



PARKHOTEL LAURIN ^{- 1910}

ART IN THE PARKHOTEL LAURIN

A genuine work of art in your own room – a desire among well-heeled owners of genteel private houses has become a reality in Bolzano's Parkhotel Laurin. Yesterday and today the vibrant contact between exquisite works, from Kokoschka to Kubin, and guests in the historical hotel never ceases to fascinate.

In Bolzano the name Laurin has become synonymous with art. A century ago the Ludwig brothers, architects from Munich, wanted to make the newly-built Parkhotel in the heart of South Tyrol's capital town into a really special venue: not a hotel but a place which helps guests "forget the strains of travelling". From the very beginning art was to play a leading role in this 'home from home'. The murals by Bruno Goldschmitt, the German proponent of the 'ironic art nouveau style', are legendary.

Today the more modern style by the Viennese architect Boris Podrecca strongly characterises the atmosphere within the historical walls with very individual furniture design and lounges. The owner's passion for the visual arts has led to the creation of a spectacular collection for the rooms, lounges and the garden comprising 200 original works ranging from wood carvings to canvasses, from Impressionism to the New Objectivity through to sculptures in the park.

Consequently, in addition to the pool and the summer lounge, the historical 4,000 m² landscaped Laurin Park surrounding the hotel boasts a large number of works by well-known artists, including a sculpture by the South Tyrolean Eduard Habicher. During the centenary celebrations in 2010 further works of art by selected up-and-coming artists were included. Works by other well-known artists can be admired in the hotel, for example the painting by Gotthard Bonell from Bolzano which adorns the restaurant.

The continuing cooperation with the Free University of Bolzano/Bozen's department for Design and the Arts yields new projects which are brought to fruition in the hotel. An example is the installation on the pavement in front of the hotel titled 'Travel emotions – Emotional journey' comprising 100 concepts cast in brass on the theme of travel which decorate the entrance to the hotel. A large number of projects will be brought to fruition in 2011 under the title 'L-100' which, in the broadest sense, engage the hotel and the people staying there.

The 'Laurin' art collection can also be admired in book form. The artists featured include Carl Moser, Hans-Josef Weber-Tyrol, Ignaz Stolz, Artur Nikodem, Oskar Kokoschka, Cuno Amiet, Carlo Carrà, Max Weiler, Gerhild Diesner, Paul Flora, Wilfried Kirschl, Karl Plattner, Oswald Oberhuber, Markus Vallazza, as well as Luigi Veronesi, Giuseppe Santomaso, Giacomo Manzù, Carlo Mattioli, Antonio Corpora, Gotthard Bonell, Libby Byers, A.M. dall'O, Eduard Habicher, Carmen Miller and Roberto Bosisio.