

# ZeitRaum



The White Ring:  
The together race

Summer  
in Lech

Melts in your mouth!  
Käsknöpfle and fresh  
mountain air

The Arlberg  
in Photography

The hiking bus service  
in the Zugertal valley

Shaping Space  
Together



**More Time, more Space.**



Dr. Burger & Partner  
Zahnmedizinisches Institut

Your dental wellness dental practice  
with in-house dental technology and prophylaxis centre  
Competent · state-of-the-art · pain-free & with heart



Implants · Power bleaching  
Prophylaxis · Anaesthetic treatments

We look forward to your visit!



[www.drburger.at/en](http://www.drburger.at/en)



[www.drburger.at/termine](http://www.drburger.at/termine)



[www.dent-shop.at](http://www.dent-shop.at)

Dental practice, Rheinstraße 13, 6800 Feldkirch · Dental hygiene and prophylaxis centre, Gutweg 2, 6800 Feldkirch

# Editorial

Dear readers,

Lech Zürs has a long, proud tradition – a tradition that has developed over generations and remains the foundation of our success to this day. However, what truly sets us apart is our ability to preserve our values while continually exploring new paths. This balance between consistency and innovation is what makes Lech Zürs such a special place.

One of the most impressive symbols of our tradition is The White Ring. For decades, it has brought us together as a sporting and community experience that is renowned far beyond our region. Yet, for us, tradition is not just about looking back; it is also about looking forward. The recently opened Lechwelten Convention Centre represent this modern vision. Tradition creates space for new forms of experiences and reflects our commitment to constant progress. This new centre is a meeting place for locals and visitors alike, opening up new dimensions of togetherness.

Another key element of our vision for the future is sustainability. We are deeply committed to this. In a region like ours, where nature is not just a backdrop, but the foundation of life, we understand that true luxury is also about responsibility – responsibility to future generations, to our guests and to the people who live here. That is why we are constantly working to raise our environmental standards and embed sustainable concepts in all areas, without compromising the comfort and high expectations our guests have of us.

Lech Zürs remains a place of hospitality. The warmth with which we welcome our guests is deeply rooted in our values. However, we also understand that hospitality today goes beyond simply providing a warm welcome in a beautiful hotel. It means creating an atmosphere where everyone feels welcome and valued.

In Lech Zürs, this also means combining tradition and innovation to create a truly unique experience. This is exactly what drives us: maintaining our high standards while continuously enhancing the comfort

and amenities that modern travel demands. We are always seeking new ideas to develop our offerings and guide our region into the future. Whether through cultural events that attract people from all over the world or modern, exclusive accommodations that deliver contemporary luxury, we understand that progress must always be in dialogue with our history and values.

I invite you to find inspiration in this edition of ZeitRaum – from the stories, traditions and innovations that shape Lech Zürs. Perhaps you'll discover a new facet of our destination that you haven't encountered before!

And maybe you'll feel inspired to experience again the unique spirit that drives us – the union of enduring value and thoughtful renewal.



Warm regards,

Hermann Fercher  
Direktor der Lech Zürs Tourismus GmbH

RANGE  
ROVER

österreich | VOR  
ARL  
BERG



AMERICAN  
EXPRESS

REMUS®  
PERFORMANCE SPORT EXHAUSTS



# Contents

## EXERCISE Space



## LIFE Space

**Page 8**  
**“Lech is my paradise”**  
Interview with  
Kristl Moosbrugger

**Page 14**  
**Summer in Lech**  
Swimming pool, tennis & ice  
cream – picture perfect!

**Page 20**  
**Lech for the long term**  
Employees share their  
perspectives

**Page 24**  
**Contrasts unite**  
25 years of partnership:  
Kampen x Lech Zürs

**Page 26**  
**Good to know**  
from the Living Space

**Page 30**  
**No privileges  
without responsibilities**  
Interview with ski guide  
Martin Schneider

**Page 36**  
**The view over Lech Zürs**  
A change of perspective

**Page 40**  
**The together race**  
A report about  
the White Ring

**Page 46**  
**Oberlech**  
Panoramic mountain views  
meet art, fine cuisine and  
relaxation

**Page 48**  
**The hiking bus service  
in the Zugertal valley**  
Into the mountains with the  
706 and 707 bus lines

**Page 50**  
**One with the stream**  
Fly fishing along  
the Lech river

**Page 54**  
**Good to know**  
from the Exercise Space





# Contents

## ENJOYMENT Space

**Page 58**  
**Melts in your mouth!**  
 Mountain air and Käsknöpfle cheese dumplings

**Page 62**  
**Sundowner in style**  
 After skiing, it's time to wind down



## THINKING Space

**Page 68**  
**“The spirit is particularly elevated in the mountains”**  
 A conversation with Barbara Bleisch and Konrad Paul Liessmann

**Page 74**  
**Good to know**  
 from the Thinking Space



**Page 78**  
**Shaping Space Together**  
 Interview with Katia und Gerold Schneider

**Page 84**  
**The traditional Lech farmhouse**  
 The architectural epitome of the Walser people

**Page 88**  
**The Arlberg in Photography**  
 A contribution from the Lech Museum

**Page 96**  
**Future prospects**  
 Behind the scenes at the Lechwelten Convention Centre

**Page 102**  
**Good to know**  
 from the Culture Space

## CULTURE Space

**Page 100**  
 Winter Events

**Page 101**  
 Summer Events

**Page 104**  
 Legal notice



# WILHELM



# Space

**“The walls of this house have seen a lot of laughter, but also a few tears.  
There is simply a lot of history in this hotel.”**



# “Lech is my paradise”



Though her look may come across as stern, her smile is warm and her jewellery is discreet. She raises a single finger as she makes the following point: There can be many cooks in a kitchen, but there is only one chef. Someone has to be in charge. This is true in the kitchen, in the fields or at a hotel. Kristl Moosbrugger says what she thinks. And in Lech, people have valued her directness for many decades. We are welcomed by the senior landlady of the Hotel Post in her apartment on the second floor. The ceilings are wood-panelled, the carpets are green, the antique furniture is farmhouse-style and the walls are adorned with framed black and white photographs. In front of the windows sits a long corner sofa upholstered in ibex leather. This sofa has been part of the room's decor since as long as anyone can remember. Many good discussions have already been held here in the past. We are invited to take a seat. When the Grande Dame of the Arlberg speaks, you sit and listen. After all, the 81-year-old Tyrolean has plenty to say: about Lech, her hotel, the mountains and their people, and about what happens at the end of every lifetime.

**Ms. Moosbrugger, where should we begin?**

KRISTL MOOSBRUGGER: With the future, perhaps?

**Is the future more relevant than the past?**

Not necessarily, but there's always so much talk about the past that I sometimes become bored of discussing it.

**But you certainly have plenty of stories to share.**

Then please ask away.

**What can we learn from the past that is relevant for the future?**

That life can change suddenly from one minute to the next and that the world can suddenly become a completely different place. This is why we are not allowed to know the future, it remains uncertain.

**But when you've seen as much of life as you have, perhaps the future is easier to guess?**

It is always worthwhile to make plans, set goals, be ambitious and fight for your dreams. The current generation was born into prosperity. They know nothing else. To create a better future, my generation had to build everything ourselves from the ground up. These days, I hear a lot of young people talking about work-life balance... that they don't want to work so much because they have everything they need.

**But isn't that a good thing?**

Yes, but I'll tell you something: in 1999 we had floods here in Lech. This was devastating. The mud crept into all the houses and believe me when I say that there's nothing worse than that mud. It was terrible, but it also bonded the people together. In this respect, bad times always have a good side: they bring people back down to earth. ➔



Gasthof Post in the summer, early 1970s

**When Kristl Moosbrugger speaks, she often looks away from the sofa to the opposite wall. A large-format painting hangs there, depicting high mountains, small huts and a few people. Presumably farmers going about their work, she says. It is a typical scene from a mountain village, like Lech once was. Before the arrival of ski tourism, and with it royal guests.**



11.05.1964: The wedding of Franz & Kristl Moosbrugger



**But it is also true that Lech has seen its fair share of good times: the economic boom of the 1960s, the rush of tourists to the mountains, the construction of large hotels and the arrival of aristocratic clientele.**

This success was not luck, but the result of hard work. My husband and I sacrificed everything to ensure that this hotel both exists and thrives. In addition to my duties at the Hotel Post, I worked as a hiking guide. I also designed Lech's first summer calendar. With the calendar in hand, I would go from house to house like a salesperson, asking people to hang up the calendar so that winter guests could see how beautiful it is here in the summer.

#### **And that worked?**

Yes, of course! And it certainly helped grow our summer business. But I also owe a great deal to the foresight of my late husband Franz: he realised at an early stage that in order for the world to take notice, you must appear in a journal or a magazine. So we made every effort to be included in the catalogues of both Relais & Châteaux and the Romantik Group. At the same time, we upgraded to the 5-star category to raise the bar even higher. This transition was very well received by our guests.

**You've hosted the Dutch and Norwegian Royal Families, who not only came to visit you regularly, but also became close friends. Why do you think the royal families felt so at ease with you?**

Because for a few weeks, without the need for etiquette or the trappings of monarchy, perhaps with fewer responsibilities, they could simply spend time together. At dinner, the royal families just sat in the middle of the dining room with all the other guests. That's how they wanted it.

**And as a thank you, you were invited to visit the royal families at their homes?**

I am not sure what you mean by 'as a thank you,' because they were



Kristl Moosbrugger is a passionate sportswoman. Seen here at the golf course in Lech.

**But I also owe a great deal to the foresight of my late husband Franz: he realised at an early stage that in order for the world to take notice, you must appear in a journal or a magazine.**



Franz and Kristl Moosbrugger moving in unison through powder snow





Visiting Lech: Prince Bernhard of the Netherlands, the Shah of Persia, and his wife Farah Diba (from left to right). Erich Moosbrugger (front left) greets his guests.

full paying guests just like everyone else. But because of our friendship, we went on many trips together: fishing, sailing, hunting, hiking. Thinking back, I have to agree with you: It was a really good time.

**But now we're talking about the past again.**

All right, please quickly ask a new question.



Kristl Moosbrugger was awarded Hotelier of the Year in 1990. Pictured: Michael, Johanna, Kristl, and Florian Moosbrugger (from left to right) at the award ceremony.

**At this moment, Kristl Moosbrugger's housekeeper interrupts the conversation. Moosbrugger explains that she doesn't want to be disturbed. She is always polite and patient in her dealings with people. Nevertheless, she is always very specific about the what, when, how and where. This is the way Moosbrugger is used to doing things, the way she learned from her mother-in-law, Irma Moosbrugger, and the way she operated the Hotel Post for decades. In 1999, she handed over the reins to her son Florian. It hasn't always been easy, she says.**

**Now, as a senior landlady, you mostly observe events from the background. What's that like for you? After years of calling the shots, suddenly you're playing second fiddle?**

It is a process. I have spent a lifetime giving orders and telling people how things should be done. But Florian has been very patient with me and today I'm more relaxed. »





**Your husband died of altitude sickness in Bhutan in 1988. Prince Friso from the Netherlands died in an avalanche here in Lech in 2012. Your son Florian was there at the time...**

These were both tragic losses. Everything has already been said about Prince Friso's avalanche accident. In short, it was a disaster. And as for my husband's death, you have to imagine: I was left with three children and suddenly had to take full responsibility for the Hotel Post, from laundry to service and even payroll. It felt like I was floating far out on the open sea, in the middle of nowhere. There was no land in sight.

**So when did you find your way back to land back then?**

The Hotel Post was my rock. And I received enormous support from my children. But I've always been very ambitious, as well. I wanted to prove to everyone that I could and would manage to succeed. Such misfortunes are bound to happen. This is how life works. The walls of this house have seen a lot of laughter, but also a few tears. There is simply a lot of history in this hotel.

**Your charity is another story that interests me. You support many charitable projects in Austria, but also in Nepal and Africa.**

In my position, I have the opportunity to help people. I support various charitable initiatives with the money I raise. These include "Tischlein Deck Dich," "Stunde des Herzens," the "CliniClowns" and of course my orphanage "Siddhartha" in Nepal.

**In my position,  
I have the  
opportunity to  
help people.**

**For all the apparent toughness Kristl Moosbrugger has developed in her leadership position over the decades, she's nevertheless a warm, sensitive and above all very perceptive woman who trains her eyes beyond the mountain horizon, even though she spends 11 months of the year in Lech. She doesn't want to live anywhere else: Lech is her paradise, she says.**

**Shall we talk a little more about the mountains?**

Oh yes, with pleasure!

**You are a passionate skier.**

Powder skier, that's a big difference.

**Because one has been groomed and the other is unspoilt?**

A freshly groomed slope in the early morning has its charm, but I still prefer to float down on a pillow of powder. That's simply heavenly and I can't think of a better description.

**How many days of skiing do you have in a season?**

This year it was 110. Skiing just won't let go of me. I know that if one day I can't ski anymore, this will be very bad for me.

**What will happen then?**

I've always been impressed by how much strength people can find in faith. I'm not too worried about what comes after. I think the same goes for the future of Lech.

**So what about the future? Were things better in the past?**

Not better, but probably more promising. ←

### **Honourary Award of the Vorarlberg Economic Community for Entrepreneurial Lifetime Achievement**

On November 14, 2024, shortly before this issue went to print, Kristl Moosbrugger was honoured with the Ehrenpreis der Vorarlberger Wirtschaft für das unternehmerische Lebenswerk (Honourary Award of the Vorarlberg Economic Community for Entrepreneurial Lifetime Achievement) in recognition of her exceptional economic and social contributions to the State of Vorarlberg. Our heartfelt congratulations!



# SUMMER IN LECH

Long days, short nights: Summer in Lech has many faces - from early morning tennis matches, scenic hikes in the Zugertal valley, or a leisurely ice cream on the lakeside, to finishing the day with a summer drink at sunset.

Cool off, dive in, and switch off. A truly great summer day starts with a plunge into refreshing waters, for instance, at the Lech forest swimming pool (Waldschwimmbad).





Game, set, match! Next stop is the red clay court next to the forest swimming pool.



What would a hot summer day be without a beloved ice cream sundae? Pictured here: a Dame Blanche ice cream by the shore of the fish pond in Zug.





Some people say that fries taste best by an outdoor pool. With a good book and some fresh mountain air, like here at the Lech forest swimming pool, that might just be true.



Breathe in & out, find peace, do a headstand and a sun salutation!  
Surrounded by lush greenery and with a view of the Omeshorn mountain,  
you can turn your attention inwards. What a glorious summer day!







A perfect summer's day also means losing yourself in waist-high grass and returning with a bouquet of colourful flowers and the scent of nature all around you.





Even the longest and most beautiful days must come to an end. What better way to bring them to an end than by leaning back with a refreshing drink in your hand?

# Lech for the long term

**Even if they didn't know it at first, they've come to stay. Three staff members from various hotels share what drew them to Lech and what keeps them here, explaining why the area captivates them and how their work has contributed to keeping Lech special.**







**Jagoda Ristic,  
housekeeper at  
Hotel Austria**

**“Lech is truly one of the world’s most beautiful places. Where else can you live so well?”**

Lech is a wonderful place to live. It has everything you need, surrounded by pure nature. In the summer, I take my team of ten ladies up into the mountains to pick flowers, which I use to decorate the hotel. As the main housekeeper, I’m responsible for keeping the rooms clean along with the other housekeepers. But I also keep an eye on the entire property to see what needs decorating or cleaning – but if the dishwasher is full, I’ll also take care of that, too! My workday starts at 7 am, when the only sound is the ticking of the clocks. If anyone needs help in the evening, I’m also available. During the winter season, all

of us spend a lot of time together. I think I can be strict as a boss, but we still get along quite well. When we have time off, I like to go out for a coffee, and my husband Dragan, who is the caretaker here, plays football. We also enjoy having a barbecue, visiting friends, or doing something with our son, Nikola. I especially enjoy summertime in Lech because I love colour; I’d rather see the world through rose-colored glasses than in black and white! Dragan and I came here in 1991 as refugees from Yugoslavia. It was a difficult time, but we found a way. My cousin was working at Hotel Austria back then, and when I heard

there was a vacancy for a housekeeper, I took the job. Initially, I kept asking myself, “When can I go home?” But soon, I realized that Lech had become my second home. We have an apartment in the hotel, a good salary, and a warm, friendly working environment. It truly is one of the most beautiful places in the world. ↵



**Günther Kohlweiss,  
bar manager at the Roman-  
tik Hotel Die Krone in Lech**

**“Before work,  
I take the first  
gondola up  
the mountain  
and go skiing.  
This gives me  
the energy and  
motivation  
I need for the  
day ahead.”**

Before work, I take the first gondola up the mountain and go skiing. The White Ring is my favourite route. This gives me the energy and motivation I need for the day ahead. I've been managing the Ice Bar and hotel bar at the Romantikhotel Krone for twenty winters now. This role came about by chance when the landlord himself travelled to my home in Carinthia to ask if I would take on the position of bar manager. I was already familiar with Lech, having regularly visited friends who worked in the town. My career has taken me to various tourist destinations, but I always felt a longing for the Arlberg region, so I

accepted the offer – and stayed. I enjoy the challenge and variety each day brings, the delicious cuisine, and the exquisite wine selection at the Krone hotel. We also have plenty of loyal regulars, many of whom have become friends. For me, this is much more than just a job. My workday begins in the morning with an analysis of what went well the previous day, and where improvements can be made. I then ensure the bar is well-stocked and assign staff based on the weather and guest numbers. Afternoons are dedicated to a relaxed après-ski atmosphere, while evenings are for enjoying an aperitif and engaging in

stimulating conversation. My main goal is to ensure everyone feels comfortable. In my spare time, I occasionally go out in search of some delicious gourmet cuisine to seek new inspiration. The charm of Lech for me lies in its stunning natural beauty and the variety of activities available. I also enjoy the mountains in summer, even though my main job during this time is at Wörthersee lake. ←





**Abdülkadir Karakoc,**  
caretaker at the Rote Wand  
Gourmet Hotel

**“I know every nook and cranny here, and have taught myself to fix things.”**

I still remember the day I first arrived in Austria from my hometown of Yozgat in Turkey. It was 19 August 1989, and I was visiting my father in Tyrol. Ten years later, I returned and decided to stay. I'm a trained machine operator and initially worked in a quarry near Bludenz. Afterwards, I accepted the position of caretaker at the Rote Wand for a season. Twenty-three years have passed since then! I really enjoyed the work from the start. My wife lives in Turkey, where I visit for a few weeks at a time, but I mostly stay at the hotel, which is my main residence. I've met many interesting people here, and the Walchs, my bosses,

are like family to me. I do whatever needs to be done: fixing tables, cleaning floors, or planting flowers in the garden. I taught myself how to do all these tasks. I know every nook and cranny of this hotel and exactly where each light bulb belongs. Since starting work here, I've never been sick, which I attribute to the fresh, clean air and the peaceful atmosphere. Lech is also a model for environmental protection, with practices like waste separation, which was new to me. I enjoy being here in both summer and winter, though I get cold easily. Neither hiking nor skiing are my sports, but if there's plenty of snow and the guests

are happy, then I'm happy too. I've travelled a lot around Europe, and from time to time, friends or family visit me here. Recently, I brought my son here, and he worked with me during his first winter season. I'm 61 now, and in a few years, he will take over my position. I'm not sure what will come next, perhaps a return to Turkey. Until my retirement, I will even drop by the Rote Wand hotel on my days off every now and then. ←

# Contrasts unite

**Lech am Arlberg and Kampen on Sylt are celebrating their 25th anniversary as partners – a quarter century filled with unforgettable moments, synergies, and cultural exchanges! This is no ordinary partnership between two exceptional destinations!**



The Lech traditional costume band at the Kampen beach

As the saying goes, opposites attract, and in the case of Lech am Arlberg and Kampen on Sylt, this seems to hold true. While Lech offers mountain explorers cosy Alpine huts, Käsknöpfle cheese spaetzle and endless ski runs, Kampen is popular amongst beachcombers for its charming thatched cottages, island serenity and fish sandwiches. As vast as the sea and dunes of the island of Sylt are, the mountains around Lech rise just as high!

It was 25 years ago that the tourism officials formalised a long-standing friendship between the two iconic tourist destinations with a partnership. Peter Burger, one of the founders of this collaboration and owner of the renowned “Der Berghof” hotel in Lech am Arlberg, explains: “Our tourism director at the time, Hubert Schwärzler, had already established

contact with his counterpart in Kampen back in the 1980s.” A key impetus came from Kampen hotelier Dirk Erdmann, who had been a long-time guest in Lech am Arlberg. Over the years, visits and exchanges have taken place between delegations of tourism officials from both villages. “The friendships that have developed have kept the partnership alive. Even today, every visit feels like a visit with friends,” says Burger.

Since then, numerous events have created unforgettable moments and wonder: there was the Sylt beach chair, high up at the Zugerbahn mountain station; the Lech snow groomer, staffed by a traditional music band, which first drove along the beach and then along the famous whisky mile in Kampen; and the retired gondola from the Mohnenfluh cable car, which temporarily served as

an office on the beach in Kampen. Similarly, a wooden sign from Lech hangs in Kampen while visitors in Lech wait at a thatched-roof bus stop from Kampen. A special symbol of friendship was established in 2017 to mark the 20th anniversary of their ‘getting to know each other,’ when a Lech Alpine hut was moved to the North Sea for a week, serving traditional dishes to holidaymakers and locals in Kampen. Conversely, the North Sea coast was recreated at Rüfiplatz square during the celebrations held at the Leuchtturm bar and the Alpen beach club.

Though Lech am Arlberg and Kampen on Sylt are separated by 1,033 kilometres, 1,450 metres of elevation, and nearly two flight hours, they share more in common than one might initially think. “The way people interact with nature’s forces – snow



## Love knows no bounds.

here, sea there – has shaped their experiences. This leads to many commonalities,” explains Peter Burger. “Above all, both Lech am Arlberg and Kampen on Sylt embody a unique culture of hospitality.” Both locations boast a long history of hospitality, having established themselves as popular holiday spots over 100 years ago. Today, they rank among the most renowned and exclusive destinations worldwide. Visitors to both Kampen and Lech will find not only breathtaking natural scenery but also the finest boutiques, hotels, restaurants and bars. Yet, amidst all this international flair, both places retain their authentic village charm, far removed from the hustle and bustle of city life. More than ever, they focus on traditions passed down through generations, a deep connection to nature, and warm hospitality.

It’s no surprise that a shared guest community has developed from this long-standing relationship – both Kampen on Sylt and Lech am Arlberg attract a similar clientele: discerning and quality-conscious visitors who appreciate nature, authenticity, and top-notch service. According to Peter Burger, a significant benefit of the partnership is the nurturing of this common guest community in both locations. In Kampen, one enjoys seemingly endless mudflats and fresh sea air, while in Lech, spectacular mountain backdrops and exceptional ski runs await. Many guests, as well as hosts and staff, now know each other – enjoying summers in Kampen and winters in Lech.

In future, the essence of Kampen will continue to be felt in Lech, and for joint events, crossing 1,000 kilometres is a small price to pay. After all, as the saying goes: love knows no bounds. ↵



## A World-Class Education Awaits.

An international school experience is far more than just perfecting the English language. It nurtures intercultural competencies, broadens horizons, and creates formative experiences. **Whether for a school year, semester, or summer programme, Future Perfect International School Consultancy will find the ideal school for your child.** With destinations like the UK, Ireland, Canada, or the USA, we offer tailored advice that aligns with the unique needs and goals of your family.

Future Perfect’s expertise and passionate guidance help you choose the right educational path, enabling your child to embark on a future filled with opportunities and confidence.

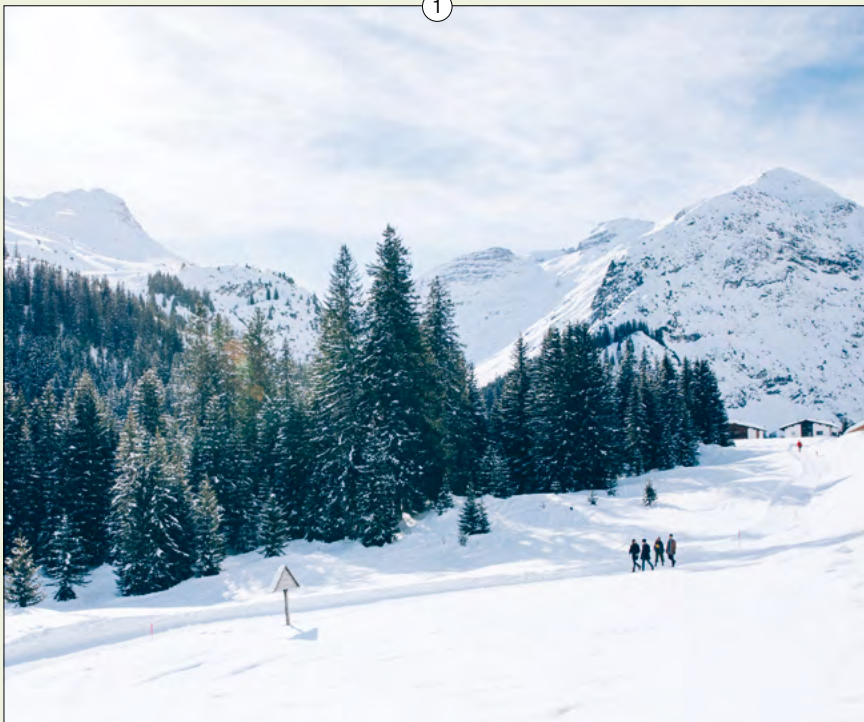
**“A huge milestone in the development of our child!”**

- Mother of a boarding school student



Future Perfect  
 Michaela Wüstner  
[www.futureperfect.at](http://www.futureperfect.at)  
 +43 650 2101470

## Good to know



### 1 Winter hiking at its finest: the award-winning Zugertal Winter Forest Route

The “Zugertal Winter Forest Route” is a charming winter hike, showcasing snowy Alpine landscapes along the rushing Lech River. Best of all, it is well signposted and easy to navigate. This route has been recognised by the “Association for Quality Assurance for Hiking in Europe” and has been certified as the first hiking destination in Austria to receive the Austrian Hiking Seal of Quality as a “Premium Winter Hiking Trail.” This award is a testament to the entire winter hiking region of Lech Zürs and underscores its role as a pioneer in gentle winter tourism. The Zugertal Winter Forest Route provides scenic highlights in a particularly safe environment. So get out there and enjoy! ↵



↳ [www.lechzuers.com/en/winter/winterhiking](http://www.lechzuers.com/en/winter/winterhiking)



### 2 Tourism as a Vocation: Award for Lech Zürs Tourismus GmbH

When those dedicated to offering guests the best possible information and an unforgettable holiday experience also find satisfaction in their work, it benefits both the guests and the tourism industry! This is exactly what Lech Zürs Tourismus GmbH has aimed for as an employer. In spring 2024, they were awarded the “Top Tourismus Jobs Vorarlberg Employer Seal of Approval.” Companies that undergo this rigorous certification commit to creating favourable working conditions for their employees, investing in their teams, and serving as role models for other businesses. Lech Zürs Tourismus GmbH is proudly setting a strong example as an employer. ↵



↳ [www.lechzuers.com/en/magazin/awards-of-the-destination-lech-zuers](http://www.lechzuers.com/en/magazin/awards-of-the-destination-lech-zuers)

Markus Hahn, Deputy Managing Director | Hermann Fercher, Tourism Director | Andrea Ruckendorfer, Head of Marketing | (from left to right)



## Good to know



### 3 Readers' Choice Awards 2024

In October 2024, the "Michelin Keys" were awarded in Austria for the first time. Outstanding hotels in the areas of architecture, service quality, and overall experience were recognised, as the hotel sector counterpart to the "Michelin Stars." Several establishments in Lech Zürs were awarded one or two keys, placing them among the premier destinations in the country. In addition, Condé Nast Traveller's Readers' Choice Awards 2024 voted Lech Zürs the best ski resort in Europe – an impressive endorsement of its quality for winter sports fans and those seeking relaxation. ↵



**RETTL** 1868

*All models are manufactured in Austria according to measurements and individual customer requirements.*

*We clothe personalities for 155 years!*

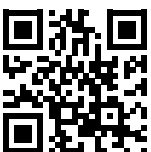
From alpine Kilts  
to High End Fashion

**KILTS & FASHION**

VILLACH - KLAGENFURT - GRAZ - SALZBURG - CHUR

**RETTL STORE LECH**

Hus 8/ Omesberg 8, +43 676 6764555



www.rettl.com





# EXERCISE



# Space



**“As soon as you leave the groomed slopes of the ski resort, you are in a natural environment that follows its own rules.”**

# NO PRIVILEGES WITHOUT RESPONSIBILITIES





**Martin Schneider is the youngest ski guide in the world's best ski group, the Lech ski school's Master Level. The 35-year-old Vorarlberg native from the Zugertal valley has what it takes to lead this tradition-rich ski group, with all its freedoms and responsibilities. We talked to him about what it means to be a ski guide, his role as the main man in charge, and why he does everything on his days off except (and this may surprise you) strapping on his skis.**

**Martin, please tell us why you enjoy taking people into the mountains?**

MARTIN SCHNEIDER: Because I can show them places where they would otherwise not be able to go. Basically, the privilege is all mine.

**It may be a privilege, but it comes with a lot of responsibility, right? After all, the mountains are not a playground.**

That's why it's my job to minimise the dangers for my group and not to take any unnecessary risks. As a guide, safety is always my first priority when I am off-piste with my clients in the backcountry. ➔

**It's like flying an aeroplane and being responsible for keeping your passengers well.**

The only problem is that I don't have an on-board computer to tell me about the wind and weather. I have to instead rely on the recommendations of my "co-pilots," my fellow ski guides. Together, we talk about our plans in the morning, but also discuss conditions during the day by radio or telephone. In the end, of course, it's me who makes the decisions. While my guests are enjoying the outdoors, I'm keeping an eye on the weather, checking the snow conditions and making minute-by-minute decisions about whether the snow is good or bad.

**Or, to put it very dramatically, it is a matter of life and death, right?**

The mountains are often the scene of accidents and even tragedies. There is always a certain amount of risk involved. As soon as you leave the groomed slopes of the ski resort, you are in a natural environment that follows its own rules. And if you happen to be with a group of guests, you need to be extra careful.

**I grew up in this profession: my grandfather, my father, and also my uncles were all ski guides. They were role models for so many ski instructors in Lech because they were extraordinary skiers.**

**It is not only the size of the group that counts, but also the ability of the group participants, correct? In this instance, guests are skiing with the Lech Ski School's Master Level group, considered to be the best in the world when it comes to skiing.**

Whether or not the Master Level group, or "Skigruppe 1A" as it used to be called, is the best in the world is not for me to judge. The Master Level has a very long and storied tradition in the Arlberg region and it has almost certainly been mythologised. But the truth is that all the guests that ski along with this group, the make-up of which changes over the course of the season, are not only excellent skiers and physically fit, but also have a certain amount of experience and knowledge about Alpine terrain. For this group it is all about the skiing experience: my guests want to put the pedal to the metal and explore the sheer variety of the backcountry. All the fancy stuff down in the valley doesn't matter in the high Alps. We ride from morning to afternoon, not stopping at the hut at lunchtime for a gala dinner on the sun terrace. As I said, it's all about skiing. And that's what makes this group so incredibly special.

**And the guiding of this group as well?**

I grew up in this profession: my grandfather, my father, and also my uncles were all ski guides. They were role models for so many ski instructors in Lech because they were extraordinary skiers. Anyway, I was able to watch them from an early age and later I was a member of my uncle's Master Level group. So I understood early on exactly what it meant to be a ski guide for this group.

**Is that why you wanted to follow in the footsteps of your forefathers?**

It was a worthwhile ambition for me to guide this group myself at some point. Not for reasons of tradition or status, but because the Master Level group has a special dynamic: it wants to be fast and to do more ⇒







runs than the other groups. This requires knowledge, skill and trust on the part of the group members and myself. I've been skiing with many of my guests for years: I know what they want and they know what I expect of them. We're attuned to each other and I don't have to look over my shoulder to make sure everyone's there. Not because I don't care, of course, but because I can rely on my group. My guests also know they can rely on me. That's the point: to let me take the responsibility.

**People who know and trust each other often have certain expectations of one another. How do you deal with the pressure of your guests' expectations?**

I try to make the most of every day. That's why it's important to be well prepared: My tour planning usually starts the night before and ends the next morning. I get the final avalanche report and check the snow and weather conditions. I seldom tell my clients exactly what we are going to do. I reserve the right to adapt the itinerary to the situation on the mountain. So I'm constantly thinking about what I'm going to do and, if necessary, changing my plans while they're skiing. The mental side of the job can be quite demanding.

**What is the greater challenge of your job: the physical demands or the mental strain?**

Definitely both! Out of seven days a week, I have just one day off. When that day comes, I really need it.

**Do you leave your skis at home that day or do you put them back on straight away?**

Very rarely do I ski in my free time. I can count such days on one hand.

**Because you just don't feel like it?**

Because there is no other way! If you ski for 120 days in winter, your batteries will be empty towards the end of the season. When I say empty, I mean completely empty. I don't want to put my ski boots on and find myself in the position of having to be

**And as long as I see this job as a privilege with all its responsibilities, I will continue to do it to the best of my ability.**

responsible for others on my days off. I spend my free time differently.

**How much free time do you have after the winter season?**

Rather little. In the summer, I work in the construction business and manage my father's company, but that's easy to combine with my winter job.

**Otherwise, as a ski instructor, one often has to ask the question: "So what now?"**

Some people travel the world or study, others pursue their second careers in the summer. For some, "ski instructing" probably isn't a career for a lifetime, but for most of us at Lech Ski School it is a permanent job.

**So what are your future prospects? You have been leading the Master Level group for over 10 years now.**

I was in my early twenties when I took over the responsibility for this group. I had just finished my training and there was an acute shortage of ski guides. Most of the ski guides start out with weaker groups or with private guests in backcountry Alpine terrain and thus gain experience over many years before they are able to guide the Master Level, the best of the best. At that time, I was simply thrown in at the deep end and I had to grow into the job in a very short space of time.

**So you started out doing what other ski guides manage to do only at the end of their careers?**

In the past, guests not only grew closer to the instructors over the years, but also grew older together. All my predecessors have at some point handed over the Master Level group to the next generation due to age. But I'm not quite there yet. And as long as I see this job as a privilege with all its responsibilities, I will continue to do it to the best of my ability. ←



# Getting up early is worth it!



Enjoy the beautiful morning atmosphere and freshly groomed slopes all to yourself. © Ski Arlberg West GmbH/Andre Schönherr

## Skiing at sunrise

The Early Starts at the Langer Zug and Zürser Täli ski runs combine the fun of skiing with gorgeous natural scenery. In the early hours of the morning, sports enthusiasts head for the mountains, where they find untouched slopes after sunrise and make their first tracks in the snow. Early Starts in the Lech Zürs ski resort take place once a week and offer winter sports fans the unique opportunity to be the first on the slopes. Getting up early is worth it!

## Get an Early Start on one of the steepest ski runs in the world

As the dreamy mountain backdrop glows in the soft light of dawn, a pleasant tingling sensation spreads through your body. It's the anticipation of a very special ski run, which is known as one of the steepest groomed ski runs in the world with a gradient of up to 80 percent: the Langer Zug ski run. After a first-class skiing experience on the Langer Zug ski run, enjoy a Veuve Clicquot Champagne breakfast at the Schlegelkopf restaurant.

## Early Start with exciting insights and views

You glide gently down from the Muggengrat ridge to the Zürser Täli slope. Getting an Early Start at the Zürser Täli slope, winter sports fans are accompanied by a local expert

from the cable car company, who provides exciting insights into everyday life in the ski resorts. After an enjoyable ski run beyond the ordinary, round off the morning with a hearty breakfast at the Seekopf mountain restaurant.

## Early Start info

### Early Start at the Langer Zug ski run

- Every Wednesday at 7:30 am, valley station of the Rüfikopf cable car
- Register the day before by 5 pm at the ski pass office of the Rüfikopfbahn cable car on +43 (0) 5583 2824–214

### Early Start at the Zürser Täli ski run

- Every Thursday at 7:45 am, valley station of the Seekopfbahn cable car
- Register the day before by 4:30 pm at Ski Zürs AG on +43 (0) 5583 2283


## From tobogganing to Fondue Chinoise (hot pot)

'Unforgettable moments in the ski resort' is the motto of the winter entertainment programme in the Lech Zürs ski resort. There is a variety of experiences for every taste, from sporting to culinary or cultural – both on and off the slopes.

Further information is available at [www.wintertainment.at](http://www.wintertainment.at).



# The view over Lech Zürs



Looking at the region from above, from a bird's eye view, offers a change of perspective that not only reveals the diversity of nature and sport in Lech Zürs, but also highlights what is sometimes overlooked. After all, this is where golfers, swimmers and hikers play in summer and snowshoe trekkers, cross-country skiers and off-piste skiers enjoy the snow in winter. But it is exactly this diversity that makes the region's unique mountain landscape so appealing – a special place that promises a special time.













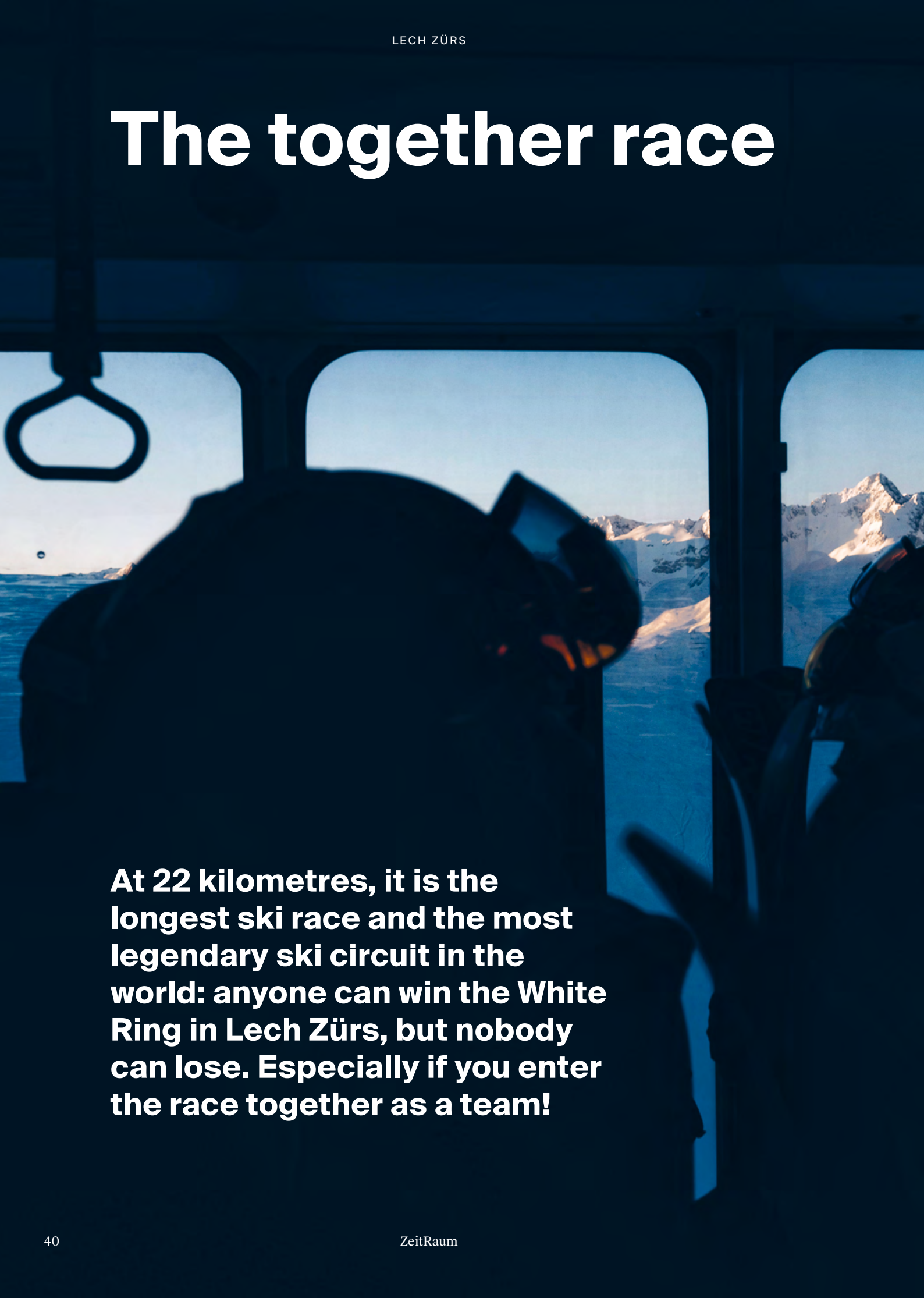
LECH ZURS



LECH ZURS



# The together race



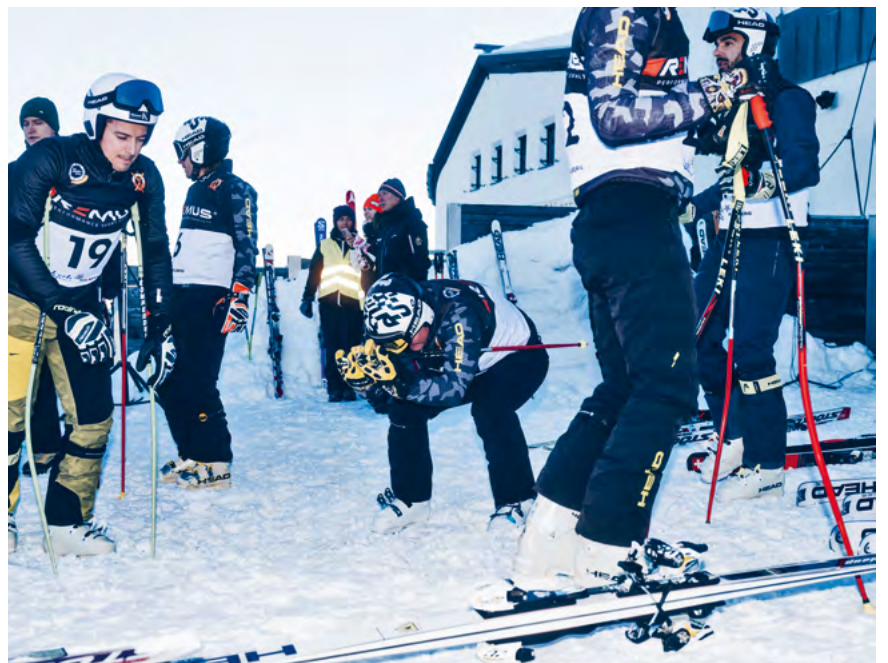
**At 22 kilometres, it is the longest ski race and the most legendary ski circuit in the world: anyone can win the White Ring in Lech Zürs, but nobody can lose. Especially if you enter the race together as a team!**



At the moment, everything and everyone waits in the dark: The mountain range to the east casts a long shadow over the mountain station of the Rüfikopf cable car. The January morning is cold, minus 16 degrees cold to be exact. The pale winter light seems sluggish this morning, as if the sun has to make a special effort to start the day. This is in stark contrast to the crowd gathered in clusters next to the mountain station. None of them stand still, they're all in motion. Some are just trying to keep warm by doing exercises, others are sipping a cup of tea, while security officers in yellow vests scurry about. Excitement and anticipation are in the air. After all, the 1,000 or so participants didn't take the cable car uphill early in the morning to watch the sleepy sun rise; they're here to ski. "Ski fast," says a participant in the starting area. "But really it's about working together," says another young woman, putting on her race jersey. The White Ring is not a World Cup race where points, medals or trophies count. Instead, it is Austria's largest national ski race in which there are many winners, but no losers. ➔



**None of them stand still,  
they're all in motion.**





The White Ring covers 22 kilometres of slopes and 5,500 meters of ascents and descents. Six pistes and eight lifts connect the villages of Lech with Zürs, Zug and Oberlech. Many consider it to be the most legendary ski circuit in the Alps. This ski adventure is legendary not only because of its topographical location in the Arlberg region or its scenic beauty in the heart of the Lechtal Alps, but above all because of its history: The idea of connecting all four resorts by lift was born over 100 years ago. It was originally the brainchild of Vorarlberg ski pioneer Sepp Bildstein, whose initiative led to the construction of Austria's first T-bar lift in Zürs in 1937 and 15 more lifts shortly after. These achievements laid the foundations for winter tourism in the Arlberg region and gave birth to the White Ring, which is why the race is held in Bildstein's honour and the team competition is named after him. The White Ring is not just about individual success, but about the collective experience.

**It is Austria's  
largest  
national ski  
race in which  
there are  
many winners,  
but no losers.**







## More than 85 teams from over 20 nations.

“A team is always made up of three men and one woman,” explains Alexander Klimmer, with each team sending multiple participants into the competition, who are scored in groups of four. This will be the 15th time that the Vorarlberg native and his team ‘Klimmer-Wohnbau Racing’ have taken part in the race. As a team captain for many years, he knows the ins and outs of the race: inspecting the course, starting procedures, risk assessment. Plus, he helps his protégés wherever he can. Klimmer still competes because he doesn’t want to “miss the thrill of the slopes.” And in this he is not alone! Teams from all corners of the world come together in the Arlberg region: from the vineyards of Baden-Württemberg to the Spanish Pyrenees, the Highlands of Scotland, or the Canadian Rocky Mountains. In fact, more than 85 teams from over 20 nations take on the challenge of the “White Ring.” One person who has competed for his team many times and also won countless times is Tyrolean Josef “Pepi” Strobl. He is a former racer and multiple World Cup winner. This is clear not only from the determination with which he catapults straight from the start, but above all from the deep crouch he adopts after the first few metres. In the slipstream of his teammate Riccardo Raedler, he glided over the first hill and picked up speed. Frederic Berthold and Paulina Wirth will soon join them. The four athletes of ‘Klimmer Wohnbau Racing’ are probably the fastest quartet and it’s no surprise they are considered the favourites in today’s race. ➔



There will be plenty of sliding, carving, drifting and jumping. Just like a real ski race, in fact. The only subtle difference is that not all skiers are prepared to risk life and limb for glory; some are content to simply enjoy the experience of the ski circuit. At the key point of the entire route, on the infamous Madloch descent from Zürs to Zug, the wheat is separated from the chaff: While Pepi Strobl and co. follow the direct fall line along the entry with their over two-metre long Super G slats and tackle the long right turn at top speed, others carve their turns leisurely between the gates and greet the race marshal as they pass. For these participants, it's not the time that counts, but the freedom of the piste. After all, on the day of the White Ring race, the slopes between the Rüfikopf mountain, Madloch cable car and the Kriegeralpe Alpine hut are reserved exclusively for those taking part in the competition. Provided participants get along with their fellow competitors, they can ski freely where there would otherwise be a large number of winter sports fans on the slopes at the same time. "It's a unique experience," admits a visibly delighted participant from New Zealand. "The slopes are never this quiet on any other day," says her colleague before they board the Zugerberg cable car. Everything changes very quickly once they reach the top.

On leaving the modern Zugerbergbahn gondola station, they enter a new world in Lech, a much livelier one than on the previous sections of the route. From this point on, the slopes are divided into two parts: on one side of the barrier, the racers compete for the fastest time, while on the other side, recreational skiers, families and children can relax and enjoy their runs. The benefit of all this is that you can experience the race up close. Along the five-kilometre piste descent via the Kriegeralpe Alpine hut into the valley to Lech, there is cheering, drumming and celebrating. The athletes are loudly encouraged with cowbells, megaphones and drum rolls before they float down to the finish



**“It’s like  
an Alpine  
World Cup  
atmosphere.”**

under the Schlegelkopfbahn cable car, filled with relief. “It’s like an Alpine World Cup atmosphere,” says Frederic Berthold, completely out of breath. The young man should know, after all, he has also been at home in professional sport for many years. In general, the White Ring is a popular event for bringing together numerous well-known names from Alpine racing history. But in fact, “they only make up a small percentage of all participants,” says a happy Alexander Klimmer. In the end, his team was victorious again, with Paulina Wirth also triumphing in the women’s individual classification. “We’re super happy with the results,” says Klimmer, who is





surrounded by his exuberantly celebrating team. Standing next to him is an otherwise taciturn Pepi Strobl, who came in second place in the overall standings and sums things up unexpectedly euphoric: "The important thing is that everyone made it to the finish line in good health." By this, he not only means the health of his teammates, but that of all participants. And he stresses the importance of togetherness. This is exactly what the magic of the White Ring Race is all about. ↵

**Togetherness.  
This is exactly  
what the magic  
of the White  
Ring Race  
is all about.**

### Fact box The White Ring – The Race

- Limited to 1,000 participants per race
- 22 kilometres long
- 5,500 vertical metres descent
- 5 lifts
- Individual or team classification "Bildsteintrophy"
- At least three men and one woman in the team ranking
- Course record: 44:06:50 minutes (Kilian Böck)



↳ [www.derweissering.ski/en/das-rennen](http://www.derweissering.ski/en/das-rennen)



# Oberlech

**Mohenfluh mountain**  
2,649 m

**Juppenspitze mountain**  
2,412 m

**Freeride ski run**  
Fürmeslemähder  
(only with a ski guide\*)

**Snowshoe hiking**  
From Schlössle (final stop of bus line 704) via Skyspace-Lech, Grubenalpe-Gypsum Holes and back, walking time: 1:30 h

**Oberlech barbecue area**  
With a magnificent view of the Omeshorn, Biberkopf and Karhorn mountains. And the Skyspace-Lech is just a few steps away.

**Schottenhof farm**  
Europe's highest highland cattle breeding

**Skyspace-Lech**  
The art experience by James Turrell in Lech

**Lech-Oberlech winter hiking trail**  
Walking time: 1 h, distance: 3,5 km  
240 vertical metres (one way)

**Burgwald bike trail**  
Duration: 25 min  
distance 3.0 km, ascent with lift descent 488 vertical metres  
Difficulty: medium

**Toboggan run**  
**Oberlech cable car**  
1.2 km floodlit winter toboggan run

**Ski-Kinderland Oberlech (kid's ski area)**  
Easily accessible on foot or skis. Featuring 3 moving carpets



\* All info about guided freeride tours:  
↳ [www.lechzuers.com/en/winter/winter-sports/skiing/ski-schools](http://www.lechzuers.com/en/winter/winter-sports/skiing/ski-schools)



No matter the season, whether indoors or outdoors, this destination offers not only stunning mountain views but also enriching art and nature experiences, along with exceptional food & drink and relaxation.



Widderstein mountain  
2,533 m

Karhorn mountain  
2,542 m

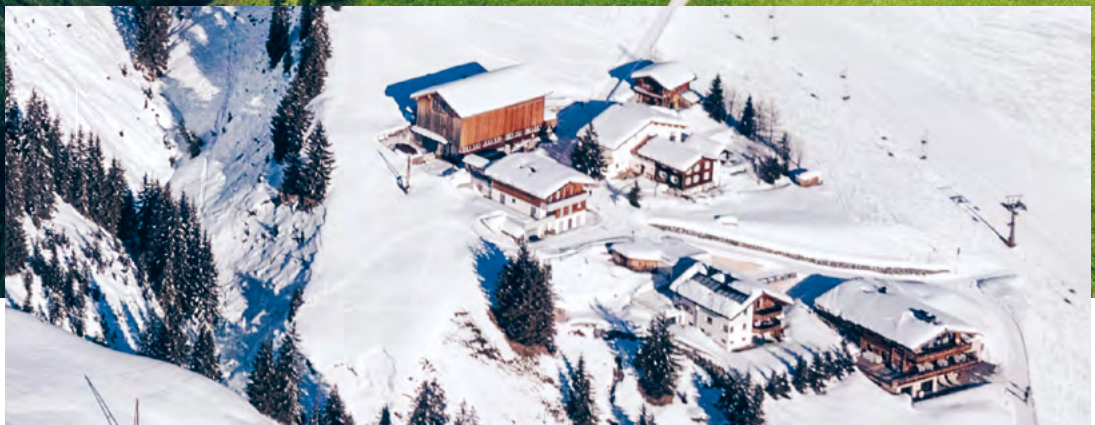
Freeride ski run  
Pfarrer Müller tour from  
Warth to Lech  
(only with ski guide\*)



Biomass heating  
plant Oberlech  
Natural energy supplying almost  
100% of all homes with cosy warmth

Bürstegg

Hike from the Bodenalpe inn to  
Bürstegg, walking time: 1:30 h  
Distance: 4.08 km, 270 vertical metres  
(one way), Difficulty: easy





# Hiking buses in the Zugertal valley

The Hiking buses in the Zugertal offer an eco-friendly and convenient way to explore the untouched natural beauty of the area. Local bus lines 706 and 707 take guests into the heart of the Zugertal valley, where there is something for everyone – be it summit hikes, peaceful walks along the Lechbach stream, or delightful picnic spots. Best of all, there's always a lake at the end of each trail.



**Ravensburger Hütte**  
1,948 m

## Zug Kirchle bus stop

The perfect starting point for a loop hike: Hike past the impressive Stierlochbach waterfall and into the narrow, rugged valley to the Stierlochjoch saddle. From here you can see the Ravensburger Hütte hut, your destination for the hike. After a well-earned rest, make your way back down to the Spullersee bus stop, where bus 706 will take you back to Lech.

## Dorfhus and Rüfiplatz bus stops

These stops are within walking distance of the village centre of Lech. So shoulder your rucksack, hop on the bus and off you go!

## Zuger Säge bus stop

Where centuries-old craftsmanship meets the source of the Lechbach stream: At the "Zuger Säge" bus stop, visit the lovingly restored old sawmill dating from 1797 and marvel at the karst spring of the Weissbach stream and the water catchment area of the Schwarzbach stream. Both streams feed the raging Lechbach stream, an incredible natural spectacle that's not to be missed!



**Lechwelten Convention Centre**  
1,444 m

## Äpele

A mountain experience like in the olden days: The secluded location of the Göppinger Hütte hut, built in 1913, makes this hike the ultimate adventure for nature lovers seeking tranquility. From the Gasthof Äpele inn, ascend in a wide arc through shady forests to the Upper Äpele, leaving the tree line behind. A series of hairpin bends leads to the Gamsbodenjoch plateau. Shortly after, you'll reach the mountain refuge, where you'll be treated to a great meal. The descent follows the same route, or alternatively, you can take the Steinmayerweg trail down to the bus stop at the Formarinsee lake. Note: this long, Alpine trail is recommended only in good weather and for experienced hikers who are surefooted.



706

**706 Spullersee bus stop**

Summits wherever you look: Once you've reached the finish line at the Spullersee lake, you'll be spoilt for choice. Options range from a leisurely stroll around the turquoise mountain lake to scenic climbs to the Spuller Schafberg, Wasenspitze or Plattnitzer Jochspitze mountains, as well as Alpine climbing on the elegant Roggalspitze mountain. Whatever you choose, be sure to include a short break at the Ravensburger Hütte hut!

**706 Dalaaser Staffel bus stop**

A rustic refreshment stop: Just below the Spullersee lake lies the rustic Dalaaser Staffel Alpine pasture, where cheesemaker Conny treats guests to small dishes made from local products. The homemade cream cheese comes highly recommended, best savoured on the sunny terrace with stunning views of the Mehlsack, Goppelspitze, and Spuller Schafberg mountains.

**Abzweigung bus stop**

Step into the forest, and take a deep breath: The forest camp at the Abzweigung bus stop, where bus lines 706 and 707 split, is the perfect place for the whole family to experience the pristine nature of Zugertal valley. While little ones explore the playground, parents can light a fire at the grill area to prepare food. Afterwards, everyone can cool their feet in the Lechbach stream.

**707 Johannesbachweg bus stop**

In the footsteps of the ibex: If you prefer a more relaxed hike but still want to explore the Zugertal valley on foot, the best option is to get off at the Johannesbachweg bus stop. From there follow the hiking trail along the foot of the Rote Wand towards the Formarinsee lake. Just before Alpe Formarin mountain hut, a meadow trail branches off to the left and leads past an ibex monument commemorating the reintroduction of this species in 1958. Today, one of the largest ibex colonies in Europe lives here!

**Göppinger Hütte**  
2,245 m

## Fact box

### Mobility in Lech

Lech's local buses are the perfect alternative to private transportation in the area. Affordable, eco-friendly, and hassle-free, the local buses will take you to all parts of the region.

Holders of a **Lech Card** can access Lech's local and hiking buses **free of charge**; otherwise, the regular rates of the Verkehrsverbund Vorarlberg (VVV) apply.



↳ [www.lechzuers.com/en/local-bus](http://www.lechzuers.com/en/local-bus)

707

**707 Formarinsee bus stop**

A crystal-clear natural gem: Covering 15 hectares and 17 metres deep, the nearly circular Formarinsee lake is surrounded by a stunning mountain panorama and is undoubtedly one of the most beautiful spots in the Alps. Fortunately, Formarinsee lake is the final stop on bus line 707, providing numerous options to explore the area. Whether you want to hike Alpine trails up to the Rote Wand, cast a fishing line along the lake's shore, or simply relax at the Freiburgerhütte mountain hut, you're sure to have a memorable experience.

**Rote Wand**  
2,704 m



# One with the stream

**Fly fishing is the pinnacle of the sport, where every cast matters. For those seeking the grace and solitude of this technique, the Zugertal valley is the perfect destination. We joined Lech fly fisherman Marc Gusner along the Lechbach stream and observed as he engaged in his favourite pastime.**



Using a "backhand cast," the fly fisher aims to position the fly with maximum precision.



He casts repeatedly. The fisherman's motions are tireless. His rod sweeps smoothly over the water's surface, releasing the line with a soft whirr, and the fly settles into the current. There, it dances with the flow of the river before being drawn in once more. This continues until a fish takes the bait, which, as the fisherman notes, can require patience. Marc has been casting his line here for over twenty years, on the river that inspired the region's name, derived from Celtic roots meaning 'rich in stones'. This river is the Lechbach stream.

The fisherman's goal is to out-smart the fish. To achieve this, he employs a lure: the fly. Depending on the season and conditions, the fly varies in appearance. Sometimes it is vibrant and large, other times small and subdued. The crucial factor is that it mimics the fish's natural food source. To ensure the fish is fooled and takes the bait is the essence of fly fishing: it's a game of cat and mouse, explains the fisherman.



The right gear is crucial! This includes a wide variety of flies, along with waders and wading boots to keep your feet dry in flowing water.

## It's a game of cat and mouse, explains the fisherman.



The stones in the riverbed tell a story! By observing the larvae laid by various insects on the underside of these stones, we can identify which insects are part of the fish's food chain.

He adds, "The true art lies in catching the fish you've spotted with the fly you've crafted. Many factors must align, but above all, the fisherman needs to understand the limnology – the ecosystem of the water body, in this case, of the Lechbach stream." You should also observe the life along the banks: What creatures are crawling and flying about? This is known as entomology. All this may sound technical, but nearly every fly fisherman is familiar with the craft. Entomology involves the study of insects. Without this knowledge, a fisherman is likely to return home empty-handed. ➔



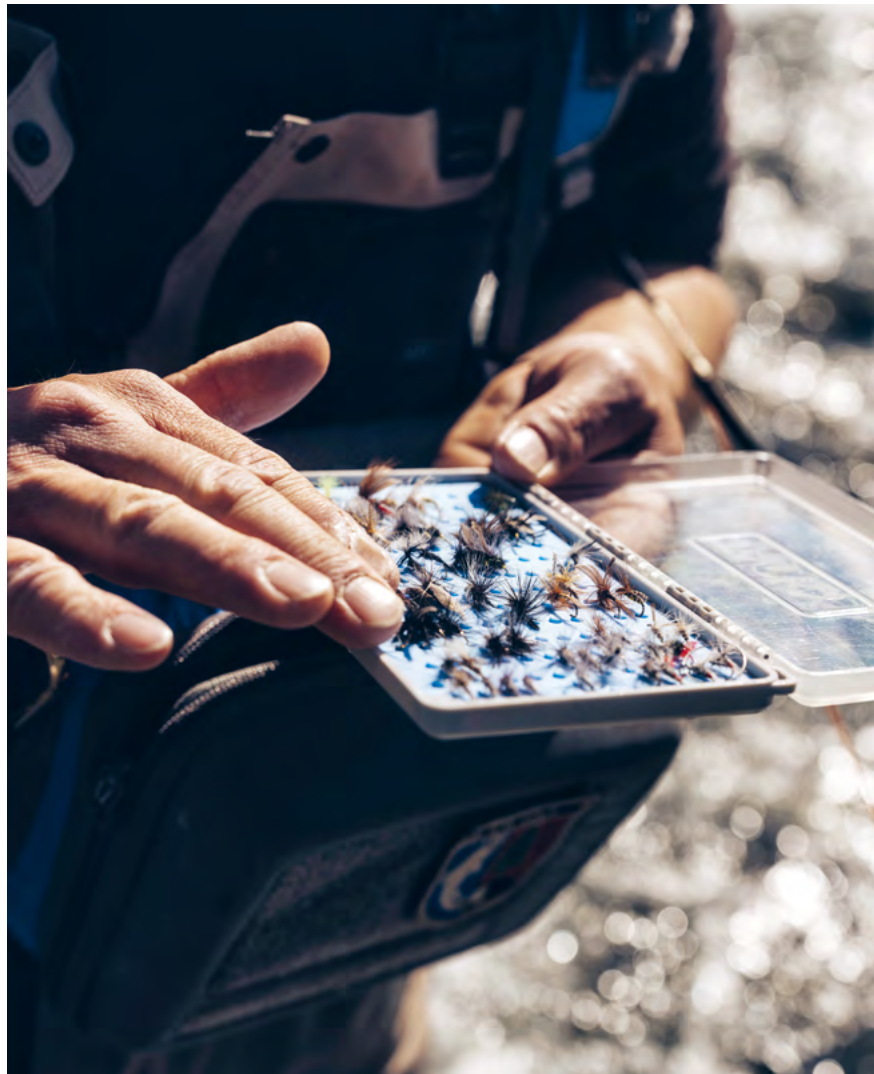


The angler spots a brown trout beneath the bridge. Now, it's all about strategy: Which position will the angler select? Which currents must be taken into account when casting?

**There are numerous considerations when pursuing fish, says the fisherman.**

All of this is why fly fishing is such a sophisticated artform. There are numerous considerations when pursuing fish, says the fisherman. Essentially, the faster the current, the less time the fish has to deliberate: Is the fly floating above the fish real or an illusion? As the stream rushes through the valley at high speed, potential food sources are constantly moving past the fish. The fish must make a swift decision to strike or not. Since fish are opportunistic feeders, as the fisherman notes, they often bite when in doubt. Here on the Lechbach stream, where the fishing season and summer are brief and food is limited, the fish are particularly eager. In this sense, the Lechbach is a rewarding stream for fly fishing.

According to Marc, a day ticket for fishing on the Lechbach stream is a rare privilege, as authorities aim to preserve the delicate ecosystem. Only four passes are issued each day! If you're fortunate enough to obtain one, you are permitted to cast your line along just 19 km of flowing water. The Lech fishing area is divided into five sections. Four of these sections are along the Lechbach stream: from the confluence with the Spullerbach stream to the confluence with the Krumbach stream. The Lechbach flows over gently meandering gravel



Colourful, black, large or small – when choosing a fly, it's crucial to select the most realistic imitation of the food source possible.





The critical moments: The “lay down” of the fly

beds, through rushing rocky gorges, and into deep, crystal-clear pools. Anglers here are permitted to catch up to three fish per day. These limits are important, emphasises the fisherman.

They are designed to ensure harmony: with the stream, the landscape, and the natural environment. Anglers

## There's little conversation, just plenty of observation.

focus on that which is immediately in front of them. There's little conversation, but plenty of observation. As the fisherman wades through the water, trying to read the stream's signals, his mind finds peace. In the Zugertal valley, where the Lechbach stream meanders gently, the world feels in

balance, says the fisherman. And as long as his fishing rod is in motion, he enjoys a soothing silence in his mind.

The fisherman stands waist-deep in the streambed, facing the current. His trousers shield him from the wet and cold, while his shoes provide grip on the slippery rocks. Fortunately, the fisherman knows the stream like no one else: born and raised here, he caught his first fish in these waters as a youth, and now serves as the chairman of the Lech angling association. His name is Marc Gusner. When he's not fishing in the Lech, he manages the village's municipal yard, leads the local music band, or maintains the hiking trails in Lech Zürs. Yet, his favourite place of all remains the banks of the Lechbach stream. Here the world feels perfectly in order. ↵

### Fact box Equipment

- Fly rods in lengths from 8 to 9 ft.
- Line weights 4 to 6
- Leaders from 0.12 mm to 0.18 mm
- Lightweight waders
- Sturdy wading boots
- Short wading vest
- Landing net
- Small backpack with provisions and spare clothing

### Fact box Fly fishing in Lech

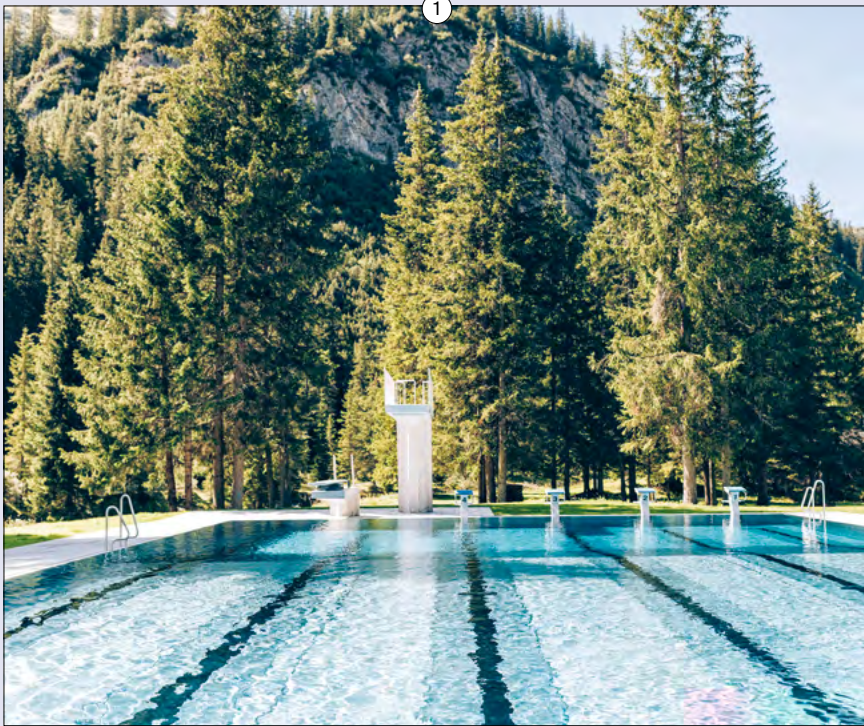
- Fishable waters: Lechbach stream, Fischteich Zug fish pond, Spullersee lake, Formarinsee lake, Zürsersee lake.
- No fishing licence required, provided anglers follow the proper etiquette.
- Fishing with barbed hooks is prohibited in all waters.
- Day tickets are available online at [www.hejfish.com](http://www.hejfish.com), at the Lech Zürs tourist office or directly at the fish pond in Zug (prices for Lechbach stream day ticket: €49 / €56 with / without Lech Card). Just four tickets are sold per day.
- Fish species found in the Lechbach stream include: brown trout and the occasional rainbow trout.
- Fish species found in the Spullersee and Formarinsee lakes include: Lake char and brook trout, lake trout, brown trout, rainbow trout.
- Lechbach stream season from mid-June to the end of September.



**More information is available by visiting:**  
↳ [www.lechzuers.com/en/summer/summer-activities/fishing](http://www.lechzuers.com/en/summer/summer-activities/fishing)



## Good to know



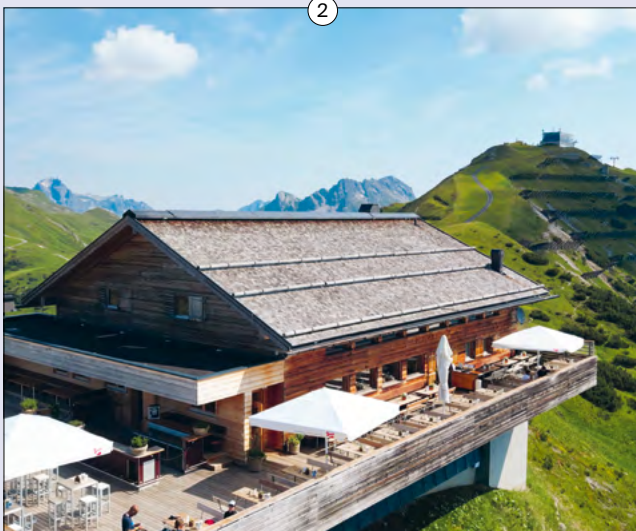
### 1 Forest swimming pool Lech

At 1,500 metres, at the entrance to the Zugertal valley and right along the Lech River, the Lech forest swimming pool provides pure bathing enjoyment. The cool mountain waters invite you to dive in from early June, and weather permitting, until October. For a refreshing bathing experience, the forest swimming pool attracts both young and old with its exhilarating water slide, a diving tower for the daring, and a charming sunbathing lawn – all set against the backdrop of a majestic mountain panorama. Two of the three pools, the aquafit pool and the children's pool, are heated to a comfortable temperature, while the 25-metre sports pool is slightly cooler, offering the perfect conditions for intensive training sessions. Swimming in the cool forests between Lech and Zug is a refreshing treat, especially on hot summer days. ↵

**Admission to the forest swimming pool is free for all overnight guests with the Lech Card.**



↳ [www.lechzuers.com/en/summer/summer-activities/forest-swimming-pool](http://www.lechzuers.com/en/summer/summer-activities/forest-swimming-pool)



### 2 A summer dream with the Zugerbergbahn cable car

The summer world of Lech Zürs am Arlberg gained a new attraction in June of 2024: the Zugerbergbahn cable car! In winter, the brand-new 10-seater gondolas will swiftly carry winter sports enthusiasts up to 2,100 metres in just a few minutes. Meanwhile, during summer, they will provide access to breathtaking mountain landscapes for hikers, mountain bikers, and families (with or without prams). From thrilling to tranquil, there's something for everyone: whether it's exploring the Butzenssee lake and Burgwald trails, visiting the Skyspace-Lech or the Sagenwald trail, or taking in the breathtaking view of the 2,542-m Mohnenfluh mountain. At the top of the mountain station, the barrier-free Balmalp mountain hut is a culinary hotspot featuring an unparalleled sun terrace and breathtaking panoramic views. ↵



↳ [www.lechzuers.com/en/summer/cable-cars/zugerbergbahn](http://www.lechzuers.com/en/summer/cable-cars/zugerbergbahn)

The Balmalp mountain hut in summer



## Good to know



### 3 22<sup>nd</sup> International Walser Meeting in Lech Zürs

Since 1962, the Walser people have celebrated a large Walser Meeting every three years! Thousands of Walser people from all over the world flock to a Walser village in their colourful traditional costumes. The encounters are key moments of the meetings. Music, singing, and traditional costume groups, along with bands, add to the lively entertainment, whether outdoors or during the festive evening celebrations. In addition, a joint ecumenical service encourages reflection and reverence, and the event concludes with a grand parade. ↵

**The next, and 22<sup>nd</sup>, International Walser Meeting will take place from 18-20 July 2025 in Lech Zürs am Arlberg.**



↳ [www.walsertreffen2025.com](http://www.walsertreffen2025.com)

Tomorrow's journey starts today.



# Future Perfect

## Boarding School Consultancy



...for boarding schools in the UK, USA, Canada, and beyond.

[www.futureperfect.at](http://www.futureperfect.at) | +43 650 2101470 | [mw@futureperfect.at](mailto:mw@futureperfect.at) | A-6900 Bregenz



# ENVIRONMENT







**“The brown butter in which the onions have been roasted is placed on top and served with potato salad or green salad.”**







# MELTS IN YOUR MOUTH!

**Whether in the village centre  
of Lech or up in the mountains,  
Käsknöpfle cheese spaetzle  
and mountain air go together like  
fried onions and butter.  
At heart, this is a story of  
cheese fusion, elasticity, and  
cheese mediators.**

The family tree based on the pairing of flour and milk just so happens to be one of the most successful in all of the Alpine region. From this strong foundation of two key ingredients, countless Alpine dishes branch out. There are too many to count in fact. To complicate matters further, there are also so many sub-variations of these two basic ingredients themselves: from Riebel cornmeal to rye flour or from mountain cheese to clarified butter. Then there are the numerous different ways of preparing regionally popular fare. Every valley, every village does things in its own

way, according to local traditions, and perhaps even naming the dishes a little differently.

This is most certainly the case when it comes to Käsknöpfle cheese spaetzle, sometimes locally known as Kasnocken, Käsknöpfli, Chäschnöpfli, Kasspatzen and Kässpätzâ (and this list is by no means exhaustive). The dough is made from flour, water and eggs, while the cheese is made from milk. This brings us back to the roots of the aforementioned family tree. ➔



So where do Käsknöpfle actually come from? Who knows for sure? And where can you find them? That's easy! In Lech, for sure. Find this popular dish on menus, trays and tables throughout the region. And long before it arrives, deliciously aromatic at your table, this delectable dish can be found deep inside the brain's craving centre. This is where a very simple calculation is stored: Lech air + appetite = Käsknöpfle cheese spaetzle. Lech boasts excellent air quality, for example at the Lucian family's **Kriegeralpe Alpine hut**. Here, at over 2000 metres above sea level, the altitude and therefore the appetite are the same in summer and winter; what changes is the way in which the guests arrive, and therefore the calorie consumption, as well as the basis for the melted cheese. In winter, when hordes of guests park their skis and snowboards outside the hut at lunchtime to enjoy the view of the monochrome but nuanced shades of white, the Kriegeralpe Alpine hut serves "Nüdeli à la house recipe": croissant-shaped noodles, into the openings of which the melted cheese mixture penetrates fervently with its own languid vigour, accompanied by melted and fried onions as well as chives. Plenty of fuel for the next ski runs. In summer, when things are a little quieter up here and the white has long since been replaced by the vibrancy of the Alpine green, the Kriegeralpe Alpine hut is the place to be for anyone who wants to try Käsknöpfle and learn more about this traditional Alpine dish: Depending on the time available, the host of the Burghotel and mayor of Lech, Gerhard Lucian, will personally pass on Grandma Lucian's instructions in special Käsknöpfle cooking classes. Here are some excerpts from Grandma's Käsknöpfle expertise: First, seemingly

## Mountain air + appetite = Käsknöpfle cheese spaetzle.

small things like choosing the right flour are essential. Up here, they use a handy Vorarlberg spaetzle flour mix (numbers 700 and 450 for those keen to cook at home). Second, spaetzle cheeses are always referred to in the plural, both in terms of the number of cheese varieties used and the elasticity of its melted splendour. In other words, it is not one but three cheeses that contribute to the success of the dish. Gerhard Lucian explains: "Mountain cheese provides the good flavour and the stringy texture, Rässkäse cheese adds a certain pungency and Sauerkäse adds lightness. For even more insights, you'll have to make your own way up to the Kriegeralpe Alpine hut, whether by chairlift or on foot."

Further down, in the village centre of Lech, you'll discover yet another well-known Käsknöpfle address: the **Hüs Nr. 8**, one of the oldest inns in the Arlberg region. Its centuries-old wooden beams, green shutters, and plenty of palpable history are the perfect setting for enjoyment. Although there are other appealing local specialities on the menu, such as Walsler-style "Gröstl" made from blood sausage and potatoes, many people come here for the homemade spaetzle in a melted cheese coating, served with a leaf salad. The cheese mixture comes from a Vorarlberg institution, the Käsescout KäseCaspar, based in Dornbirn. The crockery on which the spaetzle is served at Hüs Nr. 8, with its decorative pattern of colourful Alpine flowers, alludes to what the cows put in their stomachs. This is, of course, a key foundation for the enjoyment of cheese specialities: After years of maturing, the resultant mountain cheese combines with piping hot spaetzle at Hüs Nr. 8 and is covered in roasted onions.



### All restaurants in Lech Zürs

All information, current opening hours and offers from the wide range of culinary delights in Lech Zürs can be found at:  
↳ [www.lechzuers.com/en/culinary](http://www.lechzuers.com/en/culinary)



### The charming mountain huts of Lech Zürs

All information and current opening hours are available here:  
↳ [www.lechzuers.com/en/guide/huts-in-lech-zuers](http://www.lechzuers.com/en/guide/huts-in-lech-zuers)



Those who mention Lech should not overlook Zug. The show dairy at the **Biohof Kaufmann** is dramatically situated in this slightly elevated, tranquil district. The location boasts a self-service fridge in which, in addition to dairy products, you will also find sausages from the cattle that graze here next to the house against the mighty rocky backdrop of the Rote Wand. The key word here is dual-purpose breed. During the mornings, it is now possible to watch various dairy products being made through large show windows. The Kaufmanns plan to offer a typical cheese mixture (organic quality, of course) for spaetzle as soon as possible. But what does that mean? Soon? The junior host explains: “The mix should include mature mountain cheese. As we only opened in December 2023, we simply don’t have it yet.” For taste reasons, the senior host insists on the presence of Surakäs, a sour cheese: “Many only make it with mountain cheese and Rässkäse cheese. But not us.” To get the perfect combination of cheese and spaetzle, she explains, it is essential to layer them in warmed bowls. The brown butter in which the onions have been roasted is placed on top and served with potato salad or green salad. The organic farmer also has an insider tip in Zug: in her opinion, the best Käsknöpfle cheese spaetzle can be found at the **Gasthaus Alphorn inn**.



**The junior host explains:  
“The mix should include mature mountain cheese. As we only opened in December 2023, we simply don’t have it yet.”**

For Käsknöpfle, there’s also the **Äpele**, just a few beautiful kilometres further on in the Zugertal valley, which can be reached on cross-country skis, with hiking boots, a mountain bike or even the farm’s own snowmobile. Until the 17th century, the name referred to an independent district of Lech. The wood for the interior paneling of the house, built in 1997, came from the centuries-old Cia-Hus, which had to be demolished. The Äpele serves locally hunted game, fondue and the cheese mix for the spaetzle is also of proven quality: just like in the Hüs Nr. 8, it comes from KäseCaspar.

Incidentally, the route back from the Äpele to Lech leads past a Käsknöpfle veteran: **Josef “Joschi” Walch, manager of the Hotel Rote Wand**, once ran a restaurant in the village centre of Lech called Käsknöpfle. This was a restaurant where all layers mixed (in this case, we’re talking about people as well as cheese and spaetzle). Over the years, to say that they have tried everything is an understatement: cheese dumplings were once dyed pink here. Of course, such an outlandish take on Käsknöpfle falls far from the milk-flour family tree. ←

### Want to reserve your favourite seat?



You can do this conveniently online before you arrive:  
↳ [restaurants.table4u.at/eng](https://restaurants.table4u.at/eng)



# Sundowner in style

After skiing, it's time to wind down – with a delicious drink at sunset. Simply calling it après-ski in Lech Zürs would undoubtedly be an understatement. Featuring elegant and charming bars, contemporary architecture, breathtaking views, and a carefully curated selection, the lively celebrations here create a unique atmosphere. Presenting three special places to party.





## Balmalp

The panoramic view from the Balmalp ski hut is truly unparalleled: From the Omeshorn and Rote Wand mountains all the way to the peak of the Mohnenfluh – there's majestic mountain scenery as far as the eye can see. At the outdoor bar and champagne lounge, the panorama is especially impressive. Meanwhile, the indoor spots inside the sunlit wooden hut also offer lovely views. Speaking of sun: When it's out, the Balmalp's terrace is the place to be. Starting in the morning already, chillout vibes with club sounds set the tone, drawing in many who either zip down the slopes or arrive comfortably without ski gear on the Zugerbergbahn cable car. The sundowner is then the absolute highlight. Prior to this, savour the feeling of a shared special moment with an oversized pizza, a Limoncello Spritz, or a glass of champagne. ☺





## Ice Bar Romantik Hotel Krone

On the terrace of the Romantik Hotel Krone, passers-by mingle with those who have just come from shopping or the nearby ski slopes: They all meet up here in the heart of Lech. Whether it's the beats of Ibiza or live performances like those at the Tanzcafé Arlberg Music Festival, enjoy watching skiers finishing their runs and people strolling by – the vibrant atmosphere is truly captivating. If you're in the mood, the afternoon is all about après ski. Treat yourself to a fine glass of wine or a chilled, premium Bollinger Champagne – the bar manager's favourite. A good glass is refreshing, enjoyable, and leaves you wanting more. ←



**The most beautiful places for a sundowner**

More tips are available here: ↳ [www.lechzuers.com/en/culinary/bars](http://www.lechzuers.com/en/culinary/bars)





## The Yurt

The yurt draws in the curious, as its exterior gives little hint of what lies within. But once you step inside, you won't want to leave. Become enveloped by warmth: Both the inviting atmosphere created by the team and guests, as well as the physical warmth from the handcrafted wood, felt, and cotton structure will keep you nice and cosy. Although it may appear modest from the outside, the vibe inside this authentic Kyrgyz nomad tent is anything but. The music is progressive and electronic, and the drink menu boasts a carefully curated selection for those who appreciate quality and enjoy the finer things. Enjoy excellent Negronis, yuzu lemonade (tip: mix it with vodka), a few natural wines, and a selection of mezcals and tequilas. In this intimate space, less is more. If you find yourself nearby, drop in after sunset between early December and mid-April (when the pop-up tent is set up in front of the Hotel Arlberg) and take a seat on the sofas and stools alongside visitors from around the world. ↵





# TELLING





# Space

**“When I can’t come up with anything sitting at my desk,  
I go – whenever possible – into the mountains.”**



**“THE SPIRIT IS  
PARTICULARLY  
ELEVATED  
IN THE  
MOUNTAINS.”**

What has been considered essential since Nietzsche has been cultivated at Philosophicum Lech for 27 years: thinking in the mountains. The two directors, Barbara Bleisch and Konrad Paul Liessmann, explain why it's easier to think clearly while hiking, how distance plays a role, and when it's better to not overthink things.





**Ms. Bleisch, in the summer of 2024, your new book “Mitte des Lebens” (Midlife) was published, which is a philosophical exploration of midlife. There happens to be a mountain peak on the cover—why is that?**

BARBARA BLEISCH: I found myself thinking about how to visually represent the midpoint of life. The image of a landscape came to mind, symbolising how the surroundings along a life's path, much like on a hike, can change over time. On the other hand, the image of a high plateau also works well as a metaphor. When I've been on my hike for a while, I can look both ways: back at my own past and forward to the time ahead.

**It's true that hiking makes thinking easier. Sören Kierkegaard once said: “I have walked myself into my best thoughts, and I know of no thought so burdensome that one cannot walk away from it.”**

BB: Nietzsche was also a hiker, and Walter Benjamin a flaneur who preferred to wander through the city. I notice the same things myself: when I can't come up with anything sitting at my desk, I go – whenever possible – into the forest or the mountains.

KONRAD PAUL LIESSMANN: Barbara and I aren't entirely of one mind when it comes to hiking. I'm not much of a hiker and have preferred to cycle since my youth, especially in the mountains. Additionally, I also prefer to be alone. Personally, I find it difficult to move and talk at the same time, to collect my thoughts and concentrate on someone else and the path. I'd rather philosophise in a Viennese café or at the Lech Philosophicum.

BB: In the mountains, it's not just the act of hiking, but also the vastness that adds to the experience. In the face of these towering giants of stone, you get the feeling that you can distance yourself from your own worries. It gives you a more open perspective on the world and yourself. ➔





**Hiking or cycling can also have the opposite effect, leading to a state where you free yourself from thoughts. How important is it to sometimes think of nothing at all?**

KPL: Letting go of thoughts is essential if new ideas are to emerge. The fact that this release comes so easily when hiking or cycling is probably due to the form of movement itself – the steady rhythm of hiking or pedalling. The physical exertion calms the mind and encourages free association in our thoughts.

BB: I agree, because for most of our lives we are very goal-oriented. We have to-do lists, life plans, and we go from one goal to the next. Once we've ticked something off, there's

**There have always been philosophers who connected the place and the content of their thinking.**

always the next thing. Some people completely lose the ability to be present in the moment. When I'm in the mountains, I may have a goal in mind – a hut, a peak – but I still find peace in the act of hiking.

**As a mountain village, Lech is a special place for a philosophy conference, not only because of its impressive topography, but also because of its tranquillity. How much would you say the place I'm in affects my thinking?**

KPL: I see a strong connection between thinking and place. We know that Friedrich Nietzsche loved the Alps. He said that the idea for his great work, "Thus Spoke Zarathustra," came to him in the Swiss Alps, '6,000





feet above man and time'. In other words, the altitude was indeed the height of his mind. This is also an interesting metaphor. We say, for example, that someone is a spiritual being. Or that someone is moving at the height of the moment. It is indeed the case that the mind experiences a kind of elevation in the mountains. This is another reason why places like Lech are so inspiring for philosophers.

BB: There have always been philosophers who connected the place and the content of their thinking. For example, Martin Heidegger's famous mountain hut in the Black Forest was not only an important place for his thinking, but also embodied his philosophy, which is about how to live a

life that isn't dependent on others. For Albert Camus, the Mediterranean was important; he spoke of a "pensée du midi." In Lech, the mountains are central, representing the sublime: feeling small in the presence of something great.

**Feeling small in the presence of massive mountain ranges is likely easier. What role does distance—this apparent detachment from the world—play in shaping our view of society?**

KPL: I think distance is essential. Being involved in various things often forces you to act, but usually obscures your view of the situation and yourself. Places of retreat make it easier to maintain this distance because there

are fewer distractions, which allows for better concentration. That's what makes the Philosophicum Lech so special. In such a mountainous location, there's no theatre or opera to visit after a lecture. The subject is studied intensively from early morning until late at night. This opens up perspectives you won't find anywhere else.

BB: I like the idea, also expressed by Nietzsche, that many people are attracted to nature because it does not judge us. This can also play a role at the Philosophicum, when you go outside between lectures and take a hike along the Lechbach stream. In nature, it doesn't matter who I am, what I look like or how much I know. That's liberating. ➔



**WHEN I'M IN  
THE MOUNTAINS,  
A CERTAIN  
SENSE OF  
AIMLESSNESS  
SETS IN;  
I FIND PEACE  
AND A FREETING  
OF MY  
THOUGHTS.**

**Fact box  
Philosophicum**

---

→ The Philosophicum Lech is a prestigious annual philosophy conference held in Lech am Arlberg, Austria. It brings together thinkers from a variety of disciplines to explore pressing social, cultural and philosophical issues.



**This image of unspoiled landscapes evokes a deep longing in most people. At the same time, people are spending less time in nature – demographically speaking, most people live in cities or in environments that are far from pristine. Does the longing for nature grow as we encounter less of it?**

KPL: The relationship between man and nature has changed fundamentally. The idea that nature – such as mountains, lakes, coasts or forests – could be places of recreation only emerged in the industrial age. In the Middle Ages, someone who lived in the Alps would not necessarily have seen the mountains as an aesthetic phenomenon; he would have tried to wrest a living from a hostile landscape. Nature only became attractive when we created counter-images, such as the industrial city. This represented a very different way of life. Interestingly, in an urbanised society, the longing for nature is intensified, even as migration to cities continues to grow worldwide. This also something worth thinking about.

BB: I definitely think that these things go hand in hand. However, we must not forget that nature was long regarded primarily as something dangerous that humans tried to control and tame. Today, we live not only in the Anthropocene but also in the Technocene: we are increasingly dependent on technology and machines, and we perceive disturbances differently than in the past. Even when a natural disaster occurs, we hold technology responsible: we lament that the early warning system failed or that the dam didn't hold. Or, even worse, we blame the people who couldn't manage the technology.

KPL: Furthermore, nature no longer just disturbs us; it actually threatens us. This summer, we experienced a unique heatwave in Vienna, followed by days of storms, heavy rains, and floods. At the same time, we know that we ourselves have contributed to the dramatic changes in climate. Nature is not facing us as something

foreign, divine, or inherently threatening, as it might have been for early humans encountering a lion; rather, today's lion—our climate—is a product of our own making. This makes the situation doubly problematic.

**The American psychologist Dacher Keltner explores which moments in life promise the most happiness and concludes that these are emotional moments—those of tenderness and awe. We have talked a lot about thinking, but the sight of a mountain can evoke something else; it can stir strong feelings within us. Why are we so deeply moved by this? Where does this emotionality come from?**

BB: Søren Kierkegaard has this beautiful idea that death is the teacher of seriousness. When we are surrounded by mountains, these ancient stone giants that are billions of years old, we can come to the emotional realisation that our lives are incredibly short. For all the irony that's good for us, we realise that it's a serious matter not to waste life.

KPL: I think the answer lies in the paradox. What really moves us is the experience that nothing affects us. Because everything feels so far away and so small. When you look down from a great height, everything shrinks, and this distance allows for a certain appreciation of the pristine. I think that's what attracts so many people to high mountains: the feeling of not being involved for a moment. ←



## Philosopher Barbara Bleisch

### Philosopher, journalist and author

With a PhD in philosophy, she has been hosting the Swiss TV program *Sternstunde Philosophie* since 2010. In addition to writing philosophical non-fiction, she also lectures in continuing education programmes at the universities of Zurich, St. Gallen, and Lucerne. Awarded the Prophil Prize by the German Society for Philosophy in 2024.

## Philosopher Konrad Paul Liessmann

### Former professor at the Institute of Philosophy, University of Vienna

Scientific director of the Philosophicum Lech from 1997 to 2003, and co-director of the esteemed event since 2024. He is an acclaimed author of both academic and popular works, regularly contributing essays and columns to national and international media. Recipient of numerous awards, including the Austrian State Prize for Cultural Journalism and the Austrian Decoration for Science and Art.

### Podcast

## Take a deep breath, tune in, and reflect:



immerse yourself in the minds of Lech philosophers! Our podcast, *Denken am Berg*, features insightful conversations on a broad range of contemporary issues. **Check out the latest episode with Konrad Paul Liessmann and Barbara Bleisch here:**

↳ [www.lechzuers.com/podcast/wer-stoert-hier-wen](http://www.lechzuers.com/podcast/wer-stoert-hier-wen)



## Good to know

①



1

### Podcast: Denken am Berg

Denken am Berg complements the events Philosophicum, Literaricum, and Impact Lech, which take place each year in Lech Zürs am Arlberg. Leading thinkers of our time present, debate, and discuss numerous current and essential topics. This podcast offers monthly insights, live recordings and engaging interviews with the key players at these events. It is remarkable that a renowned Alpine winter sports resort is actively involved in addressing the major social issues of our time. The podcast Denken am Berg is equally exceptional. ↵

②



2

### Summer of culture

In summer, Lech am Arlberg hosts prestigious symposia, inviting participants to engage in musical, scientific and philosophical exchange. Austrian scientist and bestselling author Markus Hengstschläger will lead the Impact Lech Symposium. It will explore the impact of the latest discoveries and developments on our daily lives, work and society. Under the direction of Austrian philosopher Konrad Paul Liessmann and Swiss philosopher Barbara Bleisch, the Philosophicum Lech invites participants each year to engage in intensive intellectual exploration and debate. During the Jazzbühne Lech international musicians fill the concert hall of the Lechwelten Convention Centre with their sounds. For lovers of classical music, the Lech Classic Festival is a must on their summer holiday calendar. ↵



# Strolz



JETZT TERMIN  
BUCHEN UNTER  
BOOK YOUR  
APPOINTMENT HERE

[schuhe@strolz.at](mailto:schuhe@strolz.at)  
+43 5583 2361 52

**TECNICA X STROLZ**  
skiboots made to measure

SPORT & MODE STROLZ | 6764 LECH | DORF 116  
+43 5583 2361 | [OFFICE@STROLZ.AT](mailto:OFFICE@STROLZ.AT) | [WWW.STROLZ.AT](http://WWW.STROLZ.AT)





# CULTURE





# Space

**“Each generation must respond to the era’s challenges and pass on knowledge to the next.”**



# SHAPING SPACE TOGETHER





**Katia and Gerold Schneider's lifestyle in Lech Zürs is rich with cultural influences. For evidence, look no further than their Hotel Almhof, the architectural projects they are passionate about, and their initiatives like allmeinde common-grounds and KUNSTRAUM ZUG in particular. These ventures were born out of a desire to explore and discuss fundamental questions about living environments using various media and in dialogue with others. They have recently introduced a new workspace: a hands-on laboratory for artistic creation.**





**With allmeinde commongrounds, you established a cultural initiative in Lech Zürs over twenty years ago. In KUNSTRAUM ZUG, you have also created an exhibition space. Why are these spaces important here?**

GEROLD SCHNEIDER: We believe that every living environment needs spaces to reflect on its own culture. Cities have numerous such institutions, but they are often lacking in rural areas. Ironically, it is the urbanites that are often thinking the most about the countryside. During my studies in Vienna, I frequently heard rural people complain about the lack of cultural activities. Just complaining wasn't enough for me. I was determined to return to a rural area and contribute to enhancing its cultural dimensions. I studied philosophy, art, and architectural theory, and I didn't want to abandon these interests when I unexpectedly took over our family hotel in Lech.

KATIA SCHNEIDER: What we're doing here is a continuation of the themes we've always explored, even before returning to this area. I'm not originally from here; I've lived in Beirut, Paris, Rome, and Vienna. We've travelled extensively. We've also made this place distinctly our own, which has led to many wonderful stories, relationships, and surprises. We are truly fortunate.

**allmeinde commongrounds is now your think tank. The concept is rooted in an alpine tradition: the "Allmeinde," which refers to the right to use land and the communal appropriation of natural resources. What does this mean for you today?**

GS: The original idea was "A Space for the Alps." The shift in focus and the title itself were inspired by Ivan Illich's book "The Right to Useful Unemployment and its Professional Enemies," which explores the practice of communal management and administration of scarce natural resources. For us, it's more about the resource of knowledge. The core idea is to create a cultural institution that

## The original idea was "A Space for the Alps."

doesn't merely offer a programme of events but revolves around a shared space.

**Social isolation, competitive behaviour, and lack of space: Is it now more important than ever to emphasise the potential of shared spaces?**

KS: The biggest shortcoming is the lack of communal engagement with our own space.

GS: People need to have the desire to use such spaces. We ask questions like: "What can we achieve as a community? What potential does the living environment of Lech have, beyond tourism or economic aspects? What opportunities for development do we have as a community?" We can only tackle these challenges together. We're not just talking about Lech but about similar places that need initiatives to stimulate discourse and self-reflection, free from individual interests.

**New projects are continuously being added to your initiatives in Lech. What are you currently working on, and are the existing locations evolving as a result?**

GS: The allmeinde commongrounds was established shortly after our return in 2000. Since then, it has become the central focus, evolving and becoming more nuanced. Three years ago, we relocated our exhibition activities to KUNSTRAUM ZUG. Nearby, in the former 'Haus Walch,' a historic Walser house dating back to 1609, we are now developing the WERKRAUM ZUG: a space dedicated to creation.

KS: The next step is to find someone to manage allmeinde commongrounds year-round. The potential for growth is far from exhausted.

**What are your future plans for the Kunstrraum?**

GS: For the winter of 2023/2024, we featured works by the Dutch designer Aldo Bakker. Prior to that, our exhibitions highlighted Austrian art-



ists, including Bruno Gironcoli and Vorarlberg artists Christoph and Markus Getzner, as well as Erwin Wurm, when we were still at allmeinde. We may feature Walter Pichler and Franz West in the future. However, we have various ideas for the future that extend beyond just art. KUNSTRAUM ZUG could also serve as a conference or workspace – we aim to keep our spaces open and adaptable.

**What is your vision for WERKRAUM ZUG? Will you be offering residencies there?**

GS: We envision WERKRAUM ZUG as a laboratory environment where people can come together to research and work on specific projects. It should be a space that fosters collaborative efforts. There might be opportunities for someone to rent the entire building along with the studio, or we could organise various workshops there. The summer and autumn are ideal for working without pressure, while winter, with its influx of visitors, is perfect for showcasing work. With Haus W. and Zugerhorn, we offer various accommodation options featuring shared living rooms, kitchens, dining rooms, gardens, and terraces. We often collaborate with people from outside the area – such as students from the Japanese architectural firm SANAA who have visited us.

KS: We might even use WERKRAUM ZUG for some of our own architectural projects, including drawing and model-making. There's still much to explore with our spaces, including which formats could be engaging for both local and external visitors. ➔



allmeinde commongrounds



KUNSTRAUM ZUG – Exhibition 2024: Aldo Bakker Specific Objects





KUNSTRAUM ZUG



**Art also plays a role at Hotel Almhof: along with a coffered ceiling and walls painted by Paul Renner, you'll find woodcuts by Christian Thanhäuser, a gallery featuring Konrad Rufus Müller's "Leute von Lech" series, and various other artworks scattered throughout the hotel.**

KS: That's correct, but our intention was never to create an art hotel. These are projects or works by friends that we found intriguing, or pieces from exhibitions at allmeinde or KUNSTRAUM ZUG. It all came together naturally.

GS: We view our cultural initiatives as distinct from the hotel, operating as a self-contained cycle. The allmeinde serves as the think tank, Werkraum is where the hands-on work takes place, and Kunstraum is where we present and discuss what emerges, feeding it back into new processes. This approach is transdisciplinary, not confined to specific cultural domains. The key is shared knowledge, made tangible across various disciplines.

**How important is it for you to be able to design your own living environment? In your buildings, you've transformed old structures into something new, including architecturally.**

GS: Regarding the hotel, my family has been here since the late 14th century. Each generation must respond to the era's challenges and pass on knowledge to the next. Jens Badura comes to mind, quoting the philosopher Odo Marquard: 'Future needs origin.' The allmeinde building involved renovating and expanding an old barn, KUNSTRAUM ZUG repurposes a former tractor garage, and WERKRAUM ZUG is a conversion of a former stable wing. We create new things for ourselves in the hope that they will attract like-minded individuals. One of the joys of living here is engaging with aspects that aren't taken for granted locally. If we take these seriously, we hope their impact will radiate outward.

**You enjoy skiing with your guests. So, culture isn't your focus around the clock?**

GS: I need time for exercise in nature. A lot of things come together here. The hotel itself beautifully encapsulates all dimensions as a designed, lived space. Moreover, there are truly fascinating people here who are a joy to spend time with. Their interactions provide us an opportunity to engage with their world and explore new perspectives.

**How does Lech influence your creative processes – and you personally?**

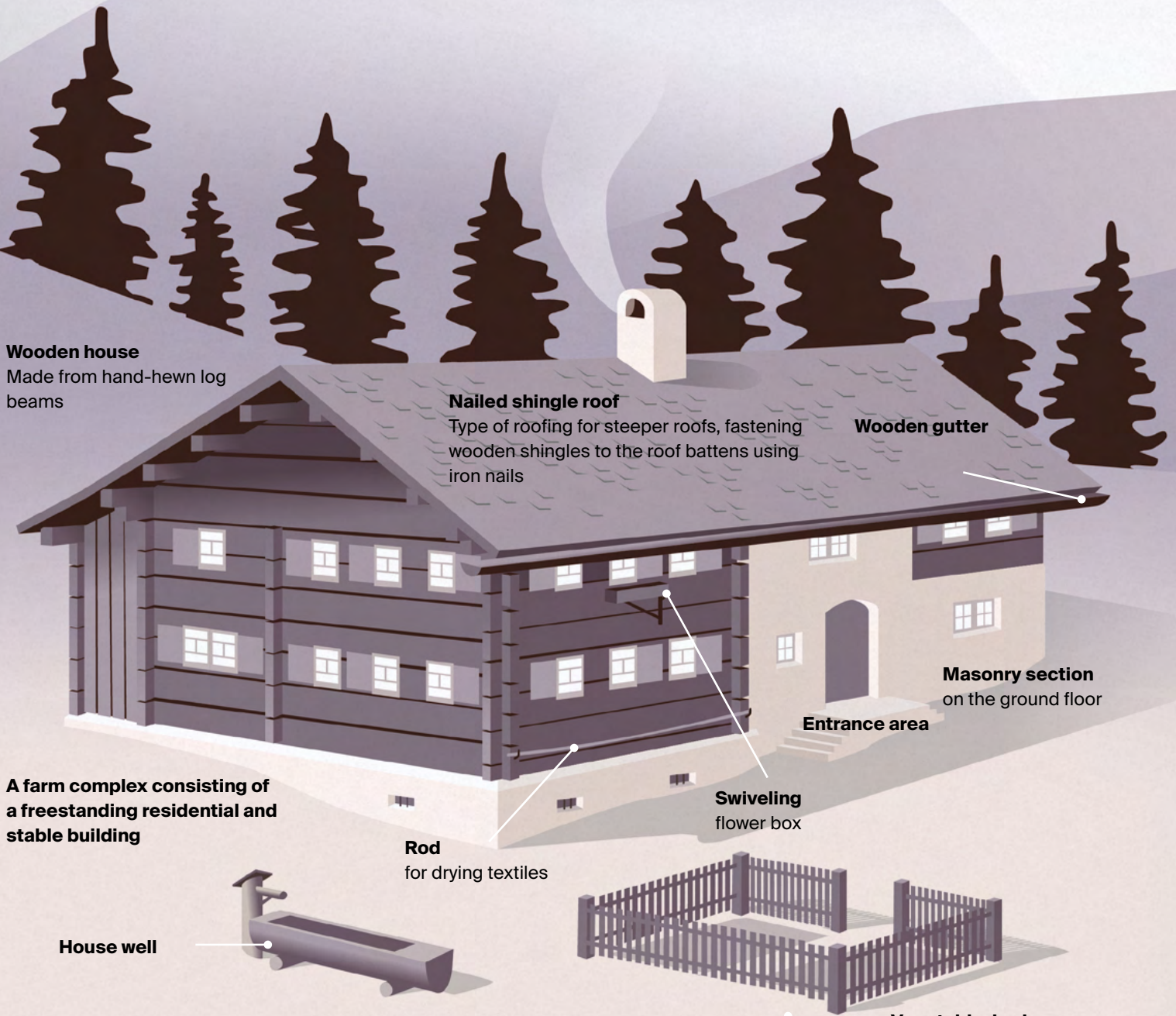
KS: What energises me most here is the nature and the movement within it. Every morning, I marvel at how wonderful it is to start the day in such a way and still engage in fulfilling work.

GS: Transitioning from the city to this environment is incredibly inspiring. Conversely, the diverse people who come to us from around the world and from various professions are a tremendous enrichment and a gift. This place balances small-town charm with cosmopolitan influences. ←

**Here, we enjoy a level of creative and entrepreneurial freedom that's rare to find elsewhere. We intend to make the most of it.**



# The traditional Lech farmhouse



**Wooden house**  
Made from hand-hewn log beams

**Nailed shingle roof**  
Type of roofing for steeper roofs, fastening wooden shingles to the roof battens using iron nails

**Wooden gutter**

**Masonry section on the ground floor**

**Entrance area**

**A farm complex consisting of a freestanding residential and stable building**

**Swiveling flower box**

**Rod for drying textiles**

**House well**

**Vegetable, herb, and medicinal garden**

Around 600 years ago, the Walser people, a community from the Swiss canton of Valais, made their home in Bürstegg, situated at an elevation of 1,719 metres. Historical evidence indicates that the region around the Tannberg was already inhabited during the Middle Bronze Age, and by 800 BC it was well-settled. However, the distinctive architecture that still survives in some areas today can be attributed to the Walser people. This architecture reveals that people were practicing methods of sustainable living centuries ago.



**Alpine pasture**

Summer grazing area for livestock on mountain pastures as part of Alpine dairy farming. Farm building with living quarters for Alpine dairy personnel, a dairy, and a cattle stable under one roof.

**Hay barn**

Building for storing the low-nutrient hay produced at high altitudes. This was stored at the mowing site until it was transported by sled to the valley farm during winter.

**Pasture barn**

A standalone feeding barn located in village fields, away from the main farmstead

**Shingle roof with weighting**

Rods and stones weigh down the roofing shingles of the flat purlin roof.

**Secondary courtyard**

Farm layout with residential and agricultural buildings under one roof – resulting from the subsequent addition of the stable section to the originally freestanding residential house

**Hay storage**

**Stable well**

**Stable door**  
doubled and split externally

**Manure holes**, from which the manure is pushed through the manure trench over the stable bridge

**House stable**

Feeding barn at the house – barn with stables for large and small livestock

**Stable bridge**

**Dung heap**

**Folding fence**

Nail-less fence made of two stakes driven into the ground, forming a cross. Split poles or slats are laid across the intersection.

**The traditional farmhouse also reflects the essential questions the Walser people faced: What was needed to sustain both people and livestock through the often harsh conditions of the year? How could one build a home and shape a life with limited resources?**

**We invite you to discover some of the historically preserved features of Lech's farmhouses on your next walk through the village. »**



# Upper floor

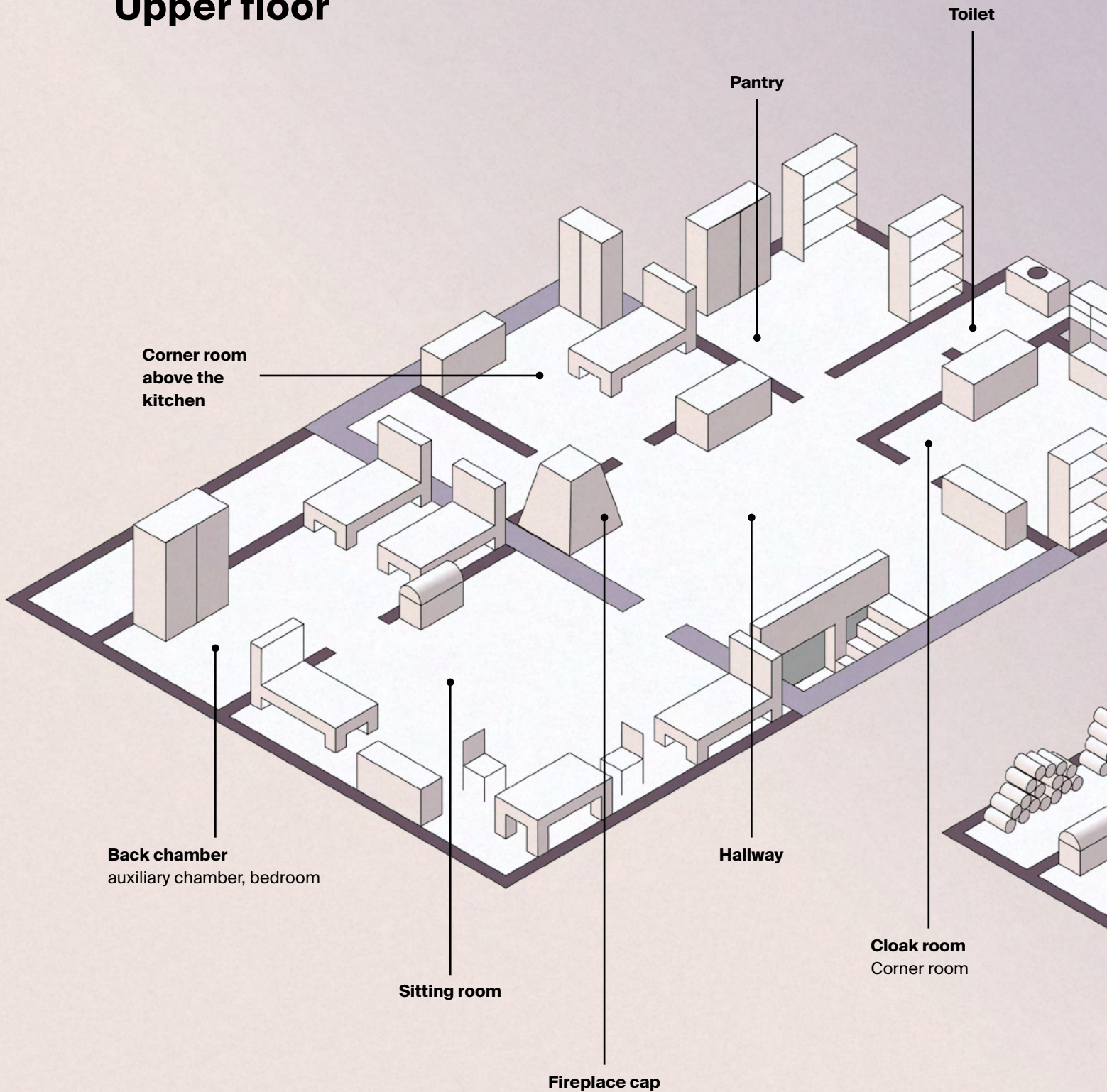


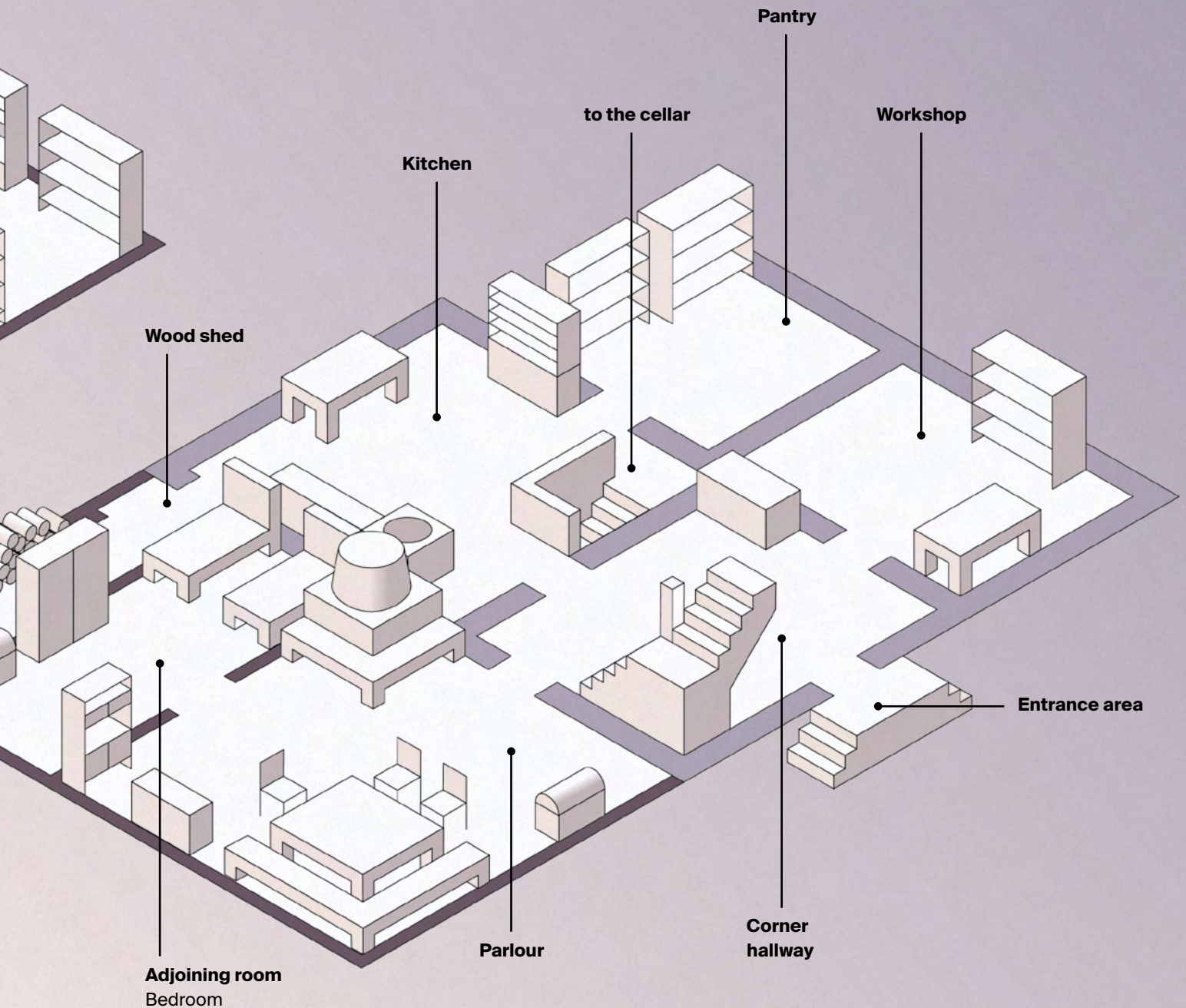
Illustration and description according to: Georg Baumeister (1913): Das Bauernhaus des Walgauer und der walsersichen Bergtaler Vorarlbergs einschliesslich des Montafon [Montafon]. (Farmhouses of the Walgau Valley and the Walsersichen Mountain Valleys of Vorarlberg, Including Montafon). Beitrage zur Hausforschung in alemannisch-romanischem Grenzgebiet (Research Articles about the Alemannic-Romance Border Region). Munich: Printed and published by Carl Aug. Seyfried & Comp. (Carl Schnell) as well as Willand Detlef (2000): Wonsch Gluck em Schtall - Die Stalle der Walsers (Wishing Luck in the Stable - The Barns of the Walsers people). Immenstadt: W Presse



The Huber-Hus, located in the heart of Lech, is a prime example of the traditional Lech farmhouse style. Open to visitors since 2005 as the Lech Museum, the Huber-Hus not only boasts a permanent exhibition that provides insights into life in Lech in earlier times, but also hosts rotating special exhibitions on contemporary cultural and social topics. ←



↳ [www.lechmuseum.at](http://www.lechmuseum.at)



## First floor



# The Arlberg in Photography

An exhibition from the Lech Museum



Hanno Mackowitz, film still, STRUKTUR - A ski track in the cultivated landscape, Zürs 2012 © Hanno Mackowitz



**Wide-open spaces! Gorgeous backdrops! Stunning summits! A blanket of powder! Pure nature! Freedom! These are just a few of the buzzwords associated with the mountains and skiing. Since the advent of photography, there have been numerous efforts to capture these experiences on film. Starting in July 2025, the Lech Museum will showcase examples from its extensive collection of photographs, along with loans from international photographers, at the Huber-Hus.**





The Arlberg is deeply intertwined with the history of skiing and remains one of the most picturesque winter sports regions in the Alps. From the outset, the history of skiing has been documented through photographs, many of which have helped establish the international reputation of this winter and summer tourist destination.

Countless photographers have been drawn to this region due to their love for nature, the mountains, and the snow. The collection includes images in the tradition of Pictorialism, resembling paintings, as well as photographs of the seemingly “pristine” nature of the Arlberg region. With their cameras in hand, photographers capture, observe, and critically engage with their subjects. The extensive photographic archive, collected over the decades, enables us to trace changes in village structures and shifts in occupations. Photographers have also explored the future of skiing against the backdrop of climate crisis and global warming.

The role of photography in tourism is underscored by the fact that photographers based in Bregenz, Dornbirn, or even Salzburg established branches in Zürs or Lech during the ski season to be closer to their subjects and clients.

The allure of the mountains, both in terms of their beauty and majesty, has persisted from the earliest photographs to the present day. This ongoing fascination is vividly showcased in the extensive photographic exhibition at the Lech Museum in the Huber-Hus.

Alongside the celebration of natural beauty, there has also been a longstanding tradition of photographers documenting human impacts on the environment. Photographs from the 1930s documenting the construction of the Flexen road reveal the fascination with technology and humanity’s attempt to conquer the mountains. Approaches to capturing



Margherita Spiluttini, Hochtannberg (summer) © Margherita Spiluttini Fotoarchiv, AZW, Wien

## The allure of the mountains, both in terms of their beauty and majesty, has persisted from the earliest photographs to the present day.



Lothar Rübelt, Ski Lessons in Front of the Hospiz Hotel in St. Christoph am Arlberg, 1940 © Austrian National Library





Postcard: R Flexenstraße, 1935, Risch-Lau, photo: Lech Municipal Archive

this theme have evolved over time. Since the 1980s, Walter Niedermayr has been investigating how people occupy and shape space, thus altering the environment. Commissioned by Katia and Gerold Schneider for their project “allmeinde commongrounds,” Niedermayr spent two years in 2015/16 exploring Lech. His work culminated in an exhibition and a book entitled “Raumaneignungen.” In contrast, Hanno Mackowitz focuses on the human impact on the landscape. He questions whether what is perceived as untouched and pristine nature might actually be an extension of urban space. Architectural photographer Margeritha Spiluttini, renowned for her iconic images of the Arlberg and neighbouring Hochtannberg, has also documented human impacts on the landscape.

The exhibition also features critical perspectives as well. Tyrolean photographer Lois Hechenblaikner has long explored the darker side of tourism, addressing both the »



Finn Antoft, Filming of the Commercial “Das Peterle,” Lech, 1956 © Lech Municipal Archive, Finn Antoft Estate





Walter Niedermayr, Lech Mohnenfluh 8 | 2015 from the series Raumaneignungen – Lech 2015 | 2026, a commissioned work by allmeinde commongrounds Lech am Arlberg. Photo: Lech Zürs Tourismus © Walter Niedermayr









Egar H. Mall, Snowscapes #5, 2012 © Property of the artist



Robert Capa, Ice bar outside Hotel Edelweiss, Zürs, Austria  
© The Robert Capa and Cornell Capa Archive, 2013

destruction of landscapes and the excesses of après-ski and party culture in ski resorts. Also featured is Lothar Rübelt, a major figure in Austrian photojournalism, whose work includes significant contributions during the Nazi era.

Throughout history, photographers have been captivated not only by the mountains but also by the people who inhabit them. Artistic photo projects such as “Die Leute von Lech” by Konrad R. Müller and Michael Köhlmeier, “Bergköpfe” by Nikolaus Walter, and “Lebensbilder und Erinnerungen von Lecherinnen und Lechern” by Maria Burtscher all capture the essence of the people and landscapes of Lech. However, the exhibition also addresses a less savoury aspect of photography: the work of paparazzi and high-society photographers who often prioritise the marketability of their snapshots over the quality of the images. We invite you to explore the rich photographic history of the Arlberg! ←

### **Fact box** **The Arlberg in Photography - an exhibition at the Lech Museum in the Huber Hus**

It has been curated by Michaela Feurstein-Prasser of xhibit.at, Vienna, in collaboration with Monika Gärtner, Director of the Lech Museum, and Birgit Heinrich, Director of the Archive of the Municipality of Lech.

Open July – Sept, Dec – April,  
Thursday – Sunday, 3 – 6 pm  
Huber-Hus, Dorf 26,  
6764 Lech am Arlberg  
T +43 5583 2213 240



↳ [www.lechmuseum.at](http://www.lechmuseum.at)

More works by M. Spiluttini, W. Niedermayr and K. R. Müller are on public display at the Almhof Schneider hotel in Lech.





Rote  
Wand

**Rote Wand Chef's Table**

Wednesday and Thursday 8 pm  
Friday to Sunday 4.30 pm and 8 pm



**Rote Wand  
Friends and Fools**

Monday to Friday 6.30 pm



**Rote Wand  
Stuben**

Daily 12 to 2.30 pm and 6 to 9 pm

**60 Years Rote Wand Fondue**



# Future prospects



# The Lechwelten Convention Centre and the Dorfhus have been open since April 2024. We take a peek inside and glimpse into the future, speaking with Mayor Gerhard Lucian about his vision for Lech. He discusses the two event and service institutions and how they're bringing new momentum to the town centre.



The library in the Dorfhus

## Mr. Mayor, what role do the Dorfhus and the Lechwelten Convention Centre play for the future of Lech?

GERHARD LUCIAN: The two new architecturally appealing complexes are part of a vision and an investment in the future. For Lech as a village, they represent an important step forward and a stimulus for creating a lively and diverse village centre. For the residents of Lech, for the municipality's employees and for guests, a social meeting place will emerge. After all, we want Lech to remain interesting and attractive for its residents. I believe our mission is to align the village with the needs of future generations while introducing new design elements.

## What significance does the Lechwelten Convention Centre hold for tourism?

Continual forward-thinking is also essential when it comes to tourism. As the main source of revenue for Lech, it's crucial to keep exploring and daring to try new ideas. As a premier ski tourism destination with exceptional accommodations, restaurants, and bars, Lech is attractive year-round and has the potential to thrive in every season. We aim to strengthen our positioning, especially in the conference sector, where the Lechwelten Convention Centre serves as our flagship. Through ➔



renowned events like the Europaforum, Impact Lech, Literaricum Lech, and Philosophicum Lech, we've already introduced many fascinating topics to our community. The Lechwelten Convention Centre now provides an ideal space for these events to flourish. Lech has established itself as a place of thought and discourse, and we intend to continue building on that!

### What do you wish for Lech?

The Lechwelten Convention Centre is a valuable opportunity to shape the future of tourism in Lech collaboratively, ensuring its success for generations to come. I hope that everyone is interested and willing to think ahead. Lech has established itself as a leader in various aspects of winter tourism, maintaining a solid reputation. If we all pull together, we can achieve the same success in the conference sector – but to do so, we need to dare to try new things and set standards. ↵



### Mayor Gerhard Lucian

Mayor Gerhard Lucian, along with the municipal council and the entire team, steers the affairs of the community. He has held office since February 2022. Together with his family, he also runs the Burg Hotel in Oberlech.



The staircase of Lechwelten Convention Centre with a view over the Lech river towards the Omeshorn mountain



The roof terrace of Lechwelten Convention Centre is a place to enjoy the view and get together.





In the hall of the Lechwelten Convention Centre: A philosophical dialogue between Konrad Paul Liessmann and Michael Köhlmeier as a prelude to the opening week

## Fact box Events in Lech

The heart of Lechwelten Convention Centre may be the event hall. But even the way through the building is impressive: as you follow the staircase from the entrance to the second floor foyer and checkroom, you not only ascend through dense, cascading architecture, but also enjoy views of the Kirchhügel and the surrounding natural world. The event hall itself is the building's most impressive feature with its sophisticated multimedia technology and architectural flexibility. It can accommodate up to 600 people and be divided into three smaller halls if required. It boasts the right equipment for every event, from the impressive LED wall to the perfectly controlled acoustics. The Lechwelten Convention Centre can host a wide range of events, from concerts and conferences to product launches and corporate celebrations. You can also look forward to local events such as concerts by the Lech brass band in traditional dress.

**Irmgard Huber**  
Head of Sales &  
MICE Management  
+43 5583 2161-530  
lechwelten@lechzuers.com

**Stephan Untertrifaller**  
Head of the Lechwelten  
Convention Centre  
+43 5583 2213-700  
stephan.untertrifaller  
@lechwelten.com



↳ [www.lechzuers.com/en/lechwelten](http://www.lechzuers.com/en/lechwelten)



# Winter Events

## December

Ski Opening Concert

---

European Media Summit

---

Arlberg Weinberg event

---



Advent in Lech Zürs

Advent markets  
Advent event programme

---

Snow and Safety Conference

---

New Year Event

---

## January

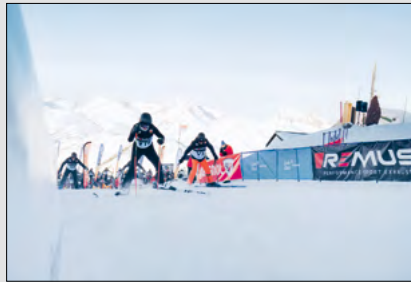


Acoustic fireworks Zürs

---

REMUS Team Challenge

---



The White Ring – The Race

---

## February

Meisterstrasse Exhibition

---



Heart of Lech

---

Carnival in Lech Zürs

---

Zürs Ski Show

---

## March

Horizont Snowmasters

---

Tanzcafé Arlberg  
Music Festival

---

## April



Tanzcafé Arlberg  
Music Festival

---

Europaforum

---

Street Food Festival Zürs

---

Wine gondolas

---

Lech Festival Wine Tasting

---

Sister Resort Party

---

The Easter Bunny  
comes to Zürs

---

Oberlech spring festival in  
Zürs

---



# Summer Events

## June



**Impact Lech – Fakten schaffen, Meinung bilden**

**Arlberg Classic Car Rally**

## July

**July to September  
Tannberg market every  
Thursday**



**Highlight summer 2025:  
22<sup>nd</sup> International Walser  
Meeting**

**Highlight summer 2025:  
Arlberg Music Festival**

## August



**Musicians' Day  
with Lech town festival**



**Lech Classic Festival**

**Jazzbühne Lech**



**Laurentius Night**

**Zug Town Festival**

## September

**Philosophicum Lech**



**All information on  
the events mentioned**

↳ [www.lechzuers.com/en/culture-and-lifestyle/  
events](https://www.lechzuers.com/en/culture-and-lifestyle/events)



## Good to know



### 1 Snow & visual horizons: The gallery at the Sonnenburg mountain

Artist Daisy Hoch has become a renowned gallery owner at 1,750 metres above sea level. For the painter, who lives and works in Lech am Arlberg, her passion for snow surpasses even her passion for art. She paints the subject of snow with remarkable intensity, capturing this ephemeral and fleeting element in its finest nuances. However, Daisy Hoch's intention is not to depict nature literally. Her paintings reflect her personal interpretation of nature, shaped by her love for it, with snow – her favorite element – serving as the primary source of inspiration. In addition to her own works, Daisy Hoch's gallery at the Sonnenburg features carefully curated works by artists such as Arik Brauer, Herbert Brandl, Paul Flora, Hermann Nitsch, Arnulf Rainer and Christian Ludwig Attersee. Here, rather than blinding, snow opens new horizons of vision. ←



↳ [www.lechzuers.com/en/magazin/daisy-hoch](http://www.lechzuers.com/en/magazin/daisy-hoch)



### 2 LECH WRITINGS for kids

This children's booklet series featuring Huberta the museum mouse and her friends was edited by Birgit Heinrich from the Lech Museum and Sabine Maghörndl from the Lech Library. It was designed by Monika Hehle. The "LITTLE LECH WRITINGS" accompany children and families in and around Lech through everyday stories. The first picture booklet in the series, "Visit to the Huber-Hus," introduces Huberta the museum mouse (and kids) to the history of the Huber-Hus, built at the end of the 16th century. It also illustrates how rural life has changed since that time. In the second volume, "Off to ski school," we meet a new character, Odo the mouse. She sets off in her red ski suit to learn how to ski at the ski school. In the third booklet, "Dorfhus and Lechwelten," Huberta and the reading mouse embark on a tour of discovery through the two new buildings now at the heart of Lech. The two mice know exactly what's going on and where because they observe the action closely from their hiding spots. Each story is available in both German and English and can be purchased for 1 EUR at several locations (Huber-Hus, Lech Library, Dorfzreption Lech, and the Lech Ski School) or ordered online by visiting [www.lechmuseum.at](http://www.lechmuseum.at). ←



Get a sneak peek at the  
**LITTLE LECH WRITINGS**

↳ [www.lechmuseum.at/besucher/kinder-im-museum](http://www.lechmuseum.at/besucher/kinder-im-museum)





# CRUX

THE TOURING *SOLUTION*

**SUPERLIGHT CONSTRUCTION,  
ULTIMATE SKIABILITY.**



CRUX 93 PRO + ALMONTE 12 PT + CRUX TOURING SKINS

CYCLES OF METICULOUS ENGINEERING, EXTREME TESTING AND RIGOROUS FEEDBACK HAVE YIELDED A COLLECTION OF HARDGOODS THAT DOES NOT COMPROMISE ON WEIGHT OR PERFORMANCE.

ENGINEERED IN AUSTRIA, THE CRUX PRO SKI COLLECTION IS BUILT TO CRUSH ASCENTS AND CHARGE DESCENTS.



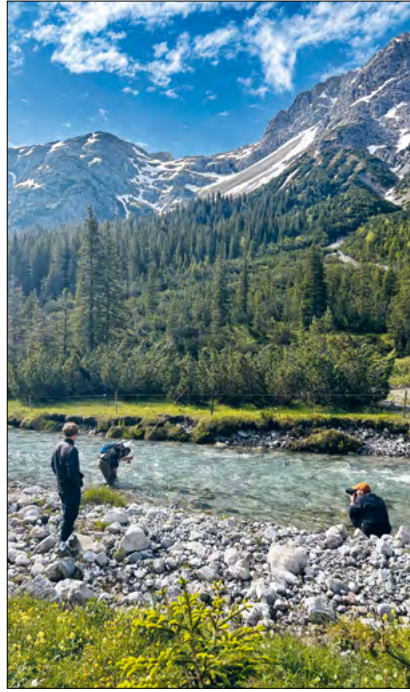
GRAPHENE

**HEAD®**

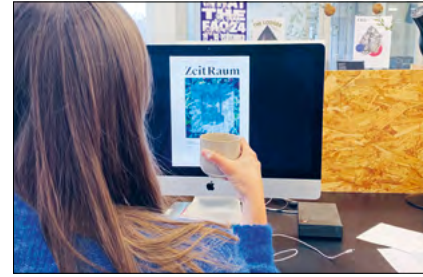




## Making Of



## ZeitRaum



## Legal notice

### Publisher:

Lech Zürs Tourismus GmbH  
Dorf 164, 6764 Lech am Arlberg  
info@lechzuers.com  
www.lechzuers.com

### Project management and advertising sales:

Julia Fenneberg  
PR & Communication Lech Zürs  
Tourismus, presse@lechzuers.com

### Print:

Hecht Druck GmbH & CO KG  
Industriestraße 7, 6971 Hard, Austria

### Rights:

Reproduction, including excerpts, only with the express permission of Lech Zürs Tourismus, stating the source.



AT/053/006

This printed work was printed with environmentally friendly vegetable oil-based inks.

### Idea, concept and chief editor:

friendship.is GmbH  
Ziegelofengasse 37/2/1, 1050 Wien  
info@friendship.is  
www.friendship.is

### Account Manager:

Lena Elena Nagler

### Art direction and design:

Super Büro für Gestaltung  
Pfister 619, 6863 Egg  
hallo@super-bfg.com  
www.super-bfg.com

### Authors:

Lisa Edelbacher, Michaela Feurstein-Prasser, Heidi Goldknopf, Florian Haderer, Robert Maruna, Magdalena Mayer

### Translation into English:

Die Sprachdienstleister  
www.sprachdienstleister.at

### Picture credits:

Cover: Ian Ehm | friendship.is  
Ian Ehm | friendship.is: p. 4, p. 5, p. 6 – 7, p. 8, p. 12, p. 14 – 19, p. 20 – 23, p. 28 – 29, p. 30 – 31, p. 33, p. 36 – 39, p. 40 – 45, p. 46 – 47, p. 50 – 53, p. 55, p. 56 – 57, p. 58 – 61, p. 62 – 65, p. 66 – 67, p. 68 – 71, p. 76 – 77, p. 78 – 82, p. 96 – 97, p. 98, p. 99, p. 101, p. 102 / Lisa Fail | Lech Zürs Tourismus: p. 100 / Julia Fenneberg | Lech Zürs Tourismus: p. 26 / Markus Fetz: p. 84 – 87 / Monika Hehle | Lechmuseum: p. 102 / Rainer Hilbe | Super Büro für Gestaltung: p. 48 – 49 / Dietmar Hurnaus: p. 98 / Dietmar Hurnaus | Lech Zürs Tourismus: p. 74, p. 100, p. 101 / Dominic Kummer | Lech Zürs Tourismus: p. 27 / Lech Zürs: p. 54 / Lech Zürs Tourismus: p. 74 / Florian Lechner: p. 10 / Florian Lechner | Lech Zürs Tourismus: p. 3, p. 101 / Laurin Lorünser | Lech Zürs Tourismus: p. 100 / Familie Moosbrugger: p. 9, p. 10, p. 11 / Philosophicum Lech: p. 73 / Martin Schneider: p. 32 / Andre Schönherr | Ski Arlberg West GmbH: p. 35 / Lucas Tiefenthaler | Lech Zürs Tourismus: p. 100 / Trachten Kapelle Lech: p. 24 / Daniel Zangerl: p. 26 / Daniel Zangerl | Lech Zürs Tourismus: p. 4, p. 54



“Color is just in a small  
area of our vision, ...

Guided tours  
that will captivate you  
AT SKYSPACE-LECH



... and the  
rest we add  
with the mind.”

*James Turrell*



Lech  
Zürs  ARLBERG





# Experience Bergfreundschaft.

Every mountain hike begins with the first step.  
The route has been chosen. Our eyes are focused  
on the summit. We can rely on each other.  
The values of attentiveness, responsibility and  
trust are what count. Bergfreundschaft develops.  
In the mountains and in our bank.

Private Banking.

**Raiffeisenbank Lech  
am Arlberg**



+43 5583 2626 · [privatebanking-lech.com](http://privatebanking-lech.com)