

THE PREMISE

Relationships are the infrastructure.

At the highest level of contemporary luxury, value is increasingly defined by the quality of relationships. Gstaad House creates the permanent setting in which those relationships can form, deepen and compound.

It is not a hotel, a conventional club or a network in the traditional sense. It is a private, multi-dimensional ecosystem bringing together culture, hospitality, assets and institutions in one discreet Alpine home.



A VILLAGE KNOWN BY THE WORLD

Discretion is the destination.

Gstaad has always understood a particular kind of luxury: natural, personal and quietly assured.

Its international community returns not for spectacle, but for the rare balance of Alpine beauty, accomplished hospitality and privacy without isolation.

Village life, grand hotels, cultural traditions and open landscape in close proximity. The result is a once intimate and worldly.



Gstaad House



02 / CONNECTED, YET REMOVED

A world apart. Never out of reach.

Gstaad feels protected by its landscape while remaining connected to Europe and beyond. International gateways, private aviation and the village itself form an effortless sequence of arrival.

INTERNATIONAL GATEWAY

Geneva

ROAD · RAIL

INTERNATIONAL GATEWAY

Zurich

ROAD · RAIL

ALPINE ARRIVAL

Saanen

PRIVATE AVIATION

YOUR DESTINATION

Gstaad House

CLOSE TO THE VILLAGE





OF ITS PLACE. OF ITS TIME.

A contemporary expression of Gstaad.

03 / A NEW HOUSE FOR GSTAAD

Gstaad House belongs to the village because it shares its deepest values: discretion, longevity, hospitality and respect for place. Yet its perspective is distinctly contemporary—a new setting for the way culture, collecting and community are lived today.

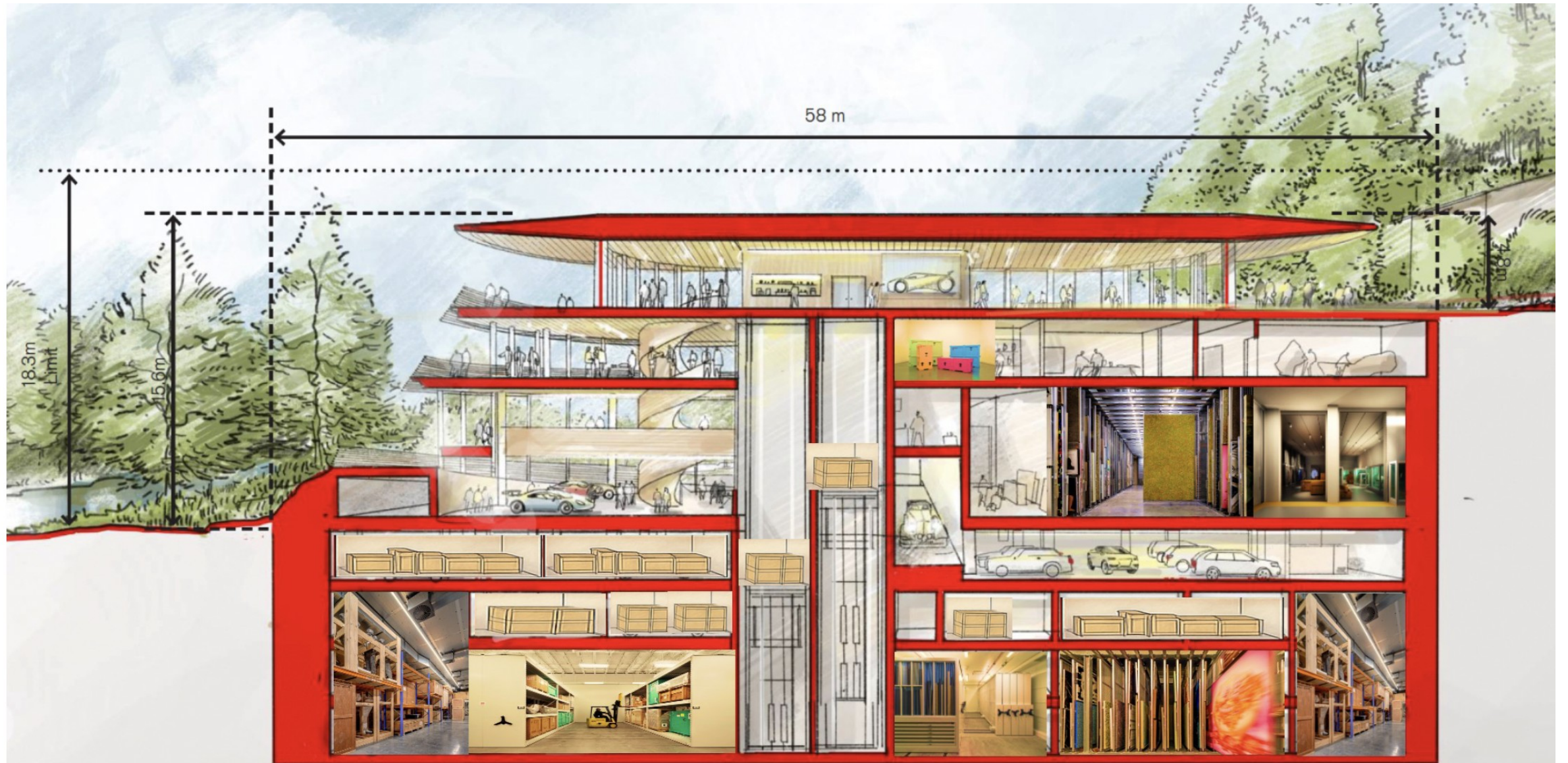


Built around relationships.

Our mission is to establish private infrastructure for high-trust interaction between globally relevant individuals and institutions across cultural, economic and relational worlds.

Gstaad House is conceived as a permanent global node: a place where people, institutions and ideas converge to shape relationships, standards and long-term value.

A considered programme creates reasons to gather; discretion gives those encounters room to become meaningful. The House orchestrates relationships, not transactions.



BUILDING PROGRAMME

One upper floor. Four lower levels.

The revised allocation separates club and event activity, visitor access, collector programmes and bonded logistics.

This allocation supersedes earlier mixed-use floor schedules.

UPPER FLOOR

CLUB · EVENTS · AUCTIONS

LEVEL -1M

VISITOR PARKING

LEVEL -1

904 TRIBUTE BESPOKE ATELIER · 600 m²
+ PRIVATE ART SUITES · BALANCE OF FLOOR

LEVEL -2

BRAND PAVILIONS · FULL FLOOR

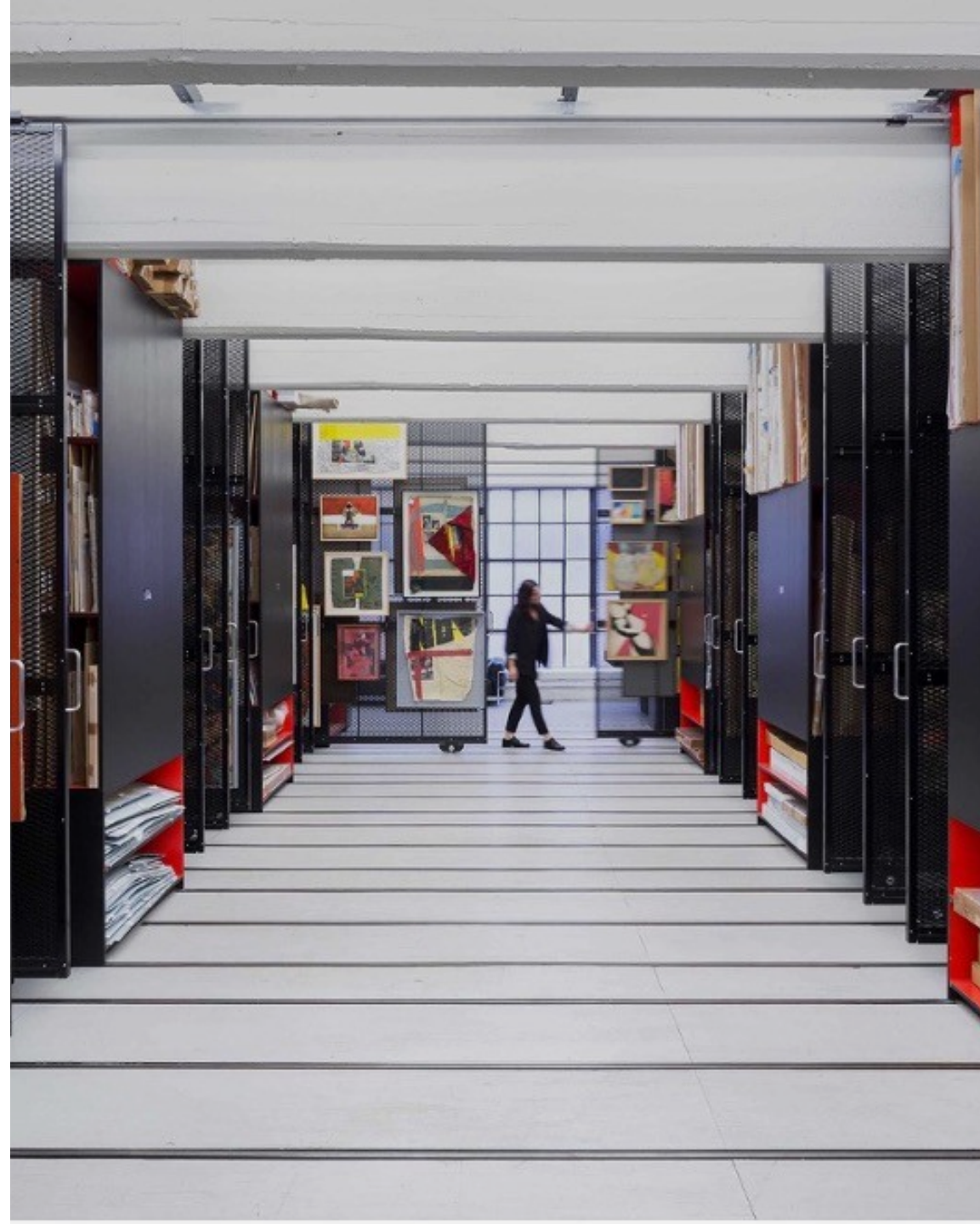
LEVEL -3

BONDED WAREHOUSE
+ OPERATED BY RODOLPHE HALLER

Traditional storage protects objects. It rarely protects meaning.

Collections deserve more than disappearance into an anonymous warehouse.

- Works become inaccessible to family, advisors and institutions.
- Records, logistics, insurance and viewings sit in separate silos.
- Cultural value remains dormant when the collection cannot be activated.







WHY COLLECTORS NEED MORE THAN A WAREHOUSE

A serious collection is an operating responsibility.

Custody is only the first layer. The real need is preservation, intelligence, mobility and access.

- Preserve: climate, handling, security and insurance discipline.
- Document: provenance, condition, title, movement and values.
- Activate: viewing, lending, exhibitions, advisory and succession.



THE PROPOSITION

ONE HOUSE. THREE FOUNDATIONS.

A permanent
platform
for meaningful
encounters.

A

Curated membership

A selective international circle shaped by trust, relevance and a shared instinct for culture, stewardship and long-term relationships.





05 / THE ARCHITECTURE

FOSTER + PARTNERS

Shaped by the landscape.

Designed by Foster + Partners, Gstaad House is conceived as a pavilion in continuous dialogue with the Alps. Its oval geometry opens long views while gathering the life of the House around a calm, shared centre.

The arrival unfolds gradually. Timber, stone, light and landscape establish a contemporary material language rooted in the character of the region. Inside and outside feel connected across every level.

ARCHITECTURAL VISION

Foster + Partners

DESIGN BASIS

Oval pavilion concept

SETTING

Gstaad, Swiss Alps

Current design materials are indicative and remain subject to coordination, approvals and detailed design.



GSTAAD HOUSE

FAMILY ASSET HEADQUARTERS

PRESERVE WEALTH • ENRICH RELATIONSHIPS • INSPIRE LEGACY

- ROOFTOP
LEGACY INFRASTRUCTURE
+17.20
- LEVEL 03
RELATIONSHIP INFRASTRUCTURE
+10.20
- LEVEL 02
CULTURAL INFRASTRUCTURE
+3.20
- LEVEL 01
WEALTH INFRASTRUCTURE
±0.00
- GROUND LEVEL
ASSET ACTIVATION
-3.80
- BASEMENT -1
ART INFRASTRUCTURE
-7.30
- BASEMENT -2
AUTOMOTIVE INFRASTRUCTURE
-10.80
- BASEMENT -3
LOGISTICS INFRASTRUCTURE
-14.30



THE FAMILY ASSET HEADQUARTERS



LEGACY INFRASTRUCTURE
Spaces dedicated to family legacy, next generation education, philanthropy and cultural stewardship.



RELATIONSHIP INFRASTRUCTURE
Private club environments that foster meaningful connections and trusted relationships between families.



CULTURAL INFRASTRUCTURE
A platform for art, culture and ideas through galleries, exhibitions and institutional partnerships.



WEALTH INFRASTRUCTURE
Integrated advisory and services that protect, grow and transition wealth across generations.



ASSET ACTIVATION
Spaces to experience, showcase and activate collections through auctions, events and exclusive experiences.



ART INFRASTRUCTURE
Secure, climate-controlled environments for the preservation and enjoyment of finest art collections.



AUTOMOTIVE INFRASTRUCTURE
World-class storage and services for collector and performance vehicles.



LOGISTICS INFRASTRUCTURE
Professional handling, packing, crating and global shipping capabilities.



SECURITY INFRASTRUCTURE
Deep infrastructure ensuring maximum security, privacy and operational resilience 24/7.

THE FIVE FUNCTIONS OF A FAMILY ASSET HEADQUARTERS



PRESERVE
Institutional preservation of tangible assets and documentation.



DISPLAY
Exhibit and celebrate collections through private galleries and cultural programs.



CONVENE
Bring family together for governance, education and shared experiences.



CONNECT
Access a global network of families, institutions and trusted partners.



TRANSFER
Plan and execute legacy transitions across generations.

MORE THAN A BUILDING.
A HEADQUARTERS FOR GENERATIONS.

Preserve Wealth • Enrich Relationships • Inspire Legacy

RODOLPHE HALLER OPERATING FRAMEWORK

The bonded floor combines custody, logistics and customs operations.

01 Exclusive operator

Art logistics and customs operations within Gstaad House.

02 Bonded-warehouse management

EDO status and operation to be coordinated with the Swiss customs authorities.

03 Specialist facility

Controlled temperature and humidity, reinforced security, loading access and high-value storage.

04 On-site execution

Daily operating presence, site coordination, handling, transport and related services.



One building, five clearly defined programme levels.

The upper floor and lower stack preserve operational separation while sharing controlled building infrastructure.

UPPER FLOOR	CLUB · EVENTS · AUCTIONS	CONTROLLED VERTICAL CORE
LEVEL -1M	VISITOR PARKING	
LEVEL -1	904 TRIBUTE ATELIER · 600 m ² + PRIVATE ART SUITES	
LEVEL -2	BRAND PAVILIONS · FULL FLOOR	
LEVEL -3	BONDED WAREHOUSE · RODOLPHE HALLER	

A coherent stack for hospitality, arrival, craftsmanship, cultural stewardship and bonded custody.

MANY WORLDS. ONE ADDRESS.

Everything belongs together.

06 / THE HOUSE

Hospitality, culture, wellbeing and specialist experiences are woven into a single destination. The transition between them is intuitive: a morning treatment may lead to lunch, a private viewing to dinner, a conversation to an evening that was never planned.

Hospitality	Culture	Wellbeing	Social	Collection care
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07 / ONE HOUSE, THREE ALTITUDES

A journey through the House.

Each level has its own pace and perspective. Together they create a natural progression from arrival and discovery to gathering and retreat.

ALTITUDE 03

Retreat & outlook

A quieter world of wellbeing, private hospitality and long views across the landscape.

ALTITUDE 02

Culture & gathering

The social heart of the House: dining, conversation, exhibitions and shared moments.

ALTITUDE 01

Arrival & discovery

A composed threshold for welcome, orientation, specialist experiences and collection care.

ONE DAY. ENTIRELY YOUR OWN.



The House changes with the hour.

01

Morning

02

Midday

03

Afternoon

04

Evening

05

Late



WHY GSTAAD

Gstaad turns custody into a cultural address.

A private Alpine setting where family offices, collectors and trusted advisors already gather.

- Privacy and social discretion are native to the destination.
- Hospitality allows viewings, dinners and advisory meetings to feel natural.
- The address adds prestige to the act of preservation.



From custody to cultural relevance.

The collection can move selectively between privacy, scholarship and visibility.

01

ESTABLISH

Create the family gallery and collection headquarters.

02

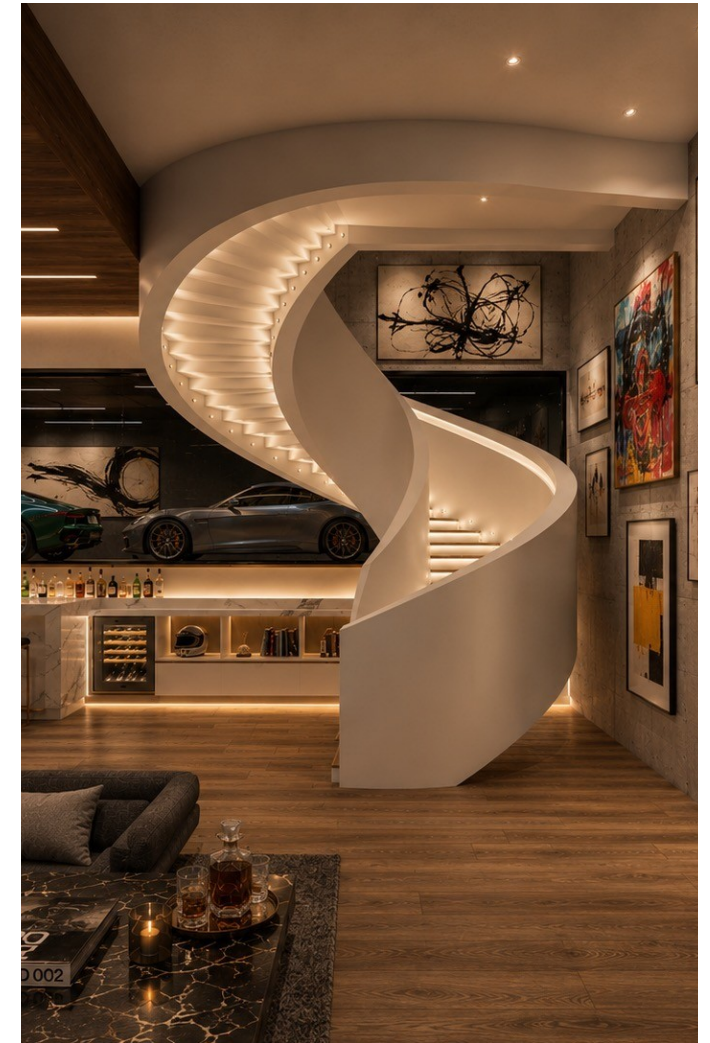
ACTIVATE

Enable exhibitions, loans, curator programmes and publications.

03

TRANSMIT

Educate the next generation and extend the family's legacy.



From storage to cultural presence.

Gstaad House can help collections move between privacy, scholarship and selective visibility.

01**Private viewing**

For family, advisors, trustees and invited guests.

02**Curated salon**

Small thematic moments around a collector's interests.

03**Foundation program**

Education, scholarship, conservation or legacy initiatives.

04**Institutional loan**

Introductions and support where museum or biennial interest is appropriate.

05**Publication**

Cataloguing, essays, photography and archival records.

Visibility remains selective. The collector controls the level of exposure; Gstaad House provides the platform and discipline.



The best moments are rarely scheduled.

Intimate dinners, thoughtful conversations, private events and cultural programming create the rhythm of the House. Just as important are the encounters in between: an introduction at the bar, a shared table, an unexpected exchange after a viewing.

Known, never observed.

Service is attentive, intuitive and almost invisible. Butler and concierge teams anticipate preferences, protect privacy and make the complex feel effortless. Recognition replaces formality; discretion is understood without needing to be requested.

A living network around one House.

Gstaad House is the chef d'orchestre of a private, multi-brand ecosystem. Members, cultural institutions and selected partners meet within a neutral permanent platform designed for continuity. The value lies not in any single element, but in the connections between them.



GSTAAD  HOUSE

GSTAAD HOUSE

A place to return to.

Project information and private presentations are
shared by introduction.

RETURN TO THE BEGINNING