



### **From concept to construction**

At the beginning of the 20th century, Dr. Adolf Keller-Hoerschelmann while searching for a site for his natural healing facility in Switzerland, internalized the term “Location, location, location”. Hotel magnate Conrad Nicholson Hilton had coined this phrase as fundamental to ensure any hotels success. In 1905, Keller who held a life-long passion for natural medicine, finished his medical degree in Zurich. The core spirit of his PhD thesis is embodied in: “Sunshine is crucial for good health” which later became the basis for his life-long work. Keller therefore founded the Kurhaus Cademario in the mountains at an altitude of 850 meters, making it the highest elevated Kurhaus in sunny Ticino. Until this reality came into being, Keller went through many stages. At first in Berlin he learned about hydrotherapy and special massages practices from Zabłudowski. Later in Ahrweiler he worked at a sanatorium. At this time Keller felt called to open his own clinic based on natural medicine in the sunny south. Before Keller returned to Switzerland, he had one last post to fill in Bremen. During his time there, he definitively moved away from his traditional medical studies embracing natural medicine for good. He had an intermediary stop in Zurich, where he opened his own medical practice. There, he worked with the founder of the vegetarian society and owner of the Fellenberg Sanatorium, Friedrich Fellenberg. It was here, that Keller found his vocation and resolved to start his own sanatorium using natural medicine practices in Southern Switzerland. While searching for the ideal location he was inspired with a vision:

“By promoting a nature orientated lifestyle, natural healing methods and through nurturing an optimistic attitude to life, sick people can be healed. In the same way the healthy can be taught how to avoid illness.”

This vision nearly became reality on Mount Verità in 1902 where a natural medicine institution was founded. Based on voluntary enrollment, the patient adopted open-air nudity, a strict vegetarian diet, and daily avoidance of all animal products striving to remain in union with nature. Keller, who at first enthusiastically embraced the Monte Verita (truth mountain) movement, planned to invest in and become affiliated with it. As differences with the movement’s founders surfaced, Keller distanced himself and began his journey toward Cademario.

“One morning as I hiked on the Collina d’Oro, I caught sight of a range of hills and the village Cademario. (...) In the entire area it is here that one sees the first and last sunrays of the day. This thought made me curious and I said silently to myself: this is the right place.”

### **From the construction of the Kurhaus to the modern Wellness hotel**

In August 1913 Keller began laying the foundation walls. In May 1914 he was able to move into Kurhaus Cademario with 18 patients and begin treatment. In 1924 after the end of the First World War, a wing and new rooms were added to the structure. Not only did the clinic optically develop but also in terms of diet the twenties were revolutionary. Salt- free steamed vegetables were introduced. A diet of raw fruits and vegetables was served. Despite the financial difficulties after the First World War, Dr. Keller invested in improvements, such as bathing facilities and telephones in every room. After Dr. Keller’s death in 1969, a complete renovation of the complex was undergone. In 1992 under the direction of Rolf Keller, the founder’s grandson the medical department was renewed and an indoor pool was built. Later a whirlpool, hydro massage zone and a fitness center were added. After decades of success Rolf Keller and his cousin Hans Keller in 2006 sold Kurhaus Cademario to a hotel group which began to think about remodeling the complex. This became reality and the Kurhaus was closed down. Four years later, on April 18th 2013 the completely restored Kurhaus Cademario Hotel & Spa re-opened its doors to the public. The new Kurhaus offers its guest every comfort of a four star superior hotel. The hotel team, the medical doctors and therapists give preventative medical advice based on the individual’s needs after recreation. There is no finger wagging as was customary in the past century. Free as Paracelsus’ motto: “It’s the dose that does it”. Even though the original Keller doctrine saw this differently, today there are heated pools and air-conditioned rooms with televisions. Meat and alcoholic beverages are served. In 2014 the DOT Spa cosmetic line has been introduced. From 2020 in addition to the seasonal offers, there is on the menu special DOT dishes that are both well-balanced and tasty. DOT EAT takes only the best from each food, creating a holistic diet filled with complete proteins, vitamins, natural fats and fibre from seasonal vegetables. All DOT EAT recipes are nutritious and tasty and feature locally sourced ingredients, with culinary choices ranging from Mediterranean cuisine to ketogenic and vegan options. All the dishes are free from preservatives, sweeteners and chemical substances; they do not contain soy, gluten or refined sugars.

## Wellness & Spa

The 2,200 square meter DOT.Spa is the driving force behind the hotel's concept. There the guest discovers his own center of being. The spas interior design mirrors the five geomantic elements: water - represented by spring water and natural cascades, wood - through the birch trees and woods which surround the spa. Earth- present through the interior use of stone, Metal - present in the natural properties found in the natural spring water. This Wellness Oasis is divided into different zones in- and outside. From the indoor pool one can move to the outdoor section with its whirlpool elements and at the same time enjoy the view of the lake and mountains. In the summer, the 20 per six meter outdoor pool with its deckchairs and snack bar are the highlight for the active guest. The guest is pampered with medical as well as aesthetic treatments in the ten sun filled treatment rooms. The medical offerings are above all preventative measures. The DOT.Spa was one of the first in Switzerland to offer Hydro Colon Therapy, which purges and regenerates the entire body. In the pool section, one can relax in the salt-water baths filled with Cademario spring water while luxuriating in the grotto landscape with its underwater music. A waterfall and a gush shower round out the Sole baths offerings. In the Sauna zone everyone finds his fit: From Hamam to Salt Tepidarium to the Finnish and Bio Sauna, everything is available. Between these zones and the fitness area, there is a fireplace lounge for relaxation. In the fitness zones choice abounds. Daily courses, which change regularly, are available. A personal trainer can be arranged individually. During the warmer months open-air classes are scheduled.

## The destination

The Kurhaus Cademario Hotel & Spa, resting 850 meters above sea level, is ranked as the highest hotel in the Swiss Canton Ticino. The Ticino itself is the only Canton which rests entirely south of the Alps. Cademario, in turn, is located in the "Malcantone" area- a hilly and mountainous landscape that extends down to the Lake of Lugano.

Because of this canton's mild climate, it is possible, regardless of the weather, to hike 365 days year around- for example on the Chestnut trail in Malcantone. Many of the 320-kilometer trails are directly facing the Kurhaus Cademario Hotel. By hiking to Monte Lema (1600 m.) one becomes a cross border commuter while enjoying the spectacular view over Lake Lugano and Lake Maggiore, whose main section remains in Italy. Furthermore, there is the possibility to combine hiking with winemaker visits. Few kilometers from the hotel, there is the Hermann Hesse trail. The trail highlights scenes from the author's works and ends at the Hermann Hesse Museum in Montagnola.

Besides this hiking paradise, there are many alternatives nearby the wellness hotel. For example, there are over 20 golf courses within a one-hour radius from the hotel. This includes the golf course with the longest tradition in Southern Switzerland. Lugano, pulsing with excitement in summer months, is worthwhile the trip, only being twelve kilometers away. Lugano is not only famous for its Estival Jazz in July. Renowned art shows and concerts attract visitors from around the globe. Lugano is also Switzerland's third largest financial center and therefore stands for business, meetings and fairs. It is also appreciated for its exclusive shopping center.

Kurhaus Cademario often go to the Outlet Center Fox Town in Mendrisio, half an hour distant. The medieval city of Bellinzona is a 45 minutes car ride away. The city was named a UNESCO world heritage site in 2000. With an added 45- minute car drive guests arrive in the Fashion Metropolis Milan. The airport Lugano-Agno is only nine kilometers away. Milano Malpensa and Linate Airports are approximately one hour and a half distant by car. Naturally, Kurhaus Cademario Hotel & Spa's multi-lingual reception staff happily organizes the planning of free time activities in and around Lugano.

## **Ticino Hotels Group**

Created by a team of businessmen from Italy and Ticino in Switzerland, Ticino Hotels Group is one of the most prestigious of its kind in Ticino and unites Swiss precision and efficiency with the well-known values of Italian hospitality and catering. With over 30 years of experience in the hospitality sector, today Ticino Hotels Group also includes companies such as THG Management, specialized in comprehensive consultancy services, THG Green and DOT Lifestyle.

The hotels currently belonging to the group are:

Kurhaus Cademario\*\*\*\*S, Cademario | [www.kurhauscademario.com](http://www.kurhauscademario.com)

Villa Sassa Hotel, Residence & SPA\*\*\*\*S, Lugano | [www.villasassa.ch](http://www.villasassa.ch)

Villa Principe Leopoldo\*\*\*\*\*, Lugano | [www.leopoldohotel.com](http://www.leopoldohotel.com)

Park Hotel Principe\*\*\*\*S, Lugano | [www.parkhotelprincipe.com](http://www.parkhotelprincipe.com)

## **For further Press Information**

Vanessa Giudici  
Marketing & Communication Manager  
TICINO HOTELS GROUP  
Via Tesserete 10  
CH – 6900 Lugano  
[www.ticinohotelsgroup.com](http://www.ticinohotelsgroup.com)  
+41 (0)91 911 4722  
[vanessa.giudici@ticinohotelsgroup.com](mailto:vanessa.giudici@ticinohotelsgroup.com)