

Synecdoche, **Swiss Hotel**

MAIA, Master of Arts in Interior Architecture
HEAD – Genève

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Swiss Hotel Films

Chapter Four

The Swiss Hotel Film

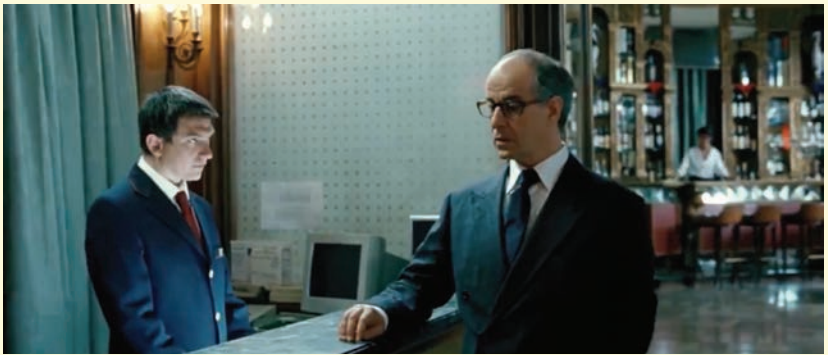
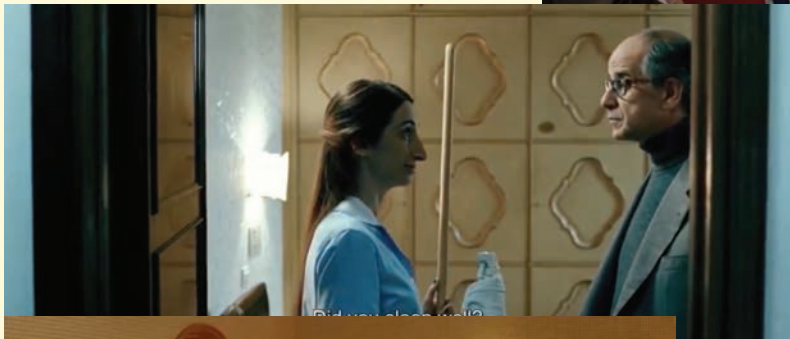
Roland-François Lack

Pour Daniel Schmid (1941–2006)

The recent closure of the Grand Hôtel de Locarno-Muralto was a blow to the international prestige of Swiss hotel-keeping, and also to Swiss film culture. When it opened in 1874, it was the first of its kind in Ticino and, like most of the grand hotels then proliferating elsewhere in Switzerland, became a draw for international celebrities. Already a part of History, as site of the 1925 Locarno Conference, the hotel became part of cinema history in August 1946 as first home of the Locarno Film Festival, premiering *Rome Open City* and accommodating Ava Gardner. It has remained the glamorous heart of the Festival: for a certain kind of visitor to Switzerland, it is *the* Swiss film hotel.¹

Under four headings ('Grand Hotels', 'Tourists', 'Locals' and 'The Swiss Hotel Film'), this essay explores several comparable conjunctions of Switzerland, cinema and *hôtellerie* (Figure 4.1).² The hotels featured cover the range identified by Henry James in 1879: "from the 'grand hotel' of the newest fashion, with a chalk-white front, a hundred balconies, and a dozen flags flying from its roof, to the little Swiss *pension* of an elder day" (James 1988, 47), plus a variety of twentieth-century additions, from glass and steel high-rise hotels to concrete, low-rise motels. The films range from 1890s' documentary views of Geneva, both visitor and local, through eighty or so twentieth-century fictions, by both outsiders (including Méliès, Hitchcock, Lang, Bergman, Sirk, Disney, Bogdanovich, Eastwood and Chabrol) and insiders (especially Tanner, Soutter and Godard), to several Swiss-hotel-related films made this century, including Plattner's *Les petites couleurs* (2001), Signorell's *Nocturne* (2004), both Swiss, Rai's *Asambhav* (India 2004) and Sorrentino's *Consequences of Love* (Italy 2005).

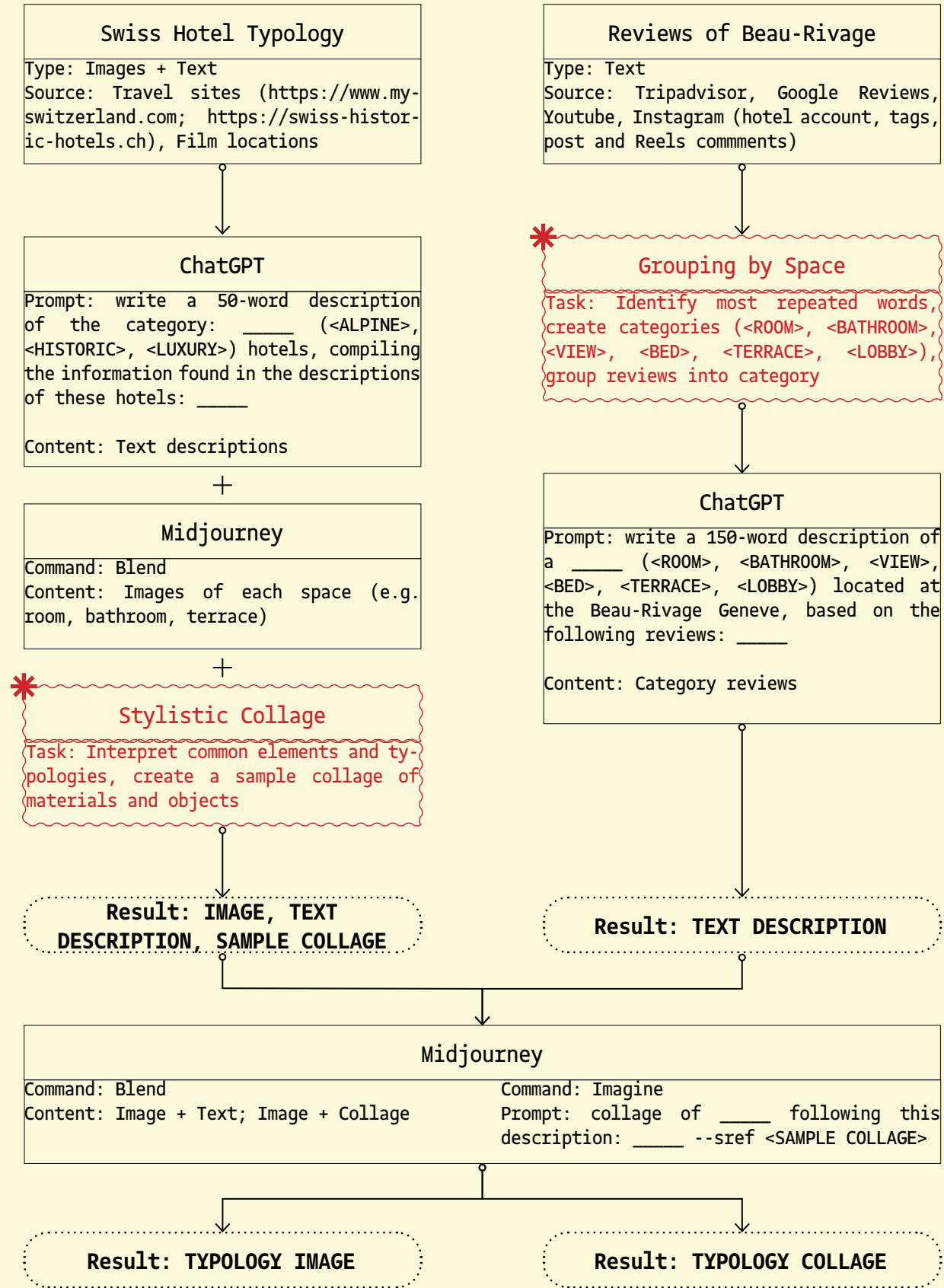
from "Moving Pictures/Stopping Places"



AI workflow

Methodology

* Human Interpretation



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Swiss Hotel Typology — Last Modified: Wed at 3:11 PM

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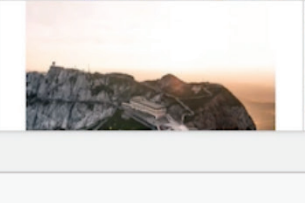
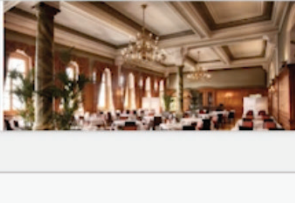
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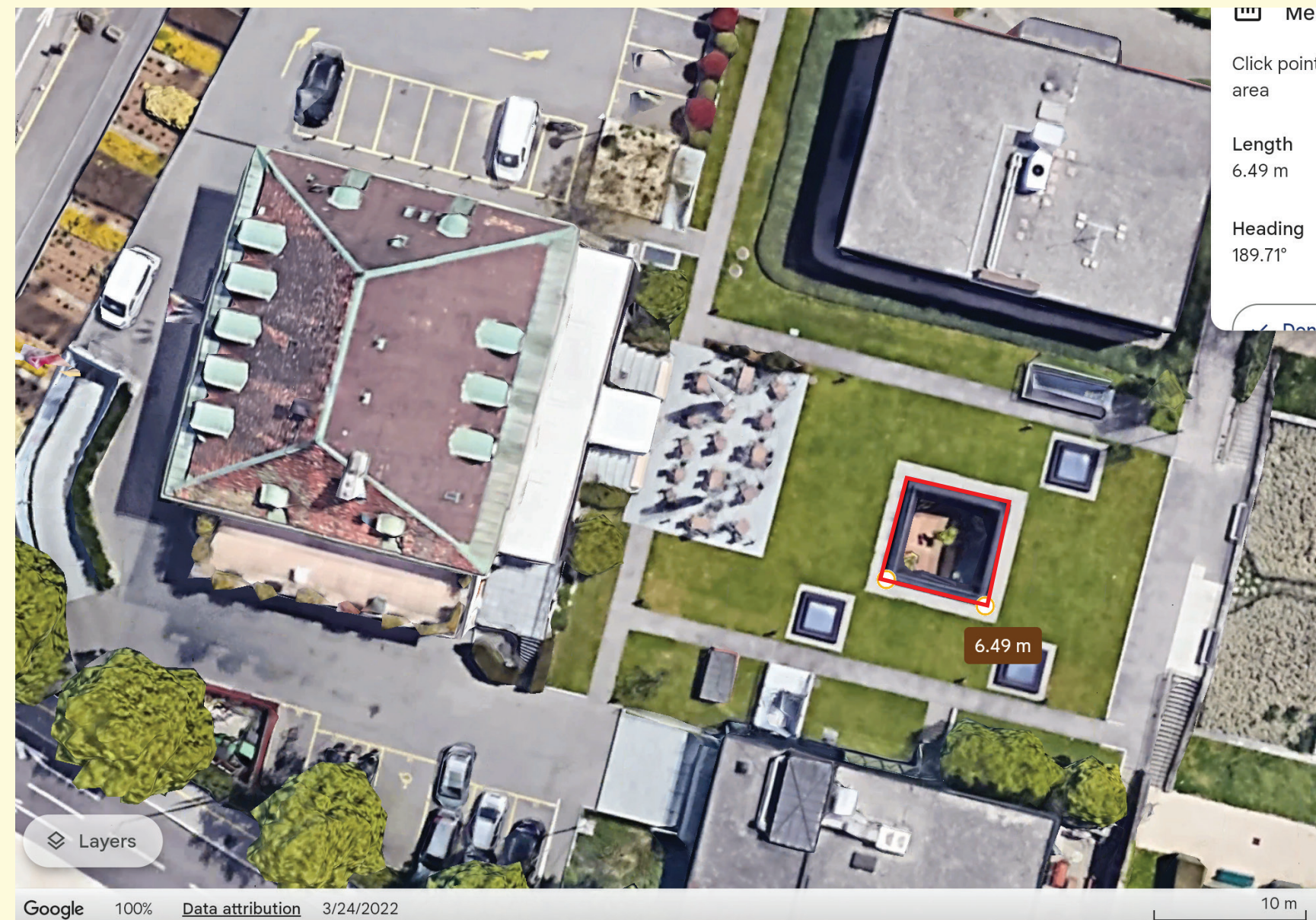
databases of Swiss Hotels

The image is a screenshot of a Microsoft Word document titled "Hotel Reviews". The document is open in the "Home" tab, showing the ribbon with options like Font, Paragraph, and Styles. The main content area displays a collage of images related to a hotel, including a modern hotel interior with a large bed and a chandelier, a scenic view of a lake and mountains, a close-up of a hotel room's interior with a bed and a lamp, and a view of a hotel room with a large window and a red and white striped curtain. Below the collage, there is a list of hotel reviews, each preceded by a number in a small box. The reviews are: 25. "The room was comfortable, spacious, elegant, well-appointed and exceptionally clean. The hotel is luxurious in every way, from the light to the carpeting to the wall and window treatments, and accessories..." 26. "Small enough to be intimate, yet large enough to provide any and every service one could need or imagine, we sincerely felt that we had a home in Geneva, so much so that we truly did not want to leave... Our 4th Junior Suite was very spacious and extremely comfortable." 27. "The room we had was very comfortable and quiet." 28. "the facilities provided in the room are super luxurious, and spacious. Had the rooftop junior suite." 29. "the rooms are thoughtfully laid out." 30. "Foyer, walk-in closet, very spacious bathroom with dressing table." 31. "We were initially assigned an unrenovated room ... The room was an absolute disgrace, with a musty smell, creaky floors, faded carpet, tired, dated furnishings. This was not even a three star quality room, alone the five stars which the property claims." 32. "The rooms itself are very clean." 33. "Penthouse suite was bi-level with large dining room." 34. "All rooms offered modern fixtures and furniture and were quite cozy comfortable." 35. "The rooms and the furnishings are opulent and classic." 36. "the jacuzzi, hammam in the bathroom." 37. "had a balcony over-looking the Jet d'eau and the lake." 38. "with a gorgeous view of the lake and a bottle of champagne and fresh..." 39. "the bathroom a pleasure to be in..." 40. "And we really liked that it was small and boutique rather than too big and..." 41. "A little..." 42. "Exquisite..." 43. "Excelle..." 44. "A little..." 45. "The rec..." 46. "The hot..." 47. "They ha..." 48. "The hot..." 49. "It's a sh..." 50. "the poo..." 51. "Live mu..." 52. "traditio..." 53. "On the..." 54. "beautif..." 55. "again w..." 56. "A faded..." 57. "depress..." 58. "The rec..." 59. "The hot..." 60. "They ha..." 61. "The hot..." 62. "It's a sh..." 63. "the poo..." 64. "Live mu..." 65. "traditio..." 66. "On the..." 67. "beautif..." 68. "again w..." 69. "A faded..." 70. "depress..." 71. "The rec..." 72. "The hot..." 73. "They ha..." 74. "The hot..." 75. "It's a sh..." 76. "the poo..." 77. 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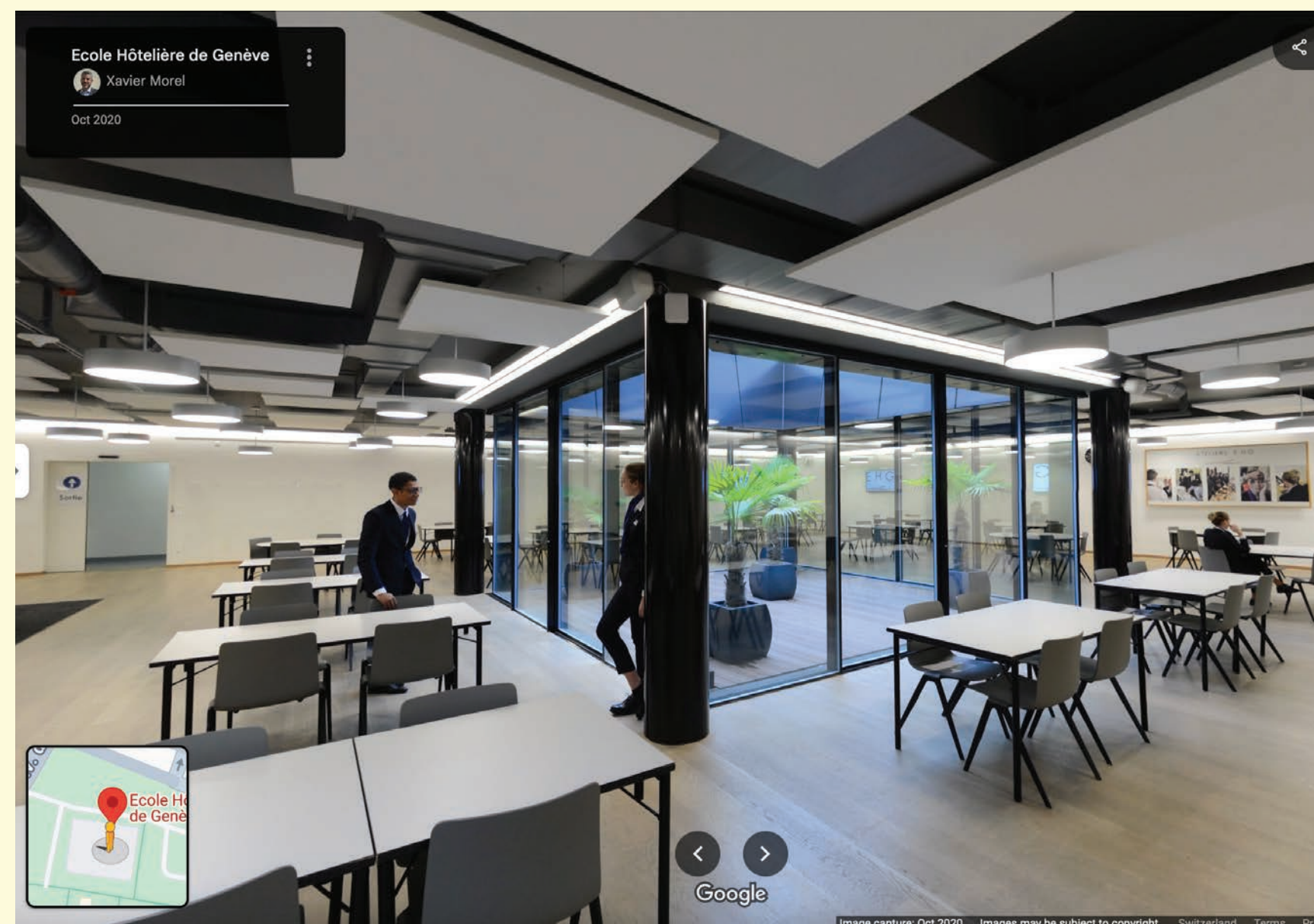
databases of online reviews

Design Proposal

Design **Site** *Proposal*



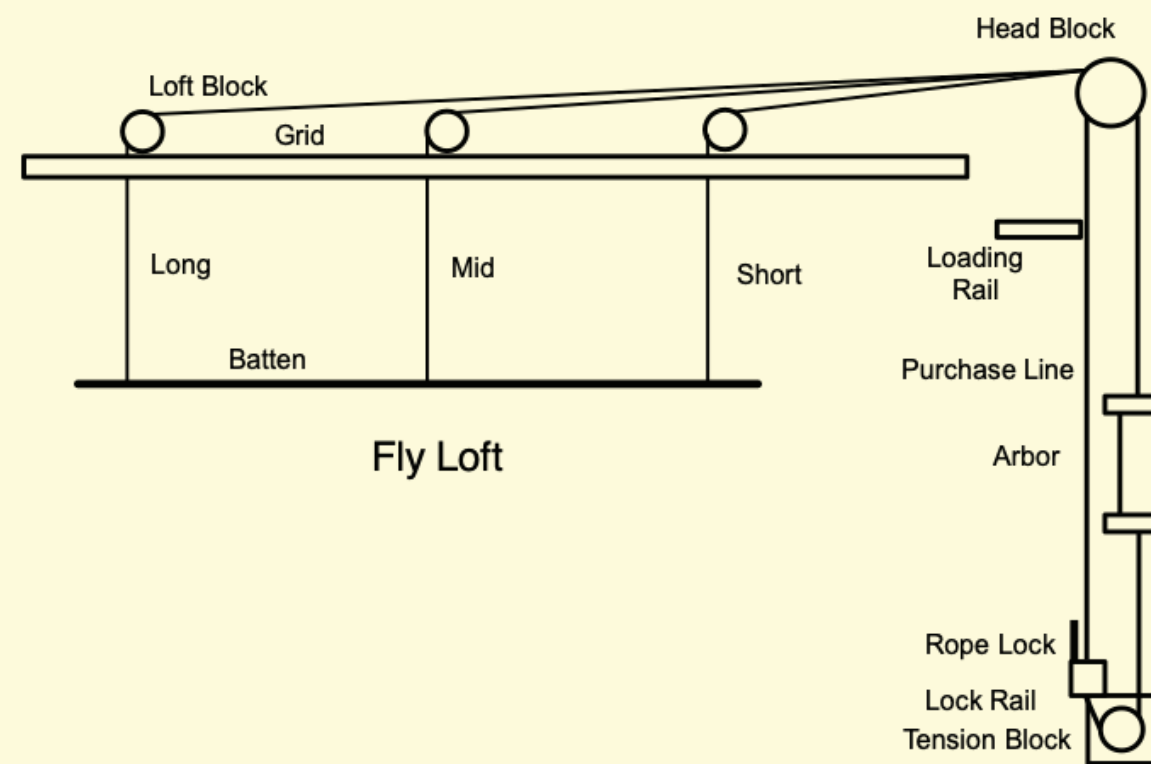
Ecole Hôtelière de Genève



Student Restaurant *L'Entre'Actes*

Mechanical System

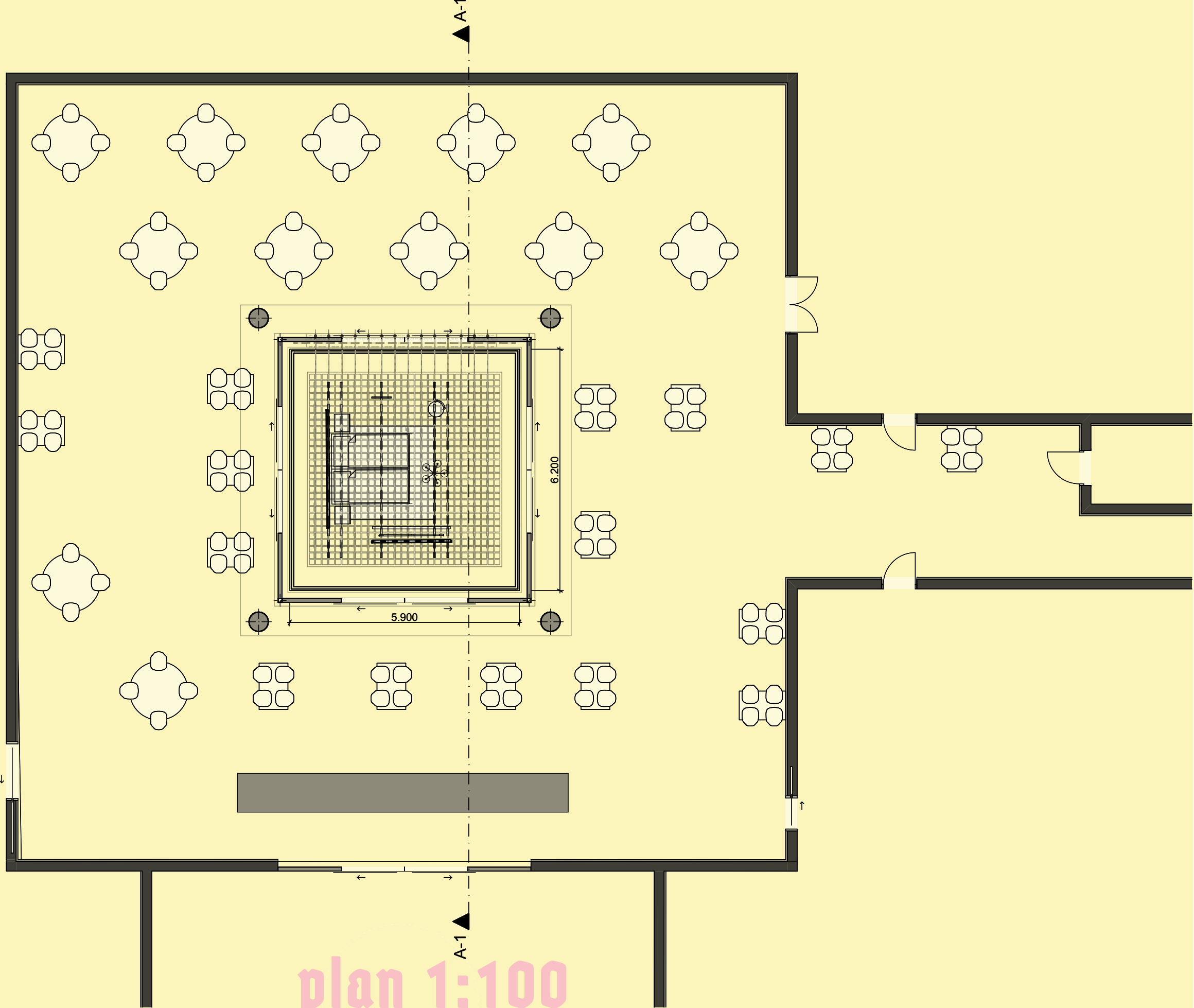
Design Proposal

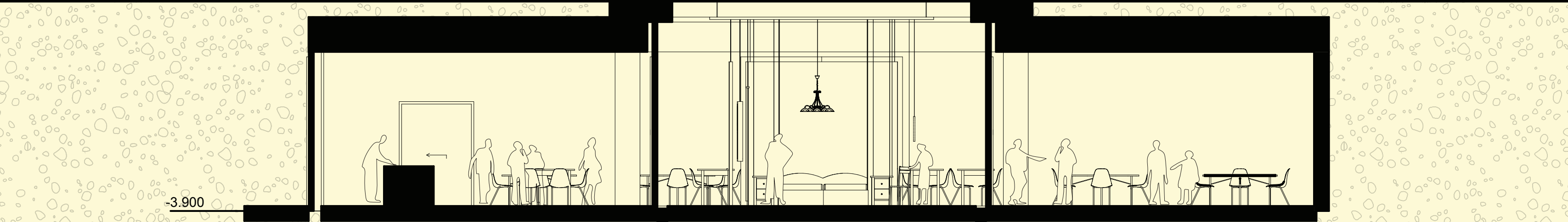
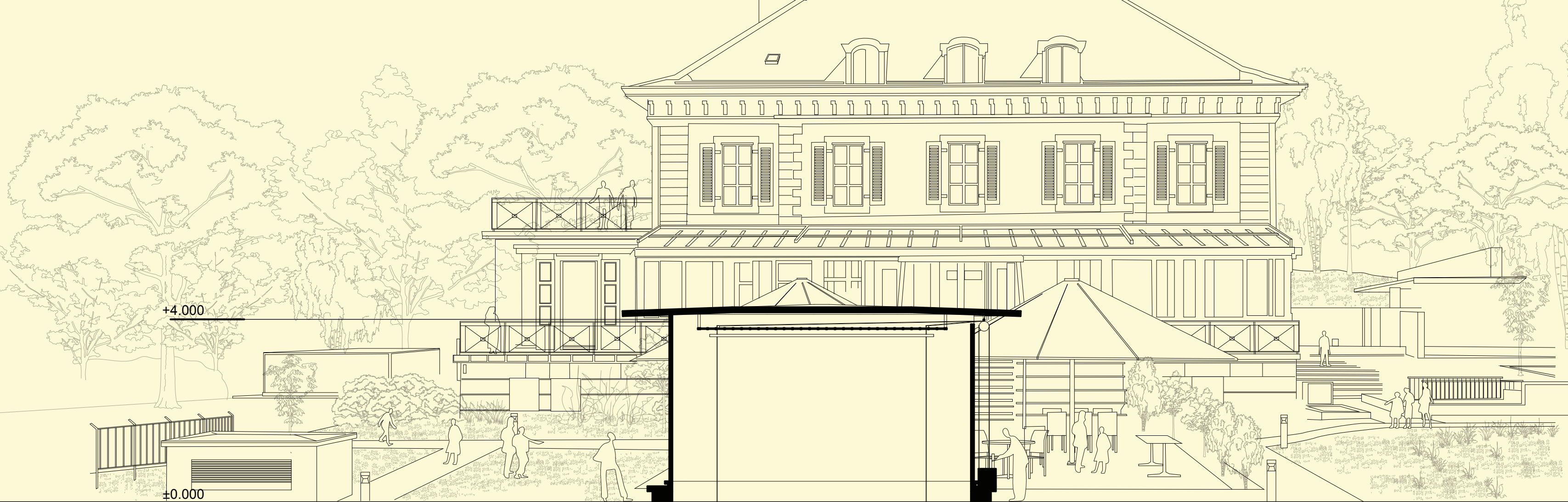


single purchase fly theatre system

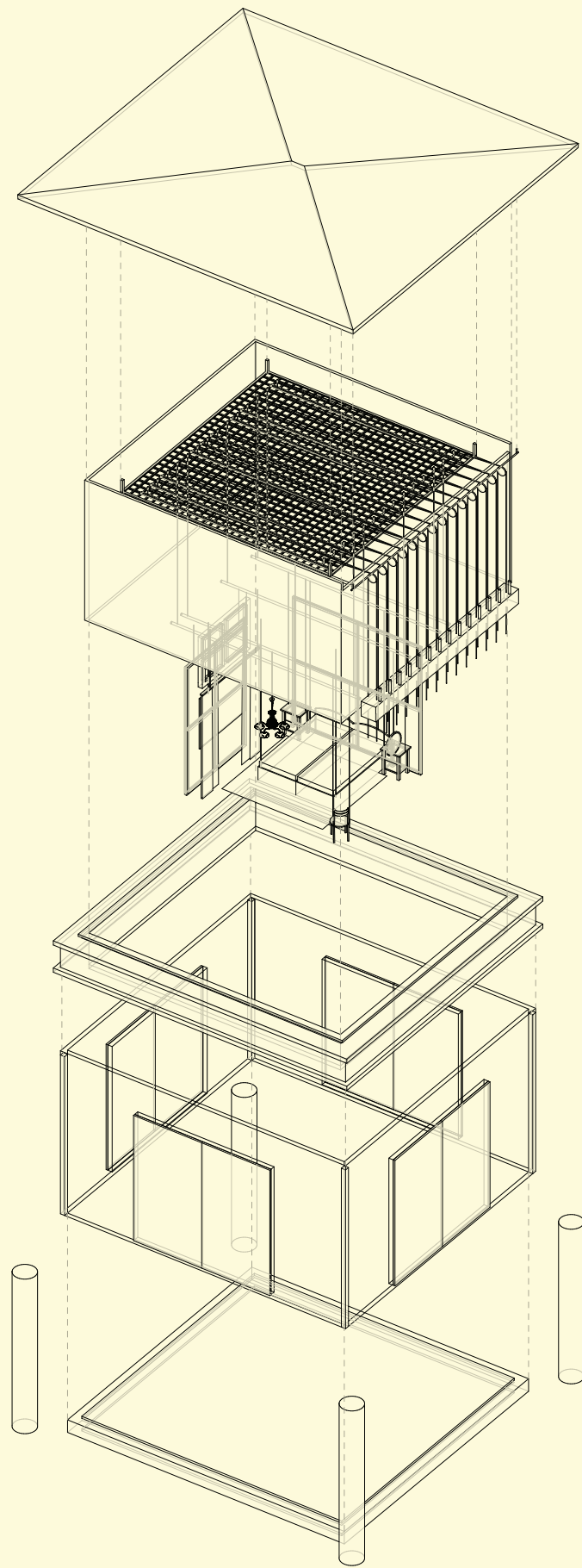
Design Proposal

Spatial Concept





section 1:100

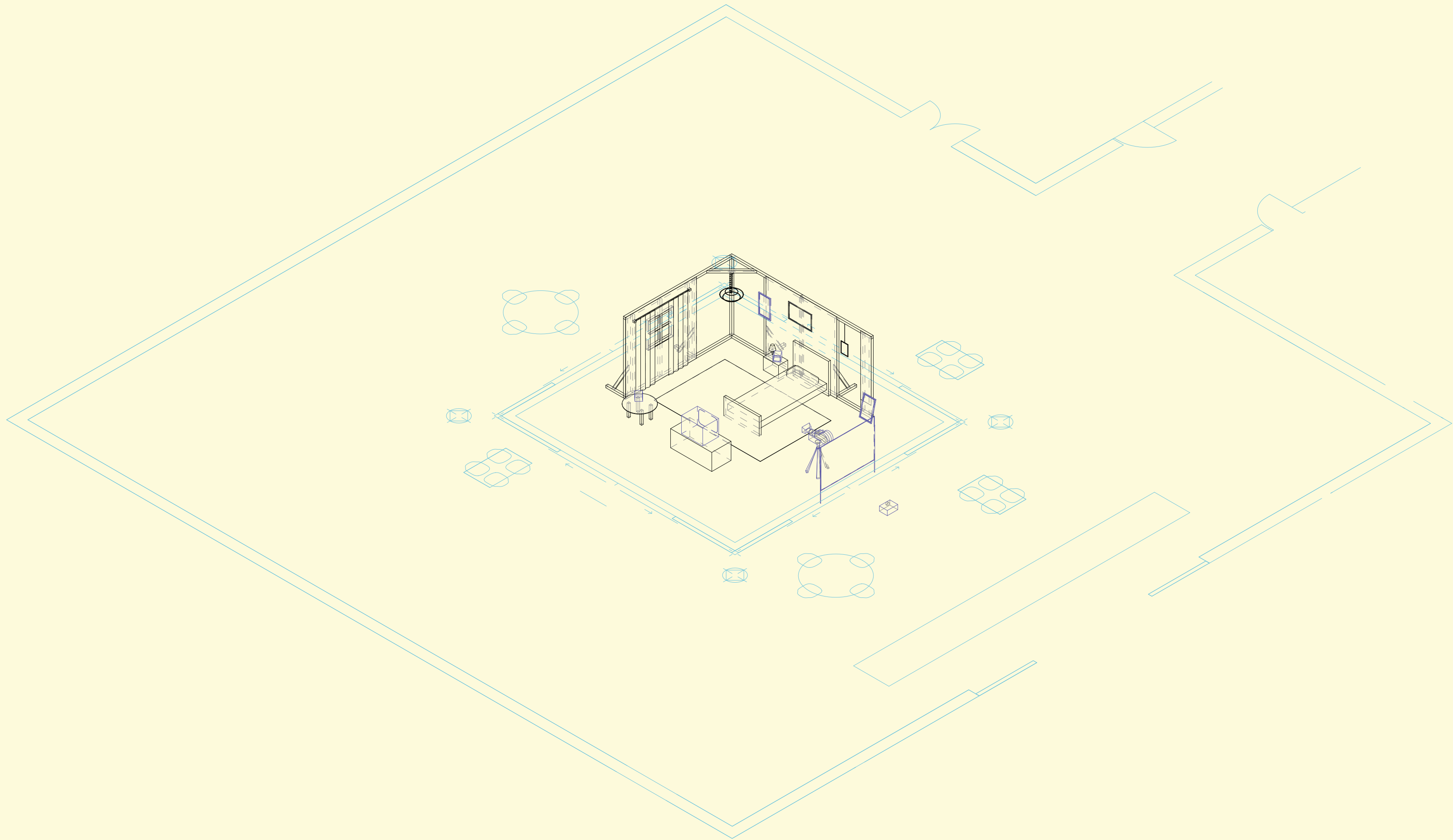


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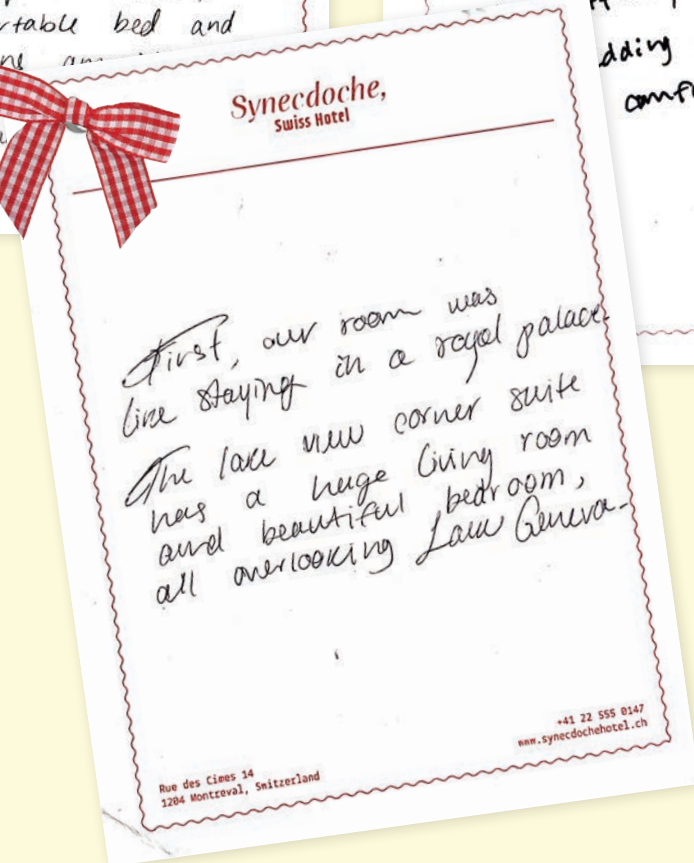
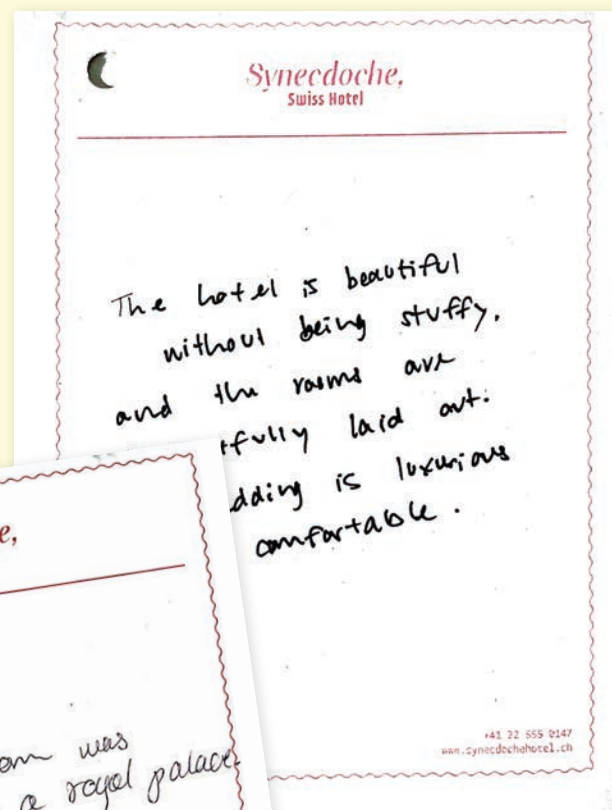
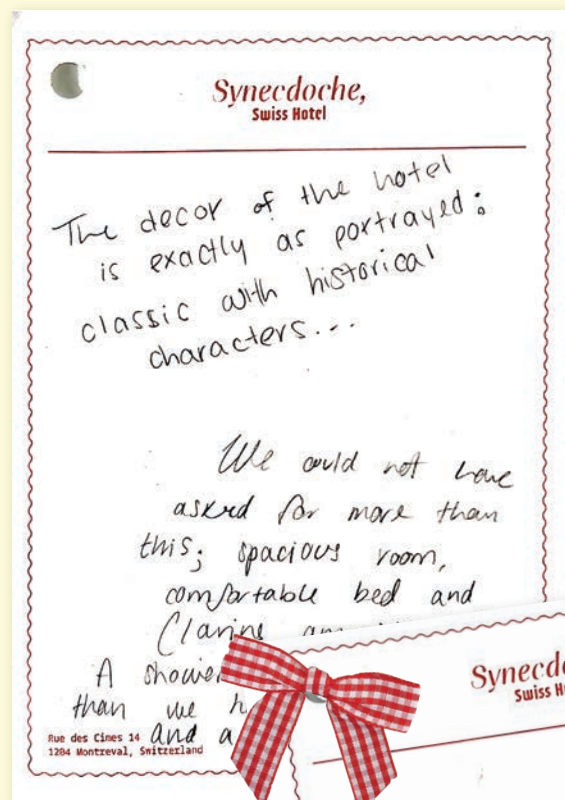












Lieber Lukas,
The hotel dates back to 1865,
and the interior, fixtures, and
furniture showed that, all the most
beautiful from each period has
been kept. My wife of course
loved the fresh flowers everywhere,
and continuously wanted to make
photos.

The room was equally enchanted,
with beautiful view over Lake
Geneva and the jet fountain.
The most impressive, however, was
the mattress. My wife always wakes
with painful joints, on the room
mattress she was totally free of
(and God knows I have spent a lot
on mattresses at home).



Dear Noah,
While the hotel is air
conditioned, the AC
seems inadequate as it
is difficult to cool the
rooms (especially if facing
west). The rooms have
a puzzling array of
push-button light switches
inexplicably located in
connection to the lights
they control. :-)

Noah Schmid
Lindmweg 14
8005, Zürich



handwritten reviews



