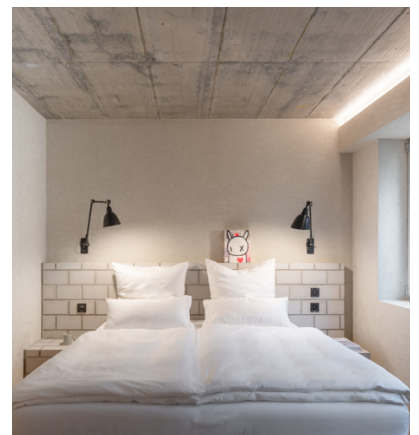




BOUTIQUE HOTEL

PRESS KIT  
B5 Boutique Hotel Lugano  
2024





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**A new chapter begins:  
welcome to the B5 Boutique Hotel Lugano!**

## About the B5 Boutique Hotel

Nestled in the heart of Lugano, the B5 Boutique Hotel emerges as a premier destination for design enthusiasts, art aficionados, and those seeking culinary delights. Conceptualized by the visionary architects at DF\_DC, the B5 Boutique Hotel represents more than just a place to stay; it embodies a dedication to style and sustainability. The B5 Boutique Hotel strives to offer guests an experience that captivates the senses while also prioritizing environmental mindfulness.

Conveniently positioned near Lugano's main train station and a short walk from the historic old town, the B5 Boutique Hotel serves as an ideal base for those eager to explore the city. It beckons adventurers, couples, and digital nomads alike to indulge in comfort and flexibility amidst the lively cityscape, fostering moments of serenity and inspiration.



## The Story

The story of the estate traces back to 1923, when the former “Albergo Stella” welcomed its first guests, ushering in an era of hospitality. Swiftly, the hotel gained renown for its warmth, captivating charm, and the culinary expertise of its original proprietor. Beyond lodging, the establishment also extended its bathing facilities to the local community for a fee, distinguishing itself as one of the few with such amenities. Through the passing decades, the Albergo Stella saw numerous generations of hoteliers and their families, who not only managed the premises but also embraced it as their home. Over time, it evolved into a cherished meeting point for travelers worldwide.

In 2012, Alexandra and Daniel Hahne assumed ownership of this historic hotel, faithfully carrying on its legacy. However, the challenges posed by the pandemic demanded a fresh approach. Viewing these circumstances as an opportunity, they aspired to create something novel and perhaps even groundbreaking: a hotel that would transition the historical property into a new era with contemporary design, making it a special place for modern travelers.

Boldness in innovation and forward-thinking now heralds a new chapter: The B5 Boutique Hotel. In 2024, following comprehensive renovations, this hotel opens its doors anew to become a beacon for globetrotters. A place of inclusivity that shows love for the city. As it marks its centenary, the B5 Boutique Hotel begins scripting a new story.



## Architecture

The B5 Boutique Hotel embodies a fusion of innovation and enduring elegance, planned by the Lugano-based architectural firm DF\_DC under the guidance of Dario Franchini. This award-winning office has previously designed notable projects such as the “Palazzo del Cinema” in Locarno and the Pyramid House in Tegna.

Externally, the monolithic structure captivates with its ceramic cladding, which captures and reflects sunlight with abstract patterns. Its verdant hue draws inspiration from oxidized copper commonly found in traditional Ticino villas, emblematic of the Besso district. Despite its bold, brutalist aesthetic, the building seamlessly integrates into its surroundings.

Within the building, four floors reveal themselves, each accommodating five rooms and presenting a unique fusion of modern features and enduring materials. Concrete accents harmonize with inviting color palettes and organic textures. Every floor takes guests on a journey through history, with carefully restored historical details—from refurbished beams to age-old masonry—spanning the building’s evolution from its inception to the present day.

An elevator provides easy access to all levels, while the ground-level entrance ensures accessibility for all. Nestled on the secluded rear side of the building lies a spacious terrace, meticulously designed by French landscape architect Thierry Dalcant. This tranquil oasis is perfect for both leisurely breakfasts and focused work alike.



## Rooms and Amenities

At B5 Boutique Hotel, rooms are a blend of comfort and contemporary design, meticulously curated to offer guests a sense of homecoming, well-being, and relaxation. They are categorized into five types: 'Loft,' 'Nomad,' 'Bohemian,' 'Urban,' and 'Oasis,' catering to diverse preferences.

Each room is equipped with amenities such as high-speed Wi-Fi, a dedicated workspace, a 50-inch smart TV, a hairdryer, and premium natural skincare products from Soeder. The individually controllable air conditioning, powered by solar energy, ensures optimal comfort throughout the day.

## Breakfast and Aperitivo

At the charming "Salotto" of the B5 Boutique Hotel, guests can savor not just a hearty and diverse breakfast but also the traditional "Aperitivo" experience. The hotel places a strong emphasis on sourcing regional and seasonal ingredients, preferring products from local suppliers and partners in line with the "Kilometer 0" philosophy.

Breakfast delights guests with handcrafted treats like fragrant bread, flavorful cheeses, creamy Alpine butter, refreshing yogurt, and savory salametti, all prepared lovingly from regional ingredients. During Aperitivo, guests can explore the rich world of Ticino wines, from classic Merlots to exquisite natural wines, complemented by the hotel's own beer, specially brewed for the B5 Hotel.



## Sustainability

The new B5 Boutique Hotel is committed to a comprehensive sustainability strategy, focusing on ecological responsibility and innovative practices. To minimize carbon footprint, the original building was preserved and fully renovated following the CECE B plus standards, utilizing eco-friendly materials known for their durability and recyclability.

By harnessing modern technologies such as photovoltaics and heat pumps, the hotel has completely transitioned away from fossil fuels. Enhanced insulation not only ensures guest comfort but also contributes to energy efficiency, while automated sun protection further reduces energy consumption. Water-saving fixtures, energy-efficient appliances, and a robust recycling program are additional measures taken to minimize resource usage.

Furthermore, the hotel promotes eco-friendly transportation options by providing guests with the complimentary Ticino Card, granting free access to public transit and encouraging sustainable exploration of the region.

In addition to its environmental efforts, the B5 Boutique Hotel prioritizes social sustainability. Through partnerships with local businesses, it supports the Lugano economy and provides a platform for international artists to showcase their talents. The hotel also strives to create an inclusive environment where all guests feel welcome and valued, regardless of their background or identity.



## Location

Situated on a calm side street mere moments from the main train station, the B5 Boutique Hotel Lugano is an urban sanctuary, perfect for travelers seeking both exploration and serenity. Its prime position serves as an ideal launchpad for discovering the vibrant heart of the city while also providing a peaceful retreat. Nearby, guests will discover a plethora of dining options, cafes, shops, cultural attractions, and convenient public parking for those arriving by car. Whether guests wish to immerse themselves in the lively downtown scene or explore the tranquil beauty of the lake, the B5 Boutique Hotel is the ideal starting point for an unforgettable experience in Lugano. Moreover, with the complimentary Ticino Card, all guests enjoy enticing discounts on excursions and cultural activities.



## Lugano

Lugano, the shining gem of sunny Ticino and the largest city in the canton, captivates visitors with its Mediterranean allure and a backdrop that spans from the glistening Lake Lugano to the grandeur of the surrounding mountain peaks. Its historic old town invites exploration with its charming maze of winding streets and picturesque squares, while leisurely boat rides on the lake and plenty of activities ensure ample entertainment. For art and culture enthusiasts, the city's museums and galleries offer a rich tapestry of discovery, while the traditional "Grotti" eateries showcase Lugano's culinary prowess. Nature enthusiasts will delight in the numerous hiking and biking trails weaving through leafy forests and alongside picturesque vineyards in the surrounding area.

The proximity to historic cities like Locarno, Como, and Milan adds to the region's appeal, providing opportunities for diverse day trips. With its blend of Mediterranean flair and Alpine splendor, Lugano exerts a magnetic charm that continues to enchant visitors time and again.



## Facts

HOTEL NAME:	B5 Boutique Hotel
OWNER:	Alexandra and Daniel Hahne
RATES:	Bohemian 13 m <sup>2</sup> room from CHF 200 Nomad 16 m <sup>2</sup> room from CHF 220 Oasis 18 m <sup>2</sup> room from CHF 250 Urban 19 m <sup>2</sup> room from CHF 270 Loft 21 m <sup>2</sup> room from CHF 315
ROOM COUNT:	20
WHEELCHAIR ACCESSIBLE:	Yes
ADDRESS:	Via Francesco Borromini 5, 6900 Lugano, Switzerland
PRESS CONTACT:	Jules Briccos, <a href="mailto:press@B5hotel.ch">press@B5hotel.ch</a>
SOCIAL MEDIA:	 <a href="https://www.instagram.com/b5hotel">@b5hotel</a>  <a href="https://www.linkedin.com/company/B5hotel">B5hotel</a>
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# B5 Boutique Hotel Lugano

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