zürs am Arlberg causes a stir. Since the facility opened its doors in 2016 its combination between a challenging course and the unique panorama wows players from all over the world. Those who wish to use their full potential on the course can choose to be coached by Michael Coventon and his team. The professional player told us what makes golfing in Lech so special and why he has always dreamed about teeing off in front of snow-covered peaks.

Recently I trained a lady from Singapore. She was so astounded by the scenery that she could barely concentrate! When Mike - which is what everybody here calls him - talks about the amazement his guests utter about Lech Zürs in general and the golf course located 1,500 metres above sea level in particular - even he can't hide his adoration for this place. For what he sees here every day is exactly what drew him to golfing in the first place.

"It may sound cheesy but as a child I used to dream of a golf course with snow-covered peaks in the background. I don't

know why but in that moment I knew that this is what I wanted to do when I was grown up. And the unique backdrop that has become reality in Lech Zürs still continues to impress him. "For players who call the Alps their home it might not be that special, but for an Englishman like me it sure is! It just doesn't get any better!"

The right package

Mike is certainly not alone in his enthusiasm. "I thought I would mainly meet players from the region." In fact, guests flock to this place from all across the globe to tee off here - on what is probably the only level area in the entire valley (a running gag at the Golf Club). However, the course is actually pretty demanding.

"It's a bit tricky," Mike explains. "The course is pretty narrow, so the balls roll off easily. What's more, it crosses the river a couple of times. Players have to apply more strategy than at other facilities that offer them more space for their moves. In general, however, the course is really fair since it's not too long."

Apart from its unique location it's mainly the overall package that draws people here. "Most only know Lech Zürs from their winter holidays and want to see how beautiful it is in the summer! I myself wouldn't have thought how pretty it actually is." But the town has much more to offer than that. "It's the →

SO, MY PLACE OR YOURS?

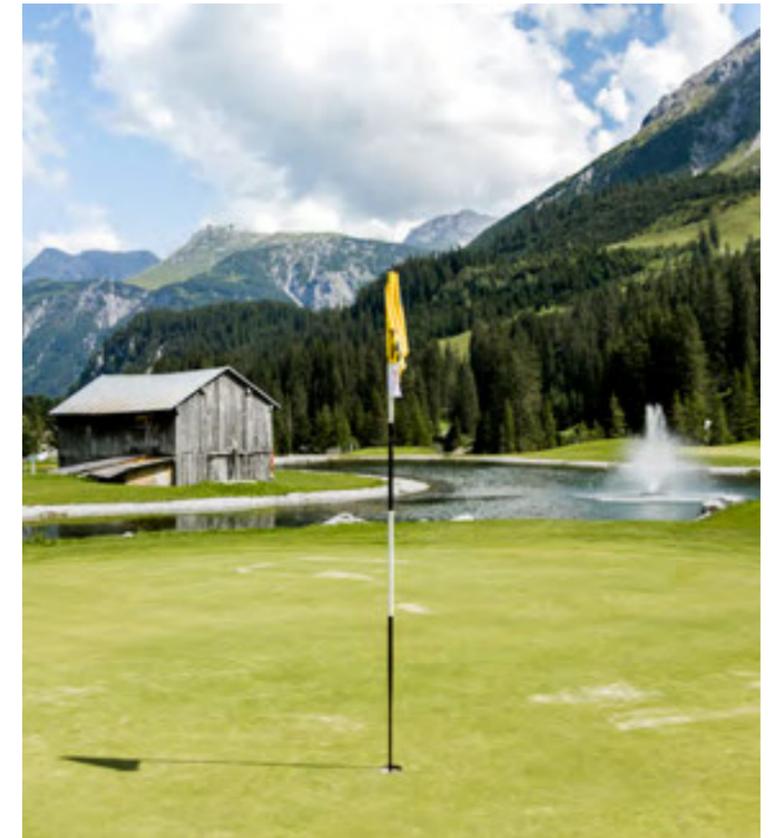
Don't mind. Kampen, Lech. Love them both.



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The Rungholt, muse and mentor of the partnership Lech-Kampen



A Lech original: Maintaining a perfectly groomed lawn in Alpine terrain is much more difficult than in lower-lying areas.

overall package," Mike says. "Its first-rate hotels, its excellent cuisine, its many leisure time offers – it's simply great to combine all that with playing golf."

Respectful towards nature and environment

Talking about combining things: It took a long time from the first ideas to the course's completion and the first balls being played. Because haste makes waste. Above all, the course's creators wanted to balance the requirements of a modern golf course with the kind of special consideration that Lech gives its wonderful nature and sensitive environment.

And that has worked out in a breathtaking way for the golf course blends into the Zug Valley as if it had always been there. Many guests therefore think the facility has "grown naturally" over many years. And considering its long development time, there is a grain of truth to that. It mainly shows in the effort that has been taken to make sure sustainable environ- →

»GOLF IS LIKE A WALK IN THE PARK WITH TROUBLE ALONG THE WAY.«

Loosely based on Mark Twain

PLAYING GOLF IN LECH ZÜRS
...is top-level entertainment – and not just because the facility in the picturesque Zug Valley is located 1,500 metres above sea level. Regardless of whether you just want to give golfing a try, get your licence or become a member – Golfclub Lech's professional trainers will guide and assist you.



The facility in the Zug Valley has been making waves since its inauguration in 2016.

mental protection and golf go hand in hand. “No hotel will be built in this area any time soon,” Mike says with a smile.

Only the weather has to play ball. On the day of our visit the Alps are bathed in sunlight. But even in Lech Zürs the sun doesn't shine every day. “Well, let's make the best of it,” comments Mike who – as an Englishman – practically grew up in the rain. “The other day, it rained the whole day during my stay at the facility with my guests. The balls were flying in all directions and we were soaked to the bone. I hadn't had this much fun in ages!”



PETER MEISTERHANS

Our Author doesn't really have any interest in playing golf. But if he did he would only like to come to Lech to play!



Due to the thin air, the ball is subject to much less drag which makes it fly up to 10 percent further •

HOLIDAY MEMBERSHIP: A TIP FOR HOLIDAY MAKERS IN LECH ZÜRS:

For as little as 350 € per year, plus a one-time fee of 100 € and 36 € ÖGV-VGV fees annually, you can play golf as often as you want in Lech Zürs am Arlberg. Thanks to four beautifully located and designed 18 hole and two 9 hole courses within a radius of just 65 kilometres, an extensive golfing round trip would also provide additional variety.

DON'T MISS:

Lech's Summer in the Mountains starts prior to the Classic Car Rally with the Arlberg Classic Golf Cup on 24 June 2020. In September of 2020 the **Best of the Alps Golf Cup** celebrates its tenth anniversary and just like the years prior, will take its participants to the prettiest golf courses in the Alps.



Welcome to the Rote Wand Chef's Table

3 torques and 18 Seats in the Rote Wand Schualhus

Built in 1780, Zug's old schoolhouse accommodated the alpine dairy and the school for a long time. Today, all those looking for culinary delights that are in a class of their own have come to the right place at the Rote Wand Schualhus: they can try the Rote Wand Jausestuba on the ground floor or the Chef's Table on the top floor. Max Natmessnig took over the culinary chairmanship of the Chef's Table in the Rote Wand Schualhus this year. The native Lower Austrian has cooked his way from the “Steirereck” in Vienna to the “Oud Sluis” three-star temple in the Netherlands through

to the “Chef's Table at Brooklyn Fare” in New York in less than 10 years. From the very front row, experience at the Chef's Table in Zug's old Schualhus how Max Natmessnig and his team compose, create, stage, dress and serve a meal of between 16 and 19 courses made from mainly regional products before your very eyes. Accompanied by corresponding drinks at every course, an unforgettable gourmet experience is created at the Chef's Table – second to none in the Alps.

Tuesday to Saturday, meeting at 19:30 p.m. in the Rote Wand lobby, advanced bookings only · Phone: +43 5583 3435-0 · gasthof@rotewand.com



The Jausestuba in the Rote Wand Schualhus

Both in the small, exquisite restaurant and outdoors – the cosy yet exclusive ambience of the Jausestuba in Zug's old Schualhus invites you to tarry a while and treat yourself. The guest can look forward to regional specialities from Vorarlberg, “vô:dô” products from Lech's farmers and our friends in the Alps. In addition to home-made fizzy drinks, exclusive juices and Austrian wines, we serve for example a hearty Szegedin goulash, a good portion of pork chops, tender rack of venison, mountain cheese dumplings and buttermilk pancake.

Daily from 11 a.m. to 9 p.m. · Telefon: +43 5583 3435-0
gasthof@rotewand.com · www.rotewand.com

Enjoy Tradition in the Rote Wand Fondue Stuba

It is over half a century ago that the pioneer of culinary delights Josef Walch senior was the first person to bring the fondue to the Arlberg. Heads of state and many other familiar faces have been picked up from Lech at least once in their lifetimes in a horse and carriage by Josef Walch and taken to the Gasthof Rote Wand, where they were pampered in line with the rules of the art of the fondue. An evening in our Fondue Stuben is still considered a culinary highlight on the Arlberg. Please reserve in good time.

A-6764 Lech/Zug · T +43 5583 3435-0 · gasthof@rotewand.com
www.rotewand.com · Monday to Saturday, 12 to 2.30 and 6 to 9 p.m.

CULTURE ZONE

Fantastic Gondolas
the love edition
presents

*starsky
projections*



It's a matter of perspective: High up in the mountains, your mind is free and your vision unobstructed. Lech Zürs am Arlberg offers the ideal place for a comprehensive schedule of cultural events. From concerts to art to symposia – enjoy events surrounded by magnificent nature and be inspired.

St. Lawrence Night

It's
written
in the
stars...

Every year from 9 to 14 August, the Northern Hemisphere experiences the year's shooting star highlight during which one can see a shooting star almost every minute. In Lech Zürs, this event is particularly celebrated. During St. Lawrence Night, watching them 2,350 metres above sea level provided perfect conditions

St. Lawrence Night in Lech Zürs

For St. Lawrence Night, Lech Zürs has not only thought of a packed programme, but also offers a unique natural backdrop: Visitors take Rüfikopf cable car up the mountain, where a glass of sparkling wine awaits them. Those who wish to do so can enjoy a delicious dinner at the Rüfikopf panorama restaurant, a perfect view of sunset and after that, watch the stars. This natural experience is rounded off by an astronomy crash course by star expert Dr. Robert Seeberger.

The next St. Lawrence Night will take place on 9 August 2020. More information at: www.lechzuers.com/laurentiusnacht



»There are perfect conditions here at the Rüfikopf«

Five questions for expert Dr. Robert Seeberger, physicist and astronomer

Why are people so fascinated by shooting stars?

Shooting stars are easy to observe and have a certain soothing quality. And of course, the folk belief that wishes made while seeing a shooting star will come true, plays a part in this too.

What is actually happening when we see a shooting star?

Particularly in the first week of August, we observe the Perseids – dust particles emitted by a comet that enter the atmosphere at high speed, briefly lighting up in the process. This comet called 109P/Swift-Tuttle loses dust during every orbit. On 12 August, the earth passes through this trail of dust that the comet has left in space.

What makes astronomy so exciting for you?

The sky never stays the same, I discover something new all the time.

I am particularly fascinated by solar eclipses: They engulf the earth into total darkness for a few minutes and I find that very impressive.

What advice would you give young star gazers?

Places in the countryside are best suited for they have the least amount of light pollution. The peak of the meteor shower takes place between 10 pm and 4 am with 100 shooting stars every hour.

Be honest, Mr. Seeberger. Does an astronomer with a Phd make a wish when seeing a shooting star?

Of course – and all my wishes have come true so far [laughs]. You only have firmly believe that they will. I think this is a charming folk belief and it's just part of it.

This is what some of the participants say



»I HAVE SEEN THE MOST BEAUTIFUL SHOOTING STAR IN TANZANIA.«

Dr. Brigitte Albrecht from Breganz



»UP ON THE MOUNTAIN, YOU EXPERIENCE A STARRY NIGHT ENTIRELY DIFFERENTLY.«

Theresa Barbaro from Milan, Piombo Piombanti from Florence and Macchia (have been coming to Lech for 13 years)



»IT'S EXCITING TO LEARN HOW SCIENTISTS WORK AND HOW THEY DISCOVER THINGS.«

Philippe Anne & Hugo Nivet from Saverne

Activities

Exclusive events you shouldn't miss!

Taking a disco gondola to the top of Rüfikopf, being closer to the orchestra than ever before or experiencing exhilarating speeds on one of the steepest ski routes in the world: Lech Zürs is more than just a picturesque ski resort. Many cultural events no visitor should miss await those who are done with sports for the day. Don't let the opportunity to attend these unique events slip away and enjoy **an unforgettable time**



Season Opener

Beats in the mountains

They are a true highlight and mark the start of the skiing season: We're talking about **Fantastic Gondolas!** The new winter opener in Lech Zürs am Arlberg is unique in Austria and attracts many visitors every year. Join us and become enchanted by ski slopes that turn into stages for spectacular light projections as well as DJs that turn cablecars into lofty discotheques.

Marking the start of the winter season, this multi-media art and music festival in Lech Zürs is already taking place for the 9th time. In its context artists from Austria, Germany and Switzerland turn Rüfikopf into a wintry festival.

Colourful, ever changing scenes of light and large interactive installations light up the snowy white landscape and mountains. The entire setting is unique and imaginative as every artist is free to allow their inspiration full bent and ever re-interpret the slopes and hills.

But lights and colours are not the end of it: A large open-air stage is set up at the mountain station of Rüfikopf 2,350 metres above sea level where various live acts will perform. On top of that, music will also be played in the panoramic restaurant and the Kästle-Museum.

Taking the ski lift to the party

Getting there is a spectacle in itself: The Rüfikopf cable cars are also colourfully

Ski slopes serving as canvases: At Fantastic Gondolas, light installations create a truly special atmosphere.

lit and turn into hovering dance floors thanks to mirror balls and DJs on their turntables. The unique atmosphere infects everyone from young to old and makes for a jolly evening.

Visual adventure trip

The event, originally called Cineastic Gondolas, first took place in 2011. Its inventor Dr. Christoph Murr wanted to combine electronic music with visual arts. Back then guests were invited to watch artful animated films inside the cable cars. The light installations and electronic music are still a mainstay of this event.

Its preparation involves great technical and organisational efforts because, naturally, regular skiing operations must not be disturbed. Every year up to 1,000 visitors ascend the peak to party.

Join them and let the colours inspire you. Celebrate the season opener and take in this picturesque holiday region from an entirely different perspective. Fantastic Gondolas will take place from 29 November to 30 November 2019 in Lech Zürs. More information at: www.lechzuers.com/fantastic-gondolas/

The Ball der Vorarlberger

Lech Zürs on the dance floor

In 2020 the municipality of Lech Zürs sponsors the traditional Ball der Vorarlberger, getting itself into the mood for the Tanzcafé Arlberg Music Festival in April.

This glamorous event attended by some 800 guests every year is already being staged for the 33rd time. Traditionally, a municipality from the “Ländle” region sponsors the ball and in 2020, the municipality of Lech Zürs will do so for the first time. Together, friends and guests from Vorarlberg and all of Austria will surely have a great time in our national capital.

Combining tradition with modernity exquisite folk costumes from the Wals region will meet flashy evening dresses and dinner jackets, Alphorn players will meet funky beats and ski bunnies will dance with the king of the ball.

Enter the dance floor

“We are staging a highly elegant, traditional Viennese ball in the magnificent regal setting of Palais Ferstel,” Eva Maisch describes the event. The organiser from the Association of Vorarlberg Natives in Vienna is excited about working with Lech Zürs. “Cooperating with the municipalities gives the ball a new twist. We have many different live bands play in the various rooms under the motto ‘Tanzcafé Arlberg’. They support our classic ball orchestra and make sure that every taste of music is offered.”

The Ball der Vorarlberger will take place on 25 January 2020 in Vienna. More information at www.vorarlberger.net. Tickets can be ordered at laendleball@zeitgeist.at or via the Ball Telephone number +43 664 4831581.



When ladies put on their classy robes and men sport dinner jackets, it's time for the “Ländle Ball”.

Cooperation

Not without my card

From top-tier sporting events to cultural highlights: In total Lech Zürs am Arlberg stages more than 30 events per year. This is only possible thanks to the support of many partners that feel a special connection to this holiday region. The latest example is **American Express**. Among others the region's favoured cashless payment partner is the new sponsor of Tanzcafé Arlberg.

“It is important to us to support our customers in the best way possible and to enable them to have a great time – especially when on holidays,” says Mark Hübl, Member of the Management of American Express Austria, who will promote the region and its businesses around the world in the AMEX customer magazine. “One of the things that make Lech Zürs so interesting to us is that a large part of our customer base loves this destination. The entire region stands for quality and tradition and that's a great match for our philosophy.”

Starting in the winter season 2019/2020 the international credit card provider will become the favoured cashless payment partner of Lech Zürs am Arlberg. “That means that our cards are accepted especially gladly here and that premium customers enjoy outstanding lifestyle service. For instance we help them prepare for their holidays and provide them with many tips for their time in Lech Zürs.” Apart from hotel, restaurant and

lodge recommendations this includes suggestions for exclusive events. Furthermore AMEX customers are given access to two exclusive parking spaces in the Green Garage, Europe's first fully electrified car park in Lech.

Music that connects

2020 marks the first Tanzcafé Arlberg Music Festival with American Express

A handshake marks the beginning of a partnership: Hermann Fercher of Lech Zürs Tourism and Mark Hübl, Managing Director of Amex Austria are looking forward to a fruitful partnership.



Season Closer

Forget tea time, it's time to dance!

For the eighth time, picturesque ski lodges, charming mountain restaurants and elegant hotels provide their sun decks and bars to make for a dreamy setting. For it's time to party and groove to celebrate the end of the winter season: It's time for the **Tanzcafé Arlberg Music Festival!**

Up to a few decades ago, winter sport regions cherished a special tradition: Right on time for afternoon tea they would stage a dance event with atmospheric live music. This tradition is carried on by the **Tanzcafé Arlberg Music Festival**, only in a contemporary form with internationally renowned artists. Many bands from various nations perform in ski lodges and hotel bars – often in the open and in front of breathtaking mountain panoramas that are unique for the audience and the musicians alike.

Vintage music festival of the highest order

Spring temperatures and infectious beats attract music lovers and those who love to ski in the sun to the many concerts that go down all across Lech Zürs. From the town to the ski slopes: Every place exudes a relaxed après-ski feeling courtesy of the bands performing their swing, electro swing, pop, soul, R&B, funk or club beats.



Enjoy music and a breathtaking mountain landscape: Experience Lech Zürs accompanied by live music and let your skiing day come to an entertaining end.

Join our dancing classes

Those who want to join the other guests in dance can do so. For swing dance classes are offered for various levels from 3 to 5 April 2020.

Tanzcafé Arlberg Music Festival 2020 takes place from 29 March to 13 April. Admission to all concerts is free. For more information on the festival and the dancing classes visit: www.lechzuers.com/tanzcafe-arlberg

Rüfi 900

A steep ascent

It doesn't matter what kind of equipment the participants use: The main thing is that they tackle the challenge of ascending one of the steepest ski routes in the world with a gradient of 80 percent. The start of the Rüfi 900 mountain run, which is open to everyone, is located 1,444 metres above sea level, the goal at 2,350 metres, meaning the professional and amateur athletes will negotiate 960 metres of elevation change. **All those brave enough are invited to take part on 4 April 2020. The start is at approx. 8:50 am at the Schlosskopf parking lot in Lech.**

allmeinde commongrounds

Portrait photos

To celebrate his 80th birthday “allmeinde commongrounds” shows a cross section of German portrait photographer Konrad Rufus Müller's work under the title “Schreiben mit Licht”.

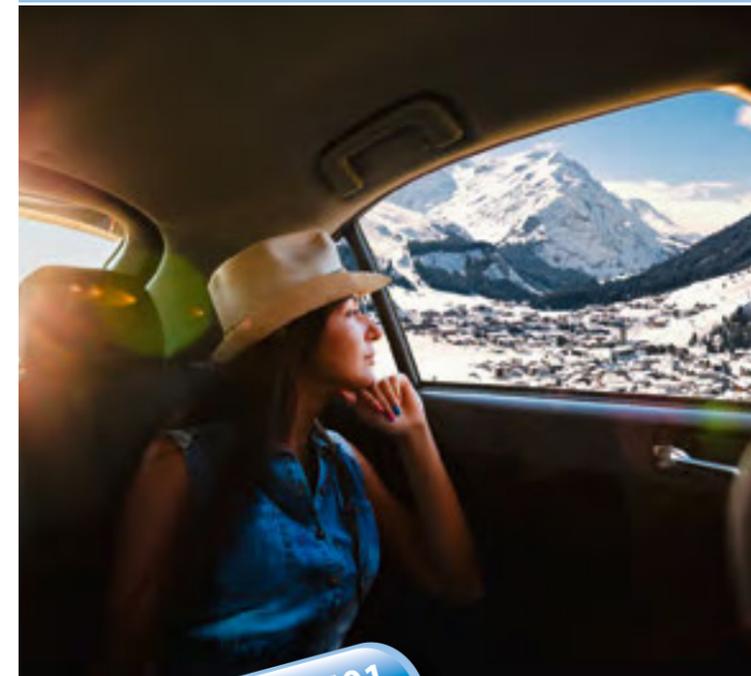
The exhibition opens its gate on 21.12.2019 at 5 pm. Open from 22.12. To 13.04.2020, Thu through Sun from 3 pm to 6 pm.

Meisterstrasse

Made with love

The founders of the Meisterstrasse initiative, Nicola Gründer and Christoph Rath, have a clear goal: Introducing Lech Zürs am Arlberg's guests to select craft businesses and manufacturers in their respective hotels using so called “living workshops”. Creative master craftsmen provide varied insights into their crafts, ideas and history while presenting their high-quality products. The umbrella brand of Meisterstrasse has already become a platform for more than 5,000 select businesses, manufacturers, hidden workshops, famous art galleries, studios and exclusive luxury brands. **You can find a list of when and where what businesses will present their products at www.lechzuers.com/meisterstrasse.**

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Huber Hus

Acoustic attractions

What does travelling sound like? When on holidays we usually focus on visual attractions and even base our entire planning on them. But have you every thought about acoustic attractions?



We are “attuned” to taking in more acoustic impressions than visual ones since we simply cannot “get away” from most sounds such as the drilling of jackhammers. And still, the sense of sight dominates our culture. Even when coming back from our holidays we love to remember special moments by browsing through our photo albums. Seldom are we able to remember certain sounds in detail. But if we concentrate hard enough we notice that the sound scape of place is as unique and distinct as its landscape.

Huber Hus dedicates a special cultural history exhibition to this topic. Titled THE SOUND OF LECH it introduces visitors to the many different sounds of Lech Zürs and generally deals with the topic of hearing.

A place can be loud or quiet, combined with an individual sound scape. Also, every season sounds differently, making a snowy winter season differ from sunny, relaxed summer time. Apart from the season and the weather the sound scape is characterised by geography, culture and the people. In Lech Zürs sounds are emitted by such varied things as melting snow, the wheels of rolling suitcases, marmots and construction sites.

The exhibition is open to your ears until 26 April 2020 at Huber Hus.



At Medicinicum, you can attend expert lectures.

Medicinicum

Health and wellness

Medicinicum Lech is an international public health event in Lech am Arlberg. Every year it's dedicated to new topics from the realm of health and wellness. Renowned speakers such as physicians, economists, authors and philosophers are invited to speak about hot topics from the perspective of their profession while keeping their speeches practical and interdisciplinary.

Medicinicum Lech 2020 takes place from 9 July to 12 July 2020. The focal topic will be “Forever Young - Towards Immortality”.



Jazz Festival

Melodies and emotions

When Jazz lovers from near and far flock to Lech it's like a big family reunion. Postgarage offers a place that seems to be made for cosy family parties. “The audience and the artists meet face to face. This creates emotional closeness to the content of the performances,” says Philip Waldhart who initiated the Jazz Festival. A pri-

vate initiative, he practically organises the event alone and manages to attract internationally renowned Jazz acts year after year.

The next Jazz Festival will take place from 16 to 20 August 2020. Among others, it will feature Daniele di Bonaventura & Arlid Anderson and Yonathan Avishai Trio.

Lech Classic Festival

Close to the orchestra

The first Lech Classic Festival took place in 2012 with the aim of introducing all listeners to classical music. Its special feature is the fact that the audience sits very close to the orchestra. Today, the event marks the musical highlight of the year, encompassing many masterpieces, international solo artists, professional orchestras and opera performances. It allows visitors to leave their everyday lives behind for their musical experience is supposed to last for a maximum period of time.

The next Lech Classic Festival will take place from 3 to 8 August 2020 at the New Church in Lech. A special highlight is the 250th birthday of Ludwig van Beethoven.

Philosophicum

Deep discussions

Renowned thinkers meet to exchange their thoughts at the annual Philosophicum event in Lech. The event is a well-known humanistic symposium in the German-speaking world. There philosophers and scientists discuss contemporary and societal topic among each other and with the audience.

The 24th Philosophicum Lech titled “As if. The Power of Fiction” will take place from 23 to 27 September 2020. More information at www.philosophicum.com.

Art in Lech Zürs

From Lech to Venice

If you love culture and the arts, we would like to recommend two female artists that will impress you with their works. Gracious, weightless and delicate: Three words that perfectly describe the sculptures made by the two Vorarlberg natives Mercedes and Franziska Welte

With their unmistakable figural and feminine NONOS sculptures the two artists are conquering the world from their base at Lake Constance. These extraordinary sisters have an amazing sense for aesthetics and aim to pass on “everything that’s beautiful and comforting” to the world in the shape of their art, resulting in a success story.

The two have a special connection with Lech Zürs: They have known the town since their childhood and regularly come here for holidays. Their creations are inspired by the power of nature in the mountains - this is where they draw the energy for new works. But that’s not all: One of their sculptures is exhibited at Hotel Gotthard. Furthermore, the golf course in Zug is home to a permanent exhibition with paintings and sculpture made by the sisters.

Their first piece - a small wire figure - was created 14 years ago. It means

everything to the artists for it served as the basis for many a vision. However they always stayed true to their style. Their oversized paintings, wall objects and sculptures together form one big work of art.

A new style in the arts scene

Their figures called NONOS led to the establishment of a new style known in the arts scene as NONOism. They stand for sensual pleasures and joie de vivre. Made from bent steel, fibreglass, epoxy resins and lightfast pigments, the figures combine movement, dance and joie de vivre with pure femininity. Every sculpture is a one-off.

“We have always aimed at developing our art and doing what we love the most.”

In 2019 the important museum of the Monastery of Klosterneuburg has added one of their pieces to its art collection. Four sculptures up to three metres tall were sent to the Biennale in Venice 2019 and exhibited in the Giardini della Marinaressa park and the Mora Palazzo, directly at the ocean and close to Piazza San Marco. “It was a moving and amazing milestone in our lives as artists,” Franziska and Mercedes rejoiced.

Today the two artists reside and work in a small palace in Lochau directly by Lake Constance. This is also where - upon request - you can view their works: www.nonos.at



With their sculptures the two artists Mercedes and Franziska Welte have created a new style known as NONOism in the arts scene.

CULTUREZONE



A piece of heaven in the mountains

He is one of the most important artists of our time: Deeply impressed by the Arlberg region’s high alpine landscape, James Turrell designed Skyspace-Lech specially for the Tannegg location. This accessible “light space in the mountains” brings together heaven and earth in an entirely novel way.

Not least Turrell was supported by 250 art lovers from around the world. In the framework of a so-called “name stone” event they were able to purchase select stones in the edifice’s outer walls. Individual engravings mark their generous contributions.

Limited, numbered and signed

Now 50 more name stones are up for grabs for the last time. Purchasing of one stone gives you the opportunity to express your personal connection to Skyspace-Lech. As a thank you newly added supporters are invited to a special tour.

Your personal name stone can be yours for 1,000 Euro. Furthermore James Turrell has created a limited print edition for Horizon Field - the association that built Skyspace-Lech - which documents the artwork’s conceptual development. The edition is limited to 100 units. Every one is numbered and signed by the artist and can be purchased for 3,800 Euro.

**Contact: Horizon Field - Kunstverein Vorarlberg
Renée Jud, skyspace@lechzuers.com**

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Book recommendations

Great books by strong women

Do you read when on holidays? It's a perfect combination. We have great books for you – with a regional touch, of course.

When parallel universes collide

Following the separation of his parents, Karl moves into a run-down Viennese hotel together with his sister and mother. He quickly realises that something is fishy. From the receptionist, Karl receives a key to an ominous door. Located behind this door is the parallel universe of Omnia, ruled by the ethereal Queen Mimosa. She is being threatened by her brother Magnus who also lives in the same hotel and feels that the throne is rightfully his. Mimosa asks Karl for help and before he knows he is part of the game. There is no way back and the adventures begin. For dark powers aim to stop Karl but he's always one step ahead of Magnus and his evil plans. A thrilling story set in two different worlds – both of which need one another to exist.

Martina Strolz lives in Vorarlberg. Her novel is aimed at all ages and she even designed its cover herself. She also wrote the editorial for this issue. Read more on page 3.

Hotel Mimosa
By Martina Strolz; 400 pages, Hardcover, ISBN 978-3-200-05936-8; € 25,00



Lech across the ages

Look at 101 photo stories and experience a journey back in time. Birgit Heinrich used photographs to document the town of Lech from 1900 to 2000 – every year is represented by one photo. This allows you to see how the town has visually evolved and changed in the course of all those years.



Birgit Heinrich is a historian and heads Lech's community archive.

Lichtbilder
Special Edition by Lechmuseum und Gemeindecarchiv Lech
24,00 € (plus package & posting)

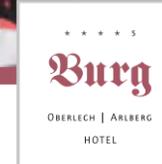
Blank canvas

For her illustrated book (which translates into “feelings for snow”) Daisy Hoch drew inspiration from the impressive, snow-covered landscape of Oberlech. Anyway, snow is her only subject, the impressionist says. “I can almost feel it when standing in front of the canvas.”

In her work the artist shows the many different aspects of the white stuff – combined with scenes from Lech Zürs and nature. Interested people can currently see her work in her gallery at Hotel Sonnenburg. Other Austrian artists also regularly chose this place to exhibit their art.



Gefühle für Schnee
Publisher: Hohenems, self-published, 2011, 16,00 €



THAT MOMENT WHEN THERE IS NOWHERE ELSE YOU WOULD RATHER BE.

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La Loupe
the unusual magazine

www.laloupe.com



HIGH TIMES

ACTIVITIES & EVENTS

From November 2019
to October 2020

Please find more information on all events, activities and venues in our eventscalendar under www.lech-zuers.at/veranstaltungen. Changes of programme prohibited.

NOVEMBER 2019

28.-30.11. Lech Züers am Arlberg
13. European Media Summit

29.11. Lech Züers am Arlberg
Season Opener

29.-30.11. Lech Züers am Arlberg
Fantastic Gondolas

DECEMBER

3.-7.12. Lech Züers am Arlberg
Arlberg Weinberg

7.-8.12. Zug
Christmas Market

10./17.12. Lech Züers am Arlberg
Advent Concert

12./19.12. Lech Züers am Arlberg
Reading of Christmas stories

13.-16.12. Lech Züers am Arlberg
Christmas Market

13.-14.12. Lech Züers am Arlberg
Snow & Safety Conference

21.12. Lech Züers am Arlberg
Chapel hike

23.12. Neue Kirche Lech
Christmas Concert

25.12. Lech Züers am Arlberg
Santa Claus is coming to Züers

JANUARY 2020

11. Edelweißplatz Züers am Arlberg
Acoustic Fireworks

10.-12.1. Lech Züers am Arlberg
Yachtium

16.1. Lech Züers am Arlberg
The White Ring – The Speed Race

18.1. Lech Züers am Arlberg
The White Ring – The Race

25.1. Wien
Ländle Ball – Ball der Vorarlberger

FEBRUARY

7.-9.2. Lech Züers am Arlberg
Snow & Safety Camp by Nadine Wallner

MARCH

6.-8.3. Lech Züers am Arlberg
Snow & Safety Camp by Björn Heregger

29.3.-13.4. Lech Züers am Arlberg
Tanzcafé Arlberg Music Festival

APRIL

3.-5.4. Lech Züers am Arlberg
Food Festival

3.-5.4. Lech Züers am Arlberg
Snow & Safety Camp by Stefan Häusl

4.4. Rüfikopf
Rüfi 900 – The Uphill Challenge

15.-17.4. Lech Züers am Arlberg
Europaforum Lech

17.4. Lech Züers am Arlberg
Gondolas and Wine

17.-19.4. Lech Züers am Arlberg
Oberlech Spring Festival

18.4. Lech Züers am Arlberg
Sister Resort Party

26.4. Lech Züers am Arlberg
End of Season

JUNE

23.-6. Lech Züers am Arlberg
Season Opener

24.6. Golfplatz Lech Zug
Arlberg Classic Golf Cup

25.-28.6. Lech Züers am Arlberg
Arlberg Classic Car Rally

JULY

9.-12.7. Lech Züers am Arlberg
**Medicinum Lech “Forever Young –
Towards Immortality”**

18.7. Lech Züers am Arlberg
Lecher Village Festival

18.7. Lech Züers am Arlberg
Krüterwibletag

AUGUST

1.8. Lech Züers am Arlberg
Day of Musicians

3.-8.8. Neue Kirche Lech
Lech Classic Festival

9.8. Rüfikopf
St. Lawrence Night

16.-20.8. Lech Züers am Arlberg
Jazz-Festival

22.8. Lech Züers am Arlberg
The White Ring – The Trail Challenge

27.-30.8. Lech Züers am Arlberg
Vespa Meet

30.8. Lech Züers am Arlberg
Trans Vorarlberg Triathlon

SEPTEMBER

4.-6.9. Lech Züers am Arlberg
Lech Literature Days

5.9. Lech Züers am Arlberg
Wurzeltag Kräuterwerkstatt

12.9. Golfplatz Lech Zug/St. Anton
Best of the Alps Golf Tournament

23.-27.9. Neue Kirche Lech
24. Philosophicum Lech

OCTOBER

4.10. Lech Züers am Arlberg
End of Season

DIVE INTO THE

World of Literature

At the Sonnenburg literary salon
we bring together authors and
booklovers of any age.

Thanks to our extensive literature
programme you will very likely
experience a literary event during
your stay.

In this upcoming season we
particularly look forward to the
visits of British children's author
Joe Berger and Austrian bestselling
author **Ursula Poznanski!**

www.literatursalon.at

Sonnenburg
HOTELS



Being home, feeling well, having arrived: There are many ways to define "home". For the people of Lech Zürs it means being closely connected to one's region, but there are other interpretations around. Reason enough to stage a **poetry competition** focussing on the concept of home

HOME IS WHERE YOUR HEART IS

What does home mean to me? Where do I feel home? And can it be lost? The participants of Lech Zürs's latest literature competition had to deal with these and other questions. In 2019, they were for the first time invited to submit self-written texts on the topic of home to the Lech Literature Days.

The organisers - Slamlabor Vorarlberg and Lech Zürs Tourism - deliberately aimed at not only attracting established texters and poets. Instead, they wanted to give new talents a stage.

"The result is a vibrant mix of authors, formats and content," says Lukas Wagner from Slamlabor Vorarlberg. "What makes us particularly happy is how creatively the contestants deal with the topic of home. And how personal and honest their texts are."



Literature and a breathtaking mountain landscape

The Lech Literature Days have always been providing a unique mix of art and nature. The event series takes part every autumn and is characterised by creative spaces for masters of prose. From poetry slams in the mountains to poetry hikes and gondola readings at lofty heights: Lech Zürs offers a comprehensive and varied lineup.

The 4th Lech Literature Days will take place from 4 to 6 September 2020. All information can be found at www.lechzuers.com/lecher-literaturtage.

CONGRATULATIONS TO THE WINNERS!



FIRST PLACE:
Martin Uckley.
He has a master's in Literature and Media Studies and already has some experience in theatre, presenting and radio plays.



SECOND PLACE:
Raoul Eisele.
Born in Eisenstadt, he has made Vienna his home. He has been writing poetry for years, takes part in theatre plays and works for several literature magazines.



THIRD PLACE:
Enora Le Corre.
The newcomer from Nuremberg has her roots in France.

And those who were on site during the *Lech Literature Days* were able to experience the three winners provide a live performance on stage.

All others can read the award-winning texts on the following pages. →

HEIMAT



Heimat, das ist für mich so ein Planetending mit 1670 Kilometern in der Stunde Spin. Ne blaue Murmel, eine lebendige Kugel aus Sternenstaub. Hier macht eine Seele im Moment nen Menschenurlaub. War zumindest so die Planung, denke ich, denn zum wirklich Dauerchillen taugt der Planet nich.

Auf den Kontinenten geht es zu, wie in Rimini am Badestrand: Jeder zieht erst mal ne Linie und brüllt: „Das ist mein Land!“ Und wehe, jemand findet dann noch Öl im Sand... Dann schickt man schnell die Kinder los, die noch keine Schmerzen kennen, sich für unverwundbar haltend über die Grenzlinien rennen, um die fremden Sandburgen niederzubrennen und wird am Ende nur die eigenen Opfer beflennen, weil man ja selbst

angeblich zu wenig von allem hat. Würde man sein Beachequipment teilen, wären aber alle Menschen zufrieden und satt.

Heimat ist für mich der Ort, an dem ich das Licht der Welt erblickte und mit der Muttermilch aufzog, wie man hier tickte. Ok, ich bin ein Kind der späten 70er, da gab es keine Muttermilch mehr, denn Milchpulver war der große Hit. Drum hab ich jetzt Heuschnupfen – SHIT! Schon als kleines Kind sagten sie mir: „Bescheidenheit ist eine Zier. Halt dich immer schön zurück, denn nur das führt zum wahren Glück: Bleib dein Leben lang Bückstück und fall nicht groß auf, dann nimmst dein Leben nen konfliktfreien Lauf.“ Kurz darauf Schule, das war nie Heimat für mich, Markenschuhe, Markenpulli, sonst vermöbeln sie Dich. Emotionales Massengrab mit Schulranzen, bloß nicht aus der Reihe tanzen! Eigene Meinung war nicht gefragt, nur Bulemielernen und: „Tu was man Dir sagt“. Schau, der Peter und Alice, die machen´s dir vor! Jetzt ham sie ein Haus, 2,7 Kinder, nen Hund und 40 Jahre Hypothek, das Einzige, was Peer bei der Scheidung nicht verlor! Und bei all der geheuchelten Bescheidenheit, muss ich gestehen: Es tut mir leid, aber die Logenplätze bekommen nur die, die mittels Hetze und Gewinnversprechen Macht ergreifen und die den Hormonen folgen, die in der Pubertät am meisten reifen. Bescheidenheit stünde so manchem gut zu Gesicht, doch ne Wahl oder nen Vorstandsposten gewinnt man damit sicher nicht. Und genau das ist der Punkt, an dem ich denke, dass hier alles in die falsche Richtung geht, denn Herzlichkeit, Respekt und Mitgefühl werden vom Wind verweht, sobald die Chance auf Gewinn besteht. Aber wir sin deine Menschheitsfamilie, die diesen Geoid hier Heimat nennt, die im ganzen weiten Weltall keine Ausweichwohnung kennt und dann trotzdem mit CO2 und Atommüll das Haus niederbrennt.

Heimat ist für mich der Ort, an dem ich mich wohl fühl. Die Herzen sind warm und das Bier ist schön kühl. Nur leider hab ich auf diesem Planeten viel zu oft das Gefühl: es läuft hier alles andersrum und wer seine Liebe nicht selbst mitbringt, der schaut dann schön dumm aus der Wäsche, denn heutzutage gibt´s statt der Liebe meistens nur noch Likegecashe!

Aber genug gejammert, Heimat kann auch geil sein, drum lad ich zu mir jede Menge netter Menschen ein. Egal ob auf meine Party oder in mein Heimatland, Hauptsache die liegen nicht tot am Mittelmeerstrand. Ich feier gerne mit Ahmad, Naomi, Michael und Abeque, solange ich bei keinen von denen ein Messer seh! Ok, Michael ist ein Gefährdename, Saarland muss man da aufpassen, ich wäre ja dafür, alle Michaels erst mal datenschutztechnisch zu erfassen, ist doch kein Problem, solange die sich nichts zuschulden kommen lassen... es ist mir egal, ob meine Gäste hierher zwei oder zwanzigtausend Kilometer reisen müssen, solange sie sich zu benehmen wissen. Interessiert mich auch nicht, welche Farbe ihre Hautpigmente oder was für Gene ihre Chromosomen haben, wichtig sind für mich die Sachen, die sie aus ihren Körpern nach draußen tragen.

Heimat, das ist für mich so ein Planetending mit 1670 Kilometern in der Stunde Spin. Ne blaue Murmel, eine lebendige Kugel aus Sternenstaub. Drum:

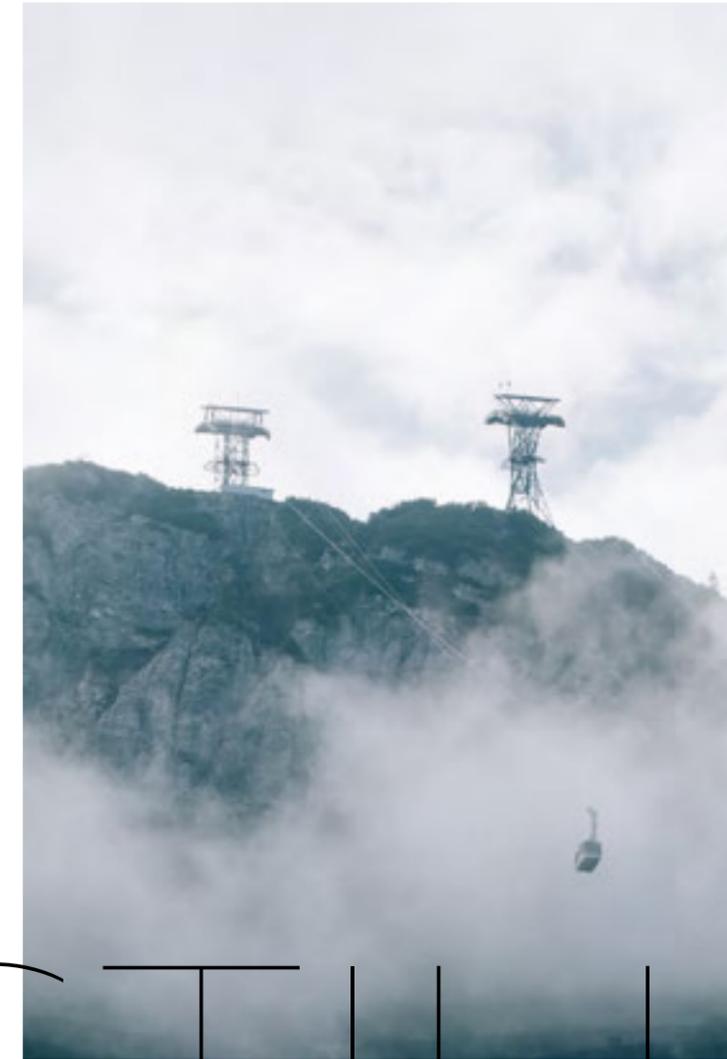
No Borders – No Nations! ... mit Verlaub...

- MARTIN UCKLEY -

aus der Ferne, Jean d'arc

und du denkst in Gedichten deinen Alltag mit
denkst an Roscoff und Bootsskelette
an verschiedene Grade der Holztöne
und an all di eschlichten Biographien deiner Kindheitstage
deiner Geschwister
und an die Erschütterung die sich unter ihrer Haut verbarg.
denk also an deine Kleinstadt
an die Mundöffnungen und herauskullernden Worte
die ersten Sätze die sich in dein Gedächtnis schrieben
nur so für den Moment;
und es bildet sich ein katalog aus ersten Sätzen
aus Enttäuschungen und den Gefühlen danach
und es notiert deine Geschichte
manchmal vielleicht auch als Mörchen
über ein Schloss ein einfach Puppenhaus
über ein Schwert und deine Heldentaten
Jean d'arc
nannte dich dein Vater
immer wenn du auf seinen Schultern rittst;
er war ein einfacher Mann
aber was machte das schon wann immer er dich zum Lachen brachte
warst du glücklich
so kleine Momentaufnahmen an Zufriedenheit
die im Inneren deiner Landschaften Berge kartografierten
meistens im Osten
selten im Süden
und wie gerne würdest du dahin wieder zurück
auf den Teppich der an gewissen Stellen schon aufgeraut war
dass es dich kratzte und an den Knien kleine Wunden hinterließ
ja; manchmal denkst du daran zurück
fährst mit deinen Fingern über diene Berggipfel
über den Pass ins tiefe Tal ans Meer
und blickst Richtung Insel
zu den Skeletten am anderen Ufer

- RAOUL EISELE -



STILLE

SEHNSUCHT



folie á deux

**Am Anfang war der Elefant.
Befand sich polternd auf
meinem Gedankenland.
Meiner Heimat.**

**Dann warst du da
uns, ja, ein zwei ein wir.
Hier und endlich
Bin ich angekommen,
wurde angenommen
dass du bleibst.**

**Getan hast du das
Nur in meinem Kopf.
Ich summe diesen
Schrei immer wieder.**

**Leere Worthülsenpräparate
Angefangene letzte Diktate
Klagende Stimmen an sonnigen Tagen
Alles nimmst du zurück.
Stück für Stück jeden Baustein.**

**Was ist das Gemeinsame von zusammen
und allein sein?
Das Gemeinsame von leiden
und meiden?**

**Amygdalenschmerzen verbreiten
schwarze Tinte Flüsse
die sich an Synapsen anpassen,
die jucken und kratzen.
Dickflüssige letzte Gedanken.**

**Das war nicht so gereimt,
komm wieder.
Heimat ist nur ein großes Wort für
Herzabkühlen.
Ein großes Versprechen mit
wenigen Mühen.
Die Mühlen der Welt mahlen
Verdammt langsam.
Und du bleibst für immer in
meinem Kaffeesatz.**

- ENORA LE CORRE -

10 years of the Arlberg Classic Car Rally

TAKING PART IS NOT EVERYTHING

"Now are the good old days you will be longing for in ten years' time," said Sir Peter Ustinov. Alas, the British actor extraordinaire never got to attend the Arlberg Classic Car Rally. But if you talk to those who took part in its tenth anniversary edition you will know: **The days were good indeed**. And the longing is always on board.

For the tenth time,
the motto for the
participants of the
Arlberg Classic Car Rally
was "Driving through
magnificent Alpine
landscapes
with friends."



4
COUNTRIES,

5,500
KILOMETRES,

1,200
PARTICIPANTS,

MORE
THAN 100
VOLUNTEERS.



Feeling the rubber grip the asphalt. While modern cars are guided by assistance systems and comfort electronics, pre-war vehicles require genuine manual labour – and that's how enthusiasts love it.



These three days in the summer when automotive gems and lovingly preserved masterpieces line the streets of Lech Zürs have long become a fixture for fans and drivers alike. The Arlberg Classic Car Rally (ACCR) has no equal in the events calendar of the classic car scene. “From the very beginning we defined framework conditions that cannot be found at any other rally of this importance,” says Doris Mittwoch who has been a member of the organising committee from day one and who makes sure that everything works like a well-oiled transmission.

It all starts with the “right” concept: The list of starters is strictly limited to 120. “Every year we have up to 40 percent new participants. At the same time we are trying to maintain a community atmosphere. This is why we also have regular passengers.” When awarding spots the organisers furthermore focus on pre-war vehicles. “Those who own a special car always have a good chance to get their hands on one of the coveted spots,” Mittwoch illustrates.

Those in the know call the event “one of a kind”

Every year the Lech Zürs-based rally attracts an illustrious field of starters. In the anniversary year of 2019 it included cars from 32 different brands built between 1928 and 1975. This exemplifies what makes the ACCR's motto of “driving

through magnificent Alpine landscapes with friends” such a fitting one. Far removed from simple promotional messages this sentence describes the rally's appeal for regulars. The mix between a breathtaking setting, perfect organisation and a warm atmosphere is one of the ACCR's special features and one that many participants describe as “one of a kind”. No wonder many of them come back every year.

Asked about the participants' praise, Doris Mittwoch just smiles. Making their guests participation as enjoyable as possible is a

matter of course for the organisers. “Only if all those involved feel great can an event like this develop a special appeal. So many enthusiasts come to Lech Zürs just to see these wonderful vehicles up close. And their owners are totally open and love to exchange thoughts with other passionate people.”

For, above all, the ACCR lives from passion – a passion for real classics and collectors' cars as well as the unique route. Contrary to modern assistance systems that lead to ever increasing autonomy in modern automobiles, driving a classic car is “manual labour”. “You can feel the rubber gripping the asphalt through the steering wheel,” is how one participant describes it. So Peter Ustinov was right after all: Those good times are now!

ARLBERG CLASSIC CAR RALLY

Organisers, participants, locals: We have asked around to find out what the people of Lech Zürs think about the Arlberg Classic Car Rally. We wanted to hear their stories of the race and what "roadbook" brought them to the ACCR...

Lovers with a love for vintage cars



Dr. Leonore Jahn and her husband Armin Rössner first experienced the Arlberg Classic Car Rally as spectators and were turned into classic car lovers. As well as very successful participants.

Roadbook – our road to the ACCR

"First, we came here to watch. But soon that was not enough any more. We wanted to take part! And then we sort of 'happened upon' our "first" – a Mercedes 280 S that we lined up for the first time in 2015. Since then we have been taking part with esprit and – admittedly – a certain ambition. We treat the whole thing like a sports event and have actually been very successful. In 2017 we came in third and in 2018 we won second place!"

Classic cars – every vehicle tells its own story

"We bought our VW Porsche 914 from a good friend. The bonnet bears the signature of racing legend Walter Röhrl who signed it on her birthday! And our latest addition – a Ferrari 328 – used to belong to Soccer World Champion Andy Möller."

The finish line – our rally highlight

"You want to hear our highlight from all those years of taking part in the Arlberg Classic? Having been warmly welcomed into the participant community with and that we are now life-long classic car lovers."

The veteran with oil in the blood

Together with his wife **Wolfgang Köhne** has been participating in classic car events for more than 20 years. The two have been regulars at Lech Zürs since 2012 and were even able to interest their children for the Arlberg Classic.

Roadbook – our road to the ACCR

"I was simply born with petrol running through my veins. We exercise our passion for true classics during various events all over the world. The Arlberg Classic Car Rally has special status for us. Participating in it leads us through the most beautiful regions the Alps have to offer. The fact that the organisers also manage to create such a unique, relaxed community atmosphere deserves particular respect."

Classic cars – every vehicle tells its own story

"For me there are two kinds of collectors. The ones that see a vehicle and just 'need to have it'. In my opinion, these are not true collectors. I for my part have made a childhood dream come true when I purchased my Bentley 4.5 L Le Mans Open Tourer. I always wanted to own this particular



car. And making such a wish come true is a truly amazing feeling."

The finish line – our rally highlight

"I can think of many encounters and moments. The most beautiful one for me was my son Christopher's first ACCR participation at 19. He had saved up for a long time, bought himself a Triumph TR6 and restored it himself. When he lined up at the start last year it was simply amazing to see that the love of petrol seems to run in the family."

The excited viewer

Lech-based hotel owner Paul Pfefferkorn has a sweet spot for fast cars. For 20 years he was active in racing himself. He "only" comes to the ACCR to watch, however. Nevertheless he had a personal reunion with one of the wonderful classics in the event's course. A reunion that proves how many memories, emotions and stories a car can harbour.



"My father was a petrolhead and at some point he bought himself a Porsche – at that time, one of the fastest roadcars in the world. Then my parents went on holidays and left the car behind. So my cousin and I decided to take it for a joyride! I was able to drive and brave enough. We had heaps of

fun but on the way back to Lech I briefly lost control – and we touched the curb!

Luckily there was only a small damage on the paintwork. The mishap was quickly fixed – a friend of mine worked at Porsche during that time and helped us out. But I suddenly realised that it could have gone horribly wrong as well. My dad did not notice the damage at all but of course he instantly noticed that someone had been driving his car. Naturally I was oblivious. Soon after he sold the car. Many years after that I confessed. I was prepared for any reaction but he just said: "Why didn't you say so?"

That was it for me. Until I saw his very car parked on the side of the road here in Lech during the Arlberg Classic Car Rally, almost five decades later! I couldn't believe it and went up to the owner. It turned out that it was indeed my father's old Porsche – the one I took for a ride back in the day! And I remembered everything as if it had happened yesterday."

sport.park.lech

FIT FOR THE MOUNTAINS

Have you ever worked up a pump at the gym while enjoying spectacular views of the mountains? What better way to motivate yourself? sport.park.lech offers this experience at (almost) every machine. 2019 marks the 10th anniversary of this facility in Lech Zürs am Arlberg – reason enough for it to invite all winter and summer athletes to use its wide range of workout options.



Young and old: sport.park.lech offers sports and leisure time activities for all – even if the weather is not on your side.

An unassuming place, sport.park.lech almost hides itself in the streets of Lech Zürs. Since the building's roof is greened it blends into the environment and is not easy to spot. And yet a second glance will pay off: For if the weather is not on your side or if you feel like working out, there is no better place to go. Apart from many cardio, weight machine and free weight training courses, sport.park.lech also offers many wellness options. Furthermore it provides rooms for training, meetings and festivities.

Sports, games and fun

A tennis hall used to stand at the location of the 580 square metre modern fitness area. The former had been severely damaged by the flood of 2005 which led the municipality to the decision not to have it renovated. The new plan was to

build a large fitness centre with a spacious wellness area with a sauna, steam bath and massage section. "The whole facility used to be dedicated to tennis only. The new building, however, offers much more with a bowling alley, table tennis, air hockey and a boulder area," reports Martin Ebner who was responsible for the creation of sport.park.lech. "It was an exciting time for our guests had seen the facility from an entirely different perspective."

Something for everybody

A lot has happened since then: The tennis courts were also rebuilt. In the summer sport.park.lech supports events such as the Trans Vorarlberg Triathlon, the Walser-Tag or the GORE-TEX Transalpine Run. And then there is the annual Medicinicum (see page 62) conference which is also held at its premises.

Martin Ebner himself has a background in gastronomy which is why he places great importance on Sportpark's culinary offerings. Its reputation is so good that some guests only come there to eat. Its "Hungarian Days", his speciality, are particularly popular.

In general the location has become a true hub. "Guests staying in bed and breakfasts and 5 star hotels come and spend some time here," Ebner proudly announces. "And some of the elderly guests love to take part in our offers for seniors." To make sure his younger guests also get their kicks the municipality of Lech built a new playground and is planning to add a youth house. Thus, sport.park.lech will continue to offer many possibilities in the future.

www.sport-park-lech.at

Sponsoring

RATHER GOOD PARTNERS

Lech Zürs is radiant. An annual 250,000 guests can attest to that, as can renowned companies who incorporate the town in their marketing efforts. Dietmar Flatz serves them as a competent partner.

Dietmar Flatz knows the Arlberg region like the back of his hand. And he is also familiar with his home region's merits which is an important factor in his role as Lech Zürs Tourism's Brand Cooperation Officer. "It's important that our partners match us and our guests," the 57-year-old says. "They must be able to identify with our region, traditions and values. And with our commitment to quality, of course."



He favours long-standing and sustainable partnerships. Such as the one with the luxury cruise ship Sea Cloud that serves Alpine delicacies out at high sea – thanks to a chef "on lease" from Lech Zürs. Or the one with BMW. The Bavarian auto maker is the main sponsor of two of the most famous events in the region: the White Ring – The Race and the Arlberg Classic Car Rally.

Marketing partnerships with international companies, event sponsoring or partner cities: Lech Zürs relies on strong partners that now have their own contact person in Dietmar Flatz.





The International Gourmet Village of Lech Zürs am Arlberg offers an extraordinary menu: It serves its guests regional delicacies, varied culinary events and creative chefs – garnished with an Alpine backdrop that invites you to sit back and enjoy the good things in life.

PLEASURE ZONE



Domestic brewing culture

Of bread and beer



Clemens Walch about himself: "I was born in Wals, so I'm stubborn." Those who don't know him wouldn't call him that, however. Rather, he comes across as quirky, accessible, warm-hearted and above all, grounded. What he calls stubbornness is perhaps more of an unpretentious tenacity; for once an idea has formed in his mind he wants to put it into practice – "even if it takes a little longer and costs a lot of energy," he states. Two years ago, he had such an idea. He wanted to brew his own beer. No sooner said than done: In December of 2018 the first 500 litres of his "Omes" were bottled at Hotel Gotthardt..

What do bread and beer have in common," Clemens Walch asks us as we sit down at a large and heavy oak table in a room adjacent to his brewery. It's a rhetorical question, of course, and one that he soon answers himself: "The ingredients – grains, water, yeast or sourdough. The only thing that changes when I brew beer is that I use hops instead of salt. You see, bakers and brewers are more closely connected than you might have thought," he reports jokingly and with his signature smirk on his lips.

Passion and a desire to create something special

A delicious scent of fresh pies that are baked in the quietly humming ovens in the baking room next door wafts through the basement floor of Hotel Gotthardt directly adjacent to the con-

fectionery. For almost forty years this has been the place from which Clemens Walch has provided Lech's residents and guests with baked goods since he took over his dad's small bakehouse in 1990. He spent these four decades experimenting with spices, cereals and dough mixtures, creating many a new product in the process. "But always without any additives or ready-made baking mixtures – that would simply go against my philosophy of pure enjoyment."

For many years to come: Bakery tradition in Lech

As a baker and hotel owner, he's in his element. In 2019, he will turn 60. "I'm in great health and could've continued running the bakery for 15 more years. But what would I have done after that? I couldn't imagine Lech without a baker," Clemens Walch →



Clemens Walch is driven by his passion for culinary pleasures and it lets him try different things all the time.



tells us, talking about the motivation behind finding a successor in good time. Fortunately, his nephew Martin Walch has likewise trained as a baker and confectioner. Clemens Walch offered him the bakery and his nephew accepted with joy. "Thus, the bakery remains in the family and Lech's supply of bread, buns and cakes is secured," Walser exclaims happily.

Not your average pensioner

His succession was secured. And yet Clemens Walch didn't think of retiring for one moment. That's simply unimaginable for him and all those who know him. And so, he looked for a new

mission. Something he could dedicate himself to with all his heart. For what he starts, he finishes. And then, it really were the similarities between beer and bread that made him think about providing Lech with his own beer in the future.

Hand-built quality

And yet, a full year would pass from his decision to the first bottles of Omes beer of his own manufacture. For such a unique hobby must be planned properly. Clemens Walch spent months visiting small breweries, talking to experts and getting quotes. In May 2018 he commissioned his brewery and a small Ra-

»THE OMESHORN IS OUR LOCAL MOUNTAIN WHOSE SPRINGS PROVIDE THE SOFT WATER USED IN MY BREWERY. FROM HOTEL GOTTHARDT, ONE HAS A DIRECT VIEW OF THE IMPOSING 2,557-M MOUNTAIN. I KNEW IT RIGHT AWAY: THAT'S THE NAME FOR MY BEER!«



»MANY GUESTS TAKE HOME A FEW CASES.«

vensburg-based family business spent half a year building it. By hand. In October, the system was ready to be installed and he was able to brew his first beer in December. "Unexpectedly, the result was pretty good for a first attempt. I had fully expected to do a few test runs before the beer would be drinkable."

Since this day in December, Clemens Walch has produced some 16,000 litres of lager, wheat and pale ale beer. Every week, usually Saturday morning, he and nephew Martin put on their leather brewer's aprons and head for his brewing cellar. The large copper tanks are a feast for the eyes and despite the fact that the hand-built system is brand spanking new it already exudes a pleasant, nostalgic charm. Almost as if Walch's ancestors had brewed beer here for centuries.

Top quality or nothing

Malted (roasted) organic grains, soft Lech spring water, hops from Tettwang and yeast are used to create Arlbeer, wheat and pale ale beer. Every brewing cycle generates 500 to 1,000 litres. It's very important to Clemens Walch to give the beer lots of time to mature. And so, it spends at least four weeks in large storage vessels. There, the enzymes do their work, sugar turns into alcohol and its taste improves by the day. "Good things come to those who wait! That's true for bread and good beer alike!"

Once the beer has reached its flavour zenith after a few weeks, it is filled into kegs for wholesale and into bottles for retail. "Many

One brewery, three kinds of beer and what sets them apart:



ARLBEER
Naturally cloudy, unfiltered cellar beer; bottom-fermented, full-bodied; Balanced, amber coloured.
original wort 11,8 %



PALE ALE (IPA)
Naturally cloudy, top-fermented India pale ale with typical, citrus-fruity flavours and pronounced hops content.
original wort 15,6 %



WHEAT BEER
Naturally cloudy wheat beer, fresh and fruity flavour
original wort 15,6 %

For more information please visit:
www.gotthard.at/bierbrauerei-omes.html

guests take home a few cases," Clemens Walch proudly reports. "And it tastes just as good after a day of skiing as it does after an exhausting hike through our beautiful mountains here in Lech!"

Going all in

The sixty-year-old's goal is to brew 20,000 litres per year. And continue to grow. So far, his "Arlbeer" is the most popular variety among Lech's residents and guests. "Of it, I brew at least twice as much as of my wheat and pale ale beers. His hotel exclusively serves his Omes brews since January 2019. "As a baker, I wouldn't put someone else's bread into my window either," he says with conviction. There it is again, his typical Wals stubbornness. "Also, no-one has ever asked for a different beer. And those who don't like beer simply go for wine," he says with a confident smile.

Weinviertel DAC is Lech Zürs am Arlberg's official Festive Wine



Lech Zürs am Arlberg and the Weinviertel region look back on a 20-year partnership. At its core is Lech's Festive Wine which is chosen every year by a panel of international experts. Representatives from the partner cities of Beaver Creek, Kampen / Sylt and Hakuba Happo / Japan determine the best Weinviertel DAC and Zweigelt or red cuvée. The winning wines are then served by the partner regions' restaurants and used to celebrate special occasions.

— **Lech Festive Wine.** This unique project was launched in 1994 by Lech's leading hotel owners in cooperation with Generali's Probus Wine Maker Initiative. Lech's Festival Wine is chosen from the creations of more than 1,000 wine makers in the course of two blind tastings. The favourites for the final tasting in Lech are determined in the wine city of Retz in the spring. In 2019, the Breitenfelder Winery from Kleinriedenthal and the Hahn Winery from Hohenruppersdorf convinced the jury with their Weinviertel DAC 2018 and red wine cuvée Mela Rossa 2016, respectively.

— **Weinviertel DAC – one region, one wine.** The success of Weinviertel DAC is indisputable. After all, it's Austria's first regionally typical wine which means that it places its origins and taste above the type of grape. Only wines that conform with the defined taste profile are allowed to carry their origin in their names. Grüner Veltliner is the most commonly grown wine in the Weinviertel region so it made sense to make this extremely popular type of grape the figurehead of Austria's largest wine growing region. Grüner Veltliner owes its typical flavour to the region's special climate and soil: fruity, peppery, fresh – that's how a Weinviertel DAC has got to taste!

— **Weinviertel DAC Reserve – top level wine culture.** This wine symbolises the strength of the Weinviertel region and stands for top quality, the essence of every business. Weinviertel DAC Reserve embodies a creamy, fruity aftertaste, a mature, versatile taste and a powerful bouquet. It is exclusively pressed from the prettiest, ripest Grüner Veltliner grapes and tastes and smells just like a great white wine should. Weinviertel DAC or Weinviertel DAC Reserve: All of these wines are premium Veltliners whose typicalness and quality are guaranteed and that rightfully earned their place among the best Austrian wines!

— **Weinviertel DAC wines spice up every menu.** Good wine and good food are inextricably linked. What sounds straightforward presents a difficult challenge when it comes to implementation. Thankfully, epicures can rely on the expert opinion of sommeliers. And they love Weinviertel DAC. Its spicy and fruity aroma reminiscent of green pepper and its harmonic acidity ensure that it goes perfectly with food. Thus, it manages what other wines can only dream of: It goes with a crispy schnitzel just as well as with a light asparagus dish, a noble menu cooked by an award winning chef or a barbecue dinner with your friends. The wine with its typical "peppery" taste is also popularly served with modern Asian and fusion cuisine as a DAC Reserve. As the regionally typical wine from Austria's largest vineyard, Weinviertel DAC simply know how to effortlessly match the most diverse delicacies.

www.weinvierteldac.at

Culinary journeys of the highest calibre

Wine embodies joie de vivre and indulgence. And what better place to enjoy joie de vivre than Lech Zürs am Arlberg? The meeting of international winemakers and wine connoisseurs in Lech in December 2018 has made it a hub for a lifestyle of culinary pleasures.

For several days, the entire town was turned into one large area in which visitors were able to taste their way through various wines and other delicacies. The scent of all kinds of wine and accompanying and well thought-out dishes and the pre-Christmas charm of Lech Zürs am Arlberg were enough to completely enchant visitors. They fully immersed themselves in a world of indulgence and savoured every moment.

A whole week was dedicated to culinary pleasure: Winemakers, sommeliers and the award-winning chefs of the region met in hotels and restaurants to celebrate their art in style. The various stations of indulgence are accompanied by a varied programme. They not only combine wine with dishes, but also culinary pleasures with our region. After all, food also has to look good. And what place would be better suited for that than Lech Zürs?

THREE QUESTIONS, THREE ANSWERS

Wine expert **Martin Proding** from Hotel Sandhof in Lech.

Why are fine wines and Lech Zürs so closely connected?

Culinary pleasures and wine have always been some of the main reasons to travel to Lech – there are not many other holiday towns in the world that offer better food and more varied wines.

Lech now has its own beer too - OMES. Why does Lech Zürs not (yet) grow its own wine?

Wine is already grown in some mountain villages in the Alps. One of the most recent examples is Saalbach and thanks to warm summers and advancing global warming we might soon be able to enjoy a glass of Lech Mountain Wine grown on the southern slopes of Kriegerhorn.

What kind of wine do you like to drink in Lech Zürs?
Weiss: GV Steinsetz from Schloss Gobelsburg and red Alion 2007 Ribera del Duero.

Arlberg Weinberg 2019

This year's event takes place from 3 to 7 December in the International Gourmet Village of Lech Zürs. More information at www.lechzuers.com/arlberg-weinberg.

Final Words

“Lech stands for vibrant tradition in the face of the modern age”

For almost ten years Günther Oettinger served as an EU Commissioner in Brussels. His term will end in late October 2019. What's next for him in his political career? Oettinger is a passionate skier and has been a regular at Lech Zürs am Arlberg for more than forty years. In our interview he tells us how his love for the town in the Wals region originated. Additionally he has a personal tip for all those intending to visit Lech Zürs..

After almost ten years in Brussels, your time as a German EU Commissioner will come to an end in a few weeks. Are you looking forward to it all being over?

Actually I'm still working hard. The final phase is very intense. That's why I honestly didn't have any time yet to think about the 'time afterwards'. Alas I decided two years ago that I will quit at the end of the current term. It's a perfect time to bring my tasks in Brussels to an end in an orderly fashion to make sure I can leave with good memories.

What made you decide to quit two years ago? Isn't it difficult to leave politics behind after such a long time?

When I was voted into the state →



THE COMMISSIONER'S RECOMMENDATIONS:

Günther Oettinger's personal Lech Zürs tips



IN THE WINTER:

“Starting in Lech, you should ski to Zürs via **Rüfikopf** and onwards to Lech via Zug. Essentially you will follow the route of the **White Ring Race**, to really take in the versatility of this resort. In the afternoon you might want to treat yourself to a fig Vodka at the **Tannbergerhof** or **Krone** bar. After that you should visit one of the cosy pubs or have dinner at one of the award-winning restaurants. And at around half past ten, go for a nightcap at **Hus 8**.”



IN THE SUMMER:

“Hike to **Göppinger Hütte** from the valley floor and to **Stuttgarter Hütte** via Rüfikopf and relax there over a glass of cold wheat beer. Göppingen and Stuttgart are both in Baden-Württemberg which is why I have a special affinity towards these two lodges [laughs]. They offer **the best views** of the picturesque beauty of the Arlbergs .”

parliament of Baden-Württemberg as a young representative 35 years ago, a dear advisor told me: 'It's not exactly easy to make a career in politics, but quitting politics is harder still!'

This great advice stayed with me throughout all my years in politics. And I want it to stay that way: I want to leave politics on a high note, meaning I don't want to be voted off or urged to resign. Instead I want to choose the time myself. That's what I did and it makes me feel free.

Does the end of your time as an EU Commissioner also mark the end of your political career in general?

Without a doubt I will continue to be a political person and will continue to advocate the CDU and the European idea. However I won't aim for a parliament seat or any other political office. My time as a professional politician ends in late October.

EUROPEAN FORUM

During the annual European Forum in Lech, participants discuss the current state & future development of Europe with experienced European politicians and economists, focussing on solution-oriented approaches and necessary steps to prepare the European Union for the future and making it even safer. 2020's forum will take place from 15 to 17 April at Hotel Gasthof Post.

Leaving politics in November will give you more time. More time for personal matters. Which brings us to our topic: What connection do you have with Lech Zürs?

I came to Lech for the first time in 1978 for a skiing holiday. That was during the time of my legal state examination. Since then I have been coming to Lech Zürs at least four times a year: Once to ski, twice for mountaineering and once to attend the Economic Forum. I know the place and the people well by now and am looking forward to going back to Lech Zürs every time.

Coming to Lech Zürs four times a year, you certainly not only know the place well, but you have also experienced it in every season. What is your favourite time to come to Lech Zürs? Summer or winter?

In the first ten years I only came to Lech in the winter time. I am a passionate skier and also went to many other ski resorts during this time. And one thing stood out for me and that hasn't changed to this day: There is no other place that offers the same quality of skiing. No

»I WANT TO LEAVE POLITICS ON A HIGH NOTE, MEANING I DON'T WANT TO BE VOTED OFF OR URGED TO RESIGN. INSTEAD I WANT TO CHOSE THE TIME MYSELF. THAT'S WHAT I DID AND IT MAKES ME FEEL FREE. «

other place provides a more exhilarating skiing experience. Only Lech Zürs makes you enjoy skiing with all your senses!

And what about summer?

More than twenty years ago I went there for the first time in the summer, together with a hiking group. Back then it consisted of ten men, today it numbers about sixty! Except for going to the seaside, there is nothing better for body and soul than spending time in the mountains. Especially as coming to Lech Zürs in the summer has become more and more appealing in past years: There are more lodges now and more award-winning restaurants, too. Personally I can't decide what season is the most beautiful one to visit Lech Zürs – I always love going there! [laughs]

How did your visits change over the years?

When I was younger the après-ski experience was more intense. [laughs] Back then I often stayed in the bars with my

friends until four o'clock in the morning. We were always treated as friends rather than guests. This hospitality makes Lech Zürs so special. Many friendships that last to this day were made in Lech and especially its bars. Lech constantly changes, but it only becomes more beautiful.

How important is tradition in Lech Zürs?

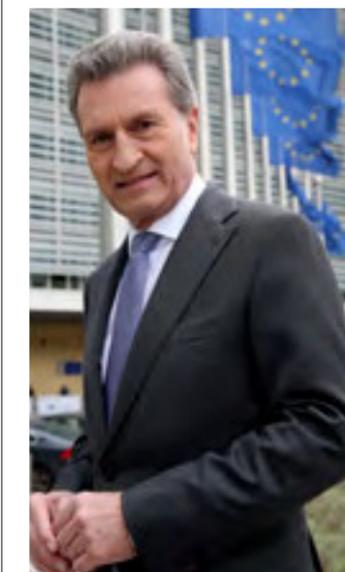
Lech stands for vibrant tradition in the face of the modern age! When you look at the town's loving and sustainable development you will see that its decision makers are people who love their homeland and want to 'preserve' it in the purest sense of the word. What's more, Lech invites you to bring your own traditions with you. One example from our family: Making holidays with the family is an experience that stretches generations. Usually the way holidays are spent starts to differ between parents and children when the latter enter puberty. Not so in Lech: Our children whom we used to push through the mountains in their prams still spend their holidays with us, even though they are now in their 30s. For here, we all have the same interests. Admittedly, the kids stay at K-Club long after we have gone to bed, but they are back the next morning for hiking or skiing [laughs]. That's something else!



PHILIPP J. SCHMIDT

Talks with our Editor Philipp J. Schmidt can turn political pretty quickly – no wonder he wanted to do the interview with the Commissioner himself!

GÜNTHER OETTINGER



1953

Born in Stuttgart

1972

Graduation

University

studies law and macroeconomics

1984 to 2010

Representative in Baden-Württemberg's State Parliament

2005 to 2010

State Premier Baden-Württemberg

2010 to 2019

German EU Commissioner Departments of Energy, Digital, Society and Economy as well as Budget and Human Resources

At the End of 2019

Simultaneously marking the end of his political career. However he will continue to advocate for his party, the Christian Democratic Union (CDU) and, above all, the European spirit

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