



BEAU-RIVAGE PALACE  
LAUSANNE SWITZERLAND

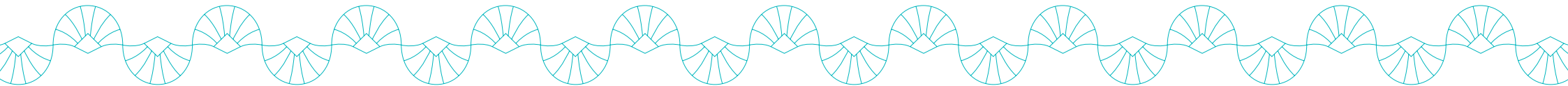
# 160 YEARS OF TRADITION AND PROGRESS







The history of the Beau-Rivage Palace begins in March 1861, at the dawn of the Belle Epoque, “*the beautiful age*”, whose progress and splendor left their mark on Europe. In Lausanne, a small town better known for its slopes, landscapes and clean air, the creation of the palace upset the peaceful calm of its shores, between contrast and contradiction, eventually arousing grudging *general admiration*.





One hundred and sixty years have already passed since the first guest arrived at this illustrious hotel, an icon of yesterday, today and tomorrow that continues to fascinate and distinguish itself by its authenticity, staying faithful to its lifelong philosophy in the quest for excellence with a human face.

... on the occasion of this  
160<sup>th</sup> anniversary,  
*we invite you  
to relive history.*

AN INSTITUTION STEEPED IN HISTORY  
ON THE SHORES OF LAKE GENEVA



For the first time, March 24, 1861. Behind the doors of the Beau-Rivage, a new hotel establishment on the Quais d'Ouchy in Lausanne, the manager Alexandre Rufenacht and his teams are getting ready for the grand opening.



Overlooking the bay, offering a breathtaking natural spectacle to whoever stops by, the Beau-Rivage reflects all the charm of Italian buildings whose neoclassical style, topped with a flat roof, recalls the splendid palaces of the neighboring country.

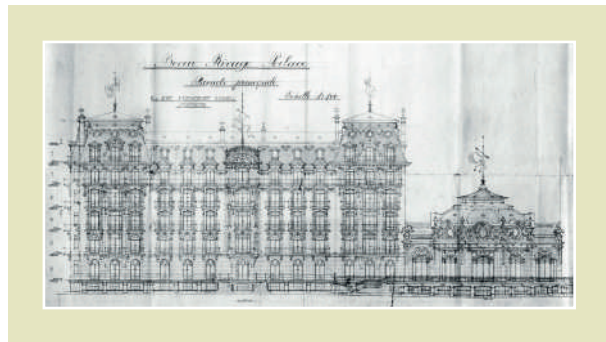
*inventing its own legend*

The stakes are high for this luxury hotel whose purpose is to make Ouchy, a small former fishing port, a tourist destination able to compete with the sought-after addresses on the shores of Lake Geneva, the new El Dorado for wealthy European tourists.

Lausanne's first luxury hotel already charms its visitors. Fascinated by its instant success, tour guides describe it as *one of the largest, most beautiful, best located and best managed in all of Switzerland*. This hotel, whose very emblem conjures up a landscape quality, is on the verge of inventing its own legend.



Quickly gaining a reputation for its welcome, its comfort, its tranquility and its standards of well-being, the Beau-Rivage is a must-see among Europe's aristocratic and bourgeois elites. History shows that it will actually be 47 years later, under the leadership of the ambitious Jacques Tschumi, that the Beau-Rivage will establish its credentials and the reputation it enjoys today. This visionary and iconic Bernese manager will play a crucial role in the international influence of the hotel and the city of Lausanne, true ambassadors of the art of living well and of Swiss hospitality expertise.



He sets up for the city the prestigious Ecole Hôtelière de Lausanne to train excellent hotel personnel. In Ouchy, he helps the Beau-Rivage to become the Beau-Rivage Palace. Daring and innovative, Jacques Tschumi deviates from the conventional. He adds an additional wing to the original building, connects the two buildings with the imposing Rotunda with Renaissance roof, and adds 123 additional rooms.



*Beau-Rivage becomes Beau-Rivage Palace*





The magnificent Sandoz ballroom emerges from this extension, its Otto Haberler paintings on the large dome recalling the Carpeaux nymphs of the Opera Garnier.



These will watch over the splendid banquets, social events and other historic conferences held there.



Though his gamble is risky, Jacques Tschumi  
*chooses to believe in it.*



BEAU-RIVAGE  
PALACE  
AND THE GROWTH  
OF LAUSANNE  
TOURISM

1857

## *the art of living well*

The Société Immobilière d'Ouchy (SIO) undertakes the redevelopment of the Quais d'Ouchy to transform them into a public promenade. When suitably laid out and decorated, the promenade would undoubtedly be the most beautiful anywhere on Lake Geneva's shores.

He plans to build a luxury establishment, a holiday resort for travelers looking for a Swiss pied-à-terre. The goal is to make Lausanne village an essential stopover on one of the routes followed by Europeans on the Grand Tour to reach Italy.

The formula works and the Beau-Rivage hotel will quickly become a preferred address, recognized as much for its location and exceptional views as for the quality of its personnel who provide warm and discreet service, bringing together all the necessary ingredients of the real art of living well—where one relishes a long stay.



J. J. 28 F. Ouchy — Hôtel Beau-Rivage



1949

*a new vision of travel*

American tourists flock to Europe at the end of the Second World War and become the Beau-Rivage Palace's most important clientele. Americans love thrilling landscapes and experiences, and their world view brings to the tourism industry a new vision of travel that is both liberated and uninhibited. They make the Beau-Rivage Palace an essential stopover on their visit to Switzerland.

In the words of Walter Schnyder, the manager at the time, the Beau-Rivage Palace is above all, a place of reunion: *"[Our clients] They are our frequent guests who, from generation to generation [...], come back more or less regularly, spend [...] a few weeks, a few months. These families, whose parents were born or got married at the Beau-Rivage, keep the memories alive by telling us 'we feel a bit at home.'"*





Even today, the Beau-Rivage Palace with its inspiring variations remains a preferred pied-à-terre on the shores of Lake Geneva. From the green of the surrounding nature to the shimmering

shades of the sunny docks, the atmosphere here is at once timeless, relaxing and powerful. The quality of its welcome now revealed, its name shines beyond the Alpine peaks.

*the atmosphere here is at once timeless, relaxing and powerful*

# BEAU-RIVAGE PALACE, THE GLAMOROUS PALACE



Sofia Lauren at the Beau-Rivage Palace

Discreet observers, the walls of the Beau-Rivage Palace keenly listen to the voices of illustrious characters who have paraded through its portals. Crowned heads, statesmen, personalities from the world of film, artists, writers, athletes—all once walked the corridors of this great institution whose design is the result of a fantastic combination of tastes and styles. Fleeting moments that leave behind lasting memories recounted in the guest books, guardians of the past and the future.

BARRY LEVINSON  
CHARLIE CHAPLIN  
DALAÏ-LAMA  
DIANA ROSS  
ELTON JOHN  
GIANNI VERSACE  
GRACE KELLY ET LE PRINCE  
RAINIER III DE MONACO  
GUILLAUME CANNET  
MARION COTILLARD  
JEAN-PAUL BELMONDO  
KEANU REEVES  
LIZA MINNELLI  
NESLON MANDELLA  
WINSTON CHURCHILL  
MARGARETH THATCHER  
PAUL AUSTER  
PIERRE CARDIN  
PRINCE ALBERT DE MONACO  
PRINCE PHILIPPE,  
DUC D'EDIMBOURG  
SERGE GAINSBOURG  
SOFIA LAUREN  
GABRIELLE CHANEL  
PATTI SMITH  
JOHN KERRY  
GARY COOPER  
JOEL COEN  
MICHEL HAZANAVICIUS

COCO CHANEL

“Her lunchtime appearance, after prolonged preparations, was a dramatic entrance. If she was forgotten by the rabble, her image and her allure rekindled the memories of the Beau-Rivage clientele.” – Michel Déon, *Bagages pour Vancouver, Mes arches de Noé, Paris : La Table Ronde, 1985, p. 17-21.*

GEORGES SIMENON

“The Beau-Rivage—where every effort is made to make you feel at home.”

TINA TURNER

“Beau-Rivage Palace, I enjoyed your hotel and will certainly be back in the near future.”

JEANNE MOREAU

“At the Beau-Rivage hotel I found everything—the tranquility, the courtesy, the confidence, and an exceptional, friendly team. I would like to come back often to this place for work and creative thinking, and find all the efficient and warm people that have made my stay so rewarding.”

PATTI SMITH

“Thank you for having us as guests in your beautiful hotel with a view of the white mountains and the stunning lake with its swans.”

# BEAU-RIVAGE PALACE: KEY DATES

1857

- The Société Immobilière d'Ouchy (SIO) entrusts Lausanne architects Achille de la Harpe and Jean-Baptiste Bertolini with the Beau-Rivage project to redevelop the Quais d'Ouchy.

1861

- March 24, inauguration of the Beau-Rivage with manager Alexandre Rufenacht at the helm.

1865

- Beau-Rivage is the first hotel in Ouchy to be mentioned in a tourist guide, the Guides Joanne. *"Beau-Rivage, one of the largest, most beautiful, best located and best managed in all of Switzerland."* (Joanne, 1865, p. 85).

1877

- Commissioning of the Lausanne-Ouchy cable car, directly linked to the railway station which has undergone significant development following the establishment of lines to Valais, Bern and, finally, Paris.

1888

- Jacques Tschumi appointed manager of the Beau-Rivage Palace.

1893

- Jacques Tschumi creates the Ecole Hôtelière de Lausanne.

1908

- Opening on June 19 of the Palace wing, designed by architect Eugène Jost in the neo-baroque style. Beau-Rivage becomes Beau-Rivage Palace.

1912

- Signing of the Treaty of Ouchy at the Beau-Rivage Palace which ends the Italo-Turkish War.

1923

- Hosting of the conference of the Treaty of Lausanne that draws the borders of present-day Turkey.

1946

- Gabrielle Chanel unpacks her suitcases at the Beau-Rivage Palace. She will stay there regularly before acquiring a villa high above Lausanne.

1952

- Charlie Chaplin and his wife Oona move to Switzerland, spending their first night at the Beau-Rivage Palace.

1964

- Edouard-Marcel Sandoz creates the Sandoz Family Foundation, today the majority shareholder of Beau-Rivage Palace SA.

1968

- Albert Cohen publishes his novel *Belle du seigneur*, inspired by the romantic atmosphere of the Beau-Rivage Palace.

2005

- Opening of the hotel's first spa, which later becomes the Cinq Mondes Spa.

2009

- Anne-Sophie Pic, the world's most starred female chef, opens her eponymous restaurant at the Beau-Rivage Palace. In October, the Michelin Guide awards the restaurant two stars.

2014

- Renovation of the rooms in the Palace wing. The new decor has been entrusted to the French interior designer Pierre-Yves Rochon who, through the play of mirrors, brings the lake into the rooms.

2015

- Nathalie Seiler-Hayez appointed general manager of the Beau-Rivage Palace.

2016

- Creation of Sandoz Foundation Hotels that operates six exceptional Swiss hotels including the Beau-Rivage Palace.

2020

- Renovation of the Cinq Mondes Spa.

2021

- Renovation of the rooms in the Beau-Rivage wing again entrusted to the interior designer Pierre-Yves Rochon. The style here incorporates classical details, emphasizing the identity of this historic wing.



## *the palace of Swiss palaces*

One hundred and sixty years later, the motto “tradition and progress” has never resonated so strongly in the spirit of the Beau-Rivage Palace which, over time, has been able to renew itself with the trends, and to play a role in what’s to come. It’s worth remembering that when the hotel opened, only one cold water tap per floor was available, whereas today, through an ingenious pumping system, the Beau-Rivage Palace uses water from Lake Geneva to air-condition its rooms.

One hundred and sixty years later, the Beau-Rivage Palace has become the palace of Swiss palaces, an unmissable destination on every trip to the Lake Geneva region, this discreetly luxurious 168-key hotel that we value for the inspiration and feeling of peace it provides. Famous for its service, the hotel delivers its culinary excellence through four different kitchens, including the starred dishes of chef Anne-Sophie Pic.





One hundred and sixty years later, Beau-Rivage, a building that gave birth to the legend, is embellished with exquisite decoration by the celebrated master interior designer, Pierre-Yves Rochon. Having already beautified the Palace wing, Rochon will bring a subtle sense of unity to the place. His still-flawless work remains these walls' best-kept secret—until all is revealed.

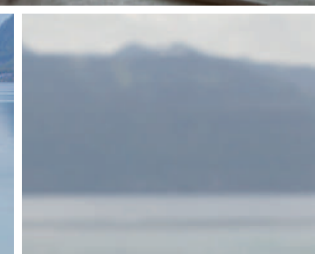
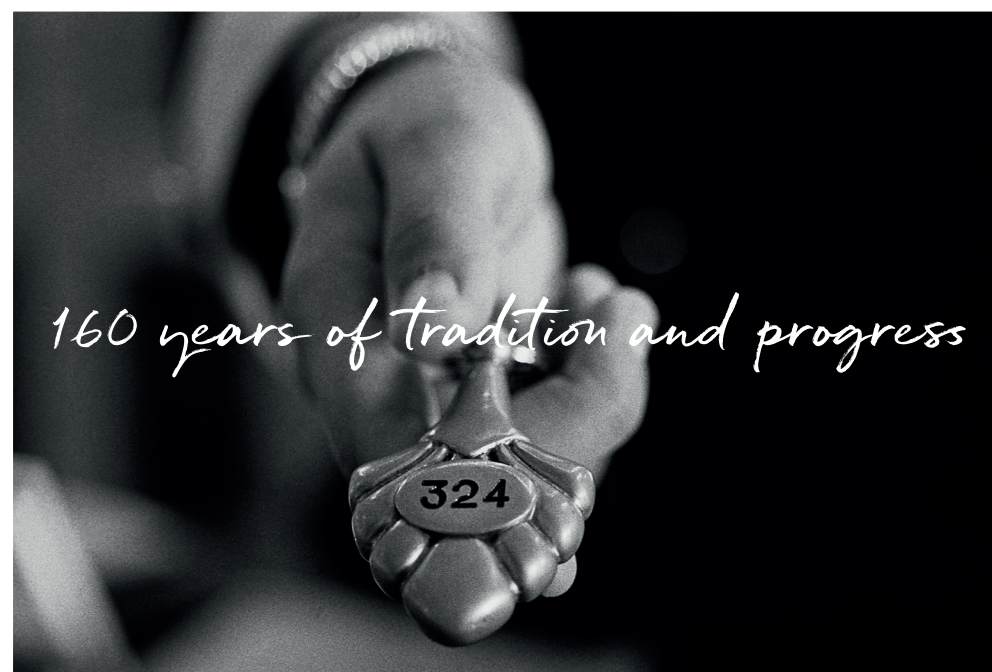


One hundred and sixty years later, the Lake Geneva resort has acquired a new passion—body and mind wellness—and is committed to becoming an ambassador destination like no other. The starting point takes shape around a brand-new spa nestled in a ten-acre park, sculpted with gentle curves, like an invitation to rejuvenation. For the rest—the lake, nature, haute cuisine, a sense of hospitality and caring—are the ingredients that were together from the outset, just waiting to be refined.

*an invitation to rejuvenation*

The image shows a modern lounge interior with a large, sculptural wooden tree structure in the center. The tree has a thick, flared base and many thin, curved branches that reach up to the ceiling. The ceiling is also made of wood, with horizontal slats. Two large, curved, light-colored sofas are positioned on either side of the tree, facing each other. Several small, cylindrical wooden stools are placed between the sofas and around the base of the tree. The walls are also made of wood, and there are doors in the background.

*One hundred and sixty years later,  
the Beau-Rivage Palace continues to make people dream  
and its history has only just begun...*





BEAU-RIVAGE PALACE  
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