

China Equine Cultural Festival  
Richest Race  
*in*  
Singapore

Proudly organized by



CHC 杰士马主俱乐部  
CHINA HORSE CLUB



马朝 The Majestic CHC LIFESTYLE MAGAZINE

Vol. 01 Feb 2015

vol. 01 第一期  
Feb 2015

The  
马朝 MAJESTIC  
CHC LIFESTYLE MAGAZINE



21 / 2015 CECF  
驭马文化节 · 新加坡  
/ 22 Feb  
盛大登场



拥有一匹纯血赛马不是梦 HORSE SYMBOLISM IN ART / 沉浸在马的艺术里  
RECOLLECTION OF CECF 精彩回顾 THE WINNING MOMENTS 胜利呼声!

MCI/TPJ  
156/01/2015





THE  
ALPINA

## A Luxury Mountain Resort & Spa in the Heart of the Swiss Alps.

The Alpina is situated in the dreamy landscape of Tschierschen, one of the most gorgeous ski areas in Graubünden. Enjoy 28 kilometres of excellent pistes of all degrees of difficulty and beautifully diverse downhill runs through forests and gullies. The Alpina, a luxurious paradise for freeride skiers and snowboarders.



Find out more on : <http://www.the-alpina.com>



# 雪地里的明珠 The Alpina Resort & Spa

CHC杰士马主俱乐部为会员打造的锋尚生活体验必定超凡无限。预计于2015年年杪修复完工的百年瑞士滑雪度假酒店，融合了古典与现代的设计风格，让会员可在阿尔卑斯山脉里度过宜人的春、夏、秋、冬。

TEXT / SAMANTHA THAM,  
NORMAN D. MANGAWAN, KHIM  
中译 / 编辑部

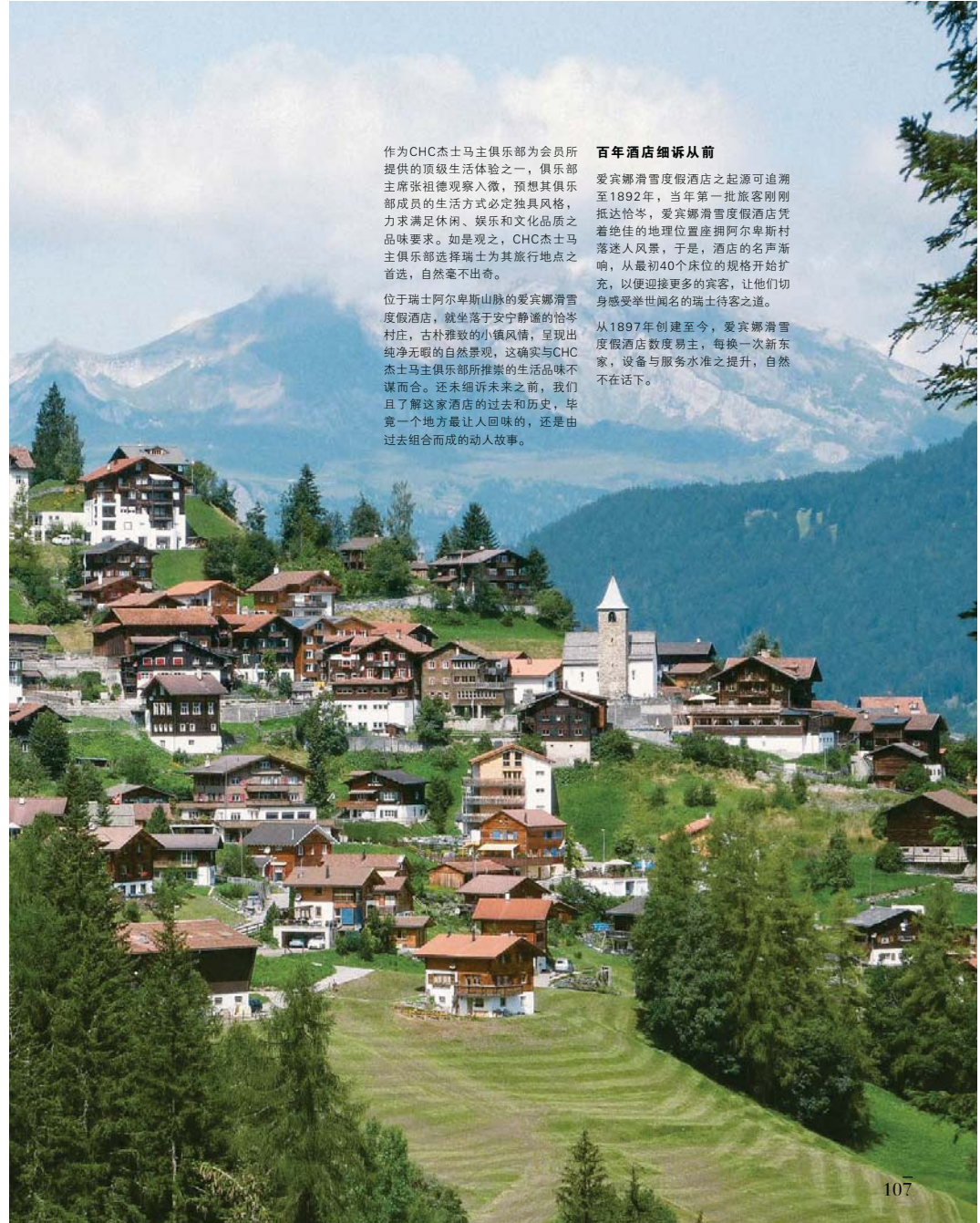
CHC members are discerning elites who are known for their tastes for travel destinations. The desire for leisurely activities and cultural immersion amidst the most magnificent and luxurious of settings burns in their hearts, a fact that CHC's Chairman Mr. Teo Ah Khing is well aware of. This, it comes as no surprise that Switzerland was picked as the newest choice travel destination.

But before delving straight into its bright future, knowledge of its past is worth understanding, because what makes this hotel extra special is also its history.

## HISTORICAL ORIGINS

Famously known as The Alpina Hotel, its origins date back as early as 1892 when the first holidaymakers arrived in Tschierschen. With its location and alpine village views, The Alpina Hotel soon became popular among the locals. What started as a 40-bed hotel was soon improved with the addition of running water and central heating to accommodate more guests.

From 1897 to 2012, the hotel ownership and management changed hands, which brought about more improvements to the hotel. In 2001, the Alpina was ran on the basis of an innovative concept as a friends-of-nature house. The historic hotel however, was destined for greater heights when it was acquired by Mr. Teo in February 2013.



作为CHC杰士马主俱乐部为会员所提供的顶级生活体验之一，俱乐部主席张祖德观察入微，预想其俱乐部成员的生活方式必定独具风格，力求满足休闲、娱乐和文化品质之品味要求。如是观之，CHC杰士马主俱乐部选择瑞士为其旅行地点之首选，自然毫不出奇。

位于瑞士阿尔卑斯山脉的爱宾娜滑雪度假酒店，就坐落于安宁静谧的恰岑村庄，古朴雅致的小镇风情，呈现出纯净无暇的自然景观，这确实与CHC杰士马主俱乐部所推崇的生活品味不谋而合。还未细诉未来之前，我们且了解这家酒店的过去和历史，毕竟一个地方最让人回味的，还是由过去组合而成的动人故事。

## 百年酒店细诉从前

爱宾娜滑雪度假酒店之起源可追溯至1892年，当年第一批旅客刚刚抵达恰岑，爱宾娜滑雪度假酒店凭着绝佳的地理位置坐拥阿尔卑斯村落迷人风景，于是，酒店的名声渐响，从最初40个床位的规格开始扩充，以便迎接更多的宾客，让他们切身感受举世闻名的瑞士待客之道。

从1897年创建至今，爱宾娜滑雪度假酒店数度易主，每换一次新东家，设备与服务水准之提升，自然不在话下。





#### NEW BEGINNINGS

The hotel, now to be known as the Alpina Resort & Spa, will be the latest addition to bespoke travel destinations of the China Horse Club and elite world jetsetters. "The Alpina will be a showcase of traditional Swiss chalet blending with modern architecture," Says Mr. Teo, himself an architect. This development will restore the hotel to its former glory and bring great pride to Tschierschen and its residents."

But this change is more than cosmetic. Acquired with an entrepreneurial foresight, Mr. Teo sought to combine the historic ambience of the old building of the late 1890 with contemporary comforts. It was with this sense of purpose that the The Alpina Estate AG, Chur, was set up. The Grisons company Fanzun AG, certified architects and engineers, were tasked to carefully restore the impressive building in 2014/15 as a historic hotel in the style of 1913.

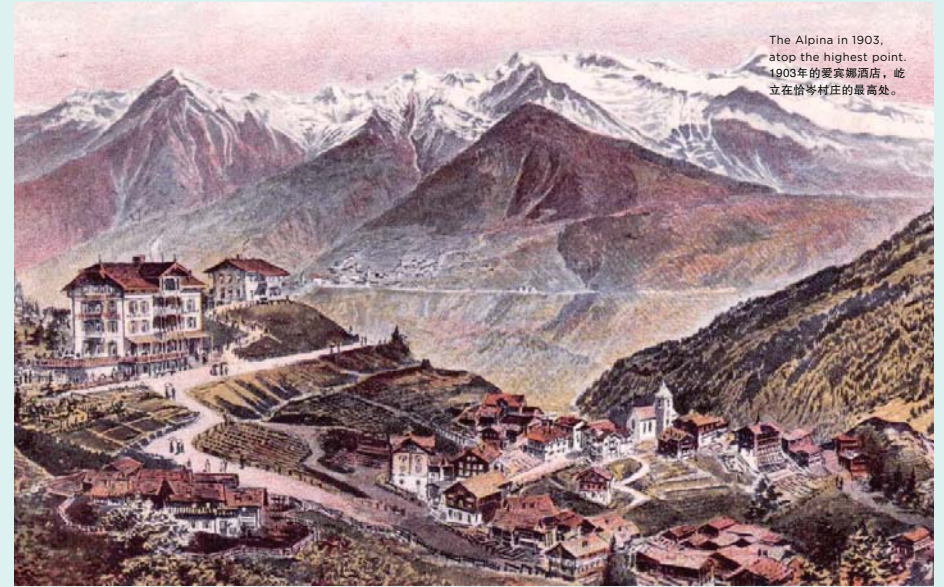
Technological innovation will be integral to the hotel's transformation. The new design will incorporate sustainable energy solutions such as the use geothermal energy, heat recovery and waste heat recovery from refrigeration systems and wastewater, and energy-efficient technology.

#### 酒店再生计划

2013年4月，眼光独到的CHC杰士马主俱乐部主席张祖德购入了这家位于山谷中的酒店，建筑师专业出身的他，把自身多年所累积的实战经验灌注到酒店的装潢修复工作中，使这家深具历史韵味的酒店继续精益求精。完工之后，爱宾娜滑雪度假酒店势必成为CHC杰士马主俱乐部会员及全球高阶旅行家的首选出游地点。“爱宾娜滑雪度假酒店的设计风格散透着瑞士农舍的田园风，并结合现代主义的简约主义，这一次的再生发展计划必定让爱宾娜滑雪度假酒店风华再现，对居住在恰岑一带的居民来说，想必与有荣焉。”张祖德说。

当然，这次的转变当然并非装饰门面那么简单。张祖德发挥企业家想像力，尝试在历史韵味与现代休闲之间找寻一个平衡点，好让这座1890年代的旧建筑物成为阿尔卑斯山区的艺术焦点。为了这个目标，库尔的The Alpina Estate AG建筑公司宣布成立，并与The Grisons company Fanzun AG建筑事务所合作，预计在2015年让这座充满历史感的酒店重现风华。

科技的注入将是这次转型的重点，新设计亦将融入可持续能源的概念，力求降低能源耗损，以维护自然生态。除了使用地热能之外，废水、热能、能源循环使用系统亦将投入运作。

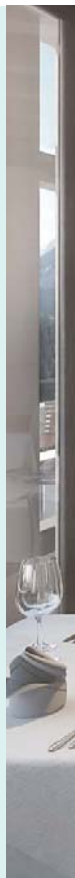


The Alpina in 1903, atop the highest point. 1903年的爱宾娜酒店，屹立在恰岑村庄的最高处。



Before the construction of The Alpina Resort and Spa. 爱宾娜滑雪度假酒店整修前的外观。





A modern minimalist approach provides for a tranquil and relaxed setting. 现代主义的简约设计被加注到此次的“再生计划”工程里，让旅客在“减法生活”中感受到生活的原始动感





**LAVISH LIFESTYLE**

Upon completion, members of the China Horse Club, local and international guests, and patrons will be treated to an unparalleled experience. New amenities will promote a lifestyle that befits patrons of thoroughbred racing. The redevelopment, estimated at a cost of CHF15.0M, will feature 68 beds comprising double rooms and family suites, a cozy bar with a fireplace, a smoker's lounge, an exclusive seminar area, a romantic wine-tasting area and a restorative spa offering beauty and health treatments – all within an exclusive ambience. The Alpina's transformation will truly be a quantum leap in its quality as a choice destination, from its humble origins as an idyllic mountain village resort to an aristocratic art nouveau hotel in the alpine region.

An all-season paradise for the world's exclusive and discerning travelers, The Alpina Resort & Spa will likewise bring the beauty of a Walser village with unspoiled landscape combining the ambience of old Swiss town culture and breathtaking mountain scenery as its backdrop. A visit to the surrounding village of Chur to experience the unique Swiss hospitality, shopping, and cuisine offers travelers a distinct sensorial experience that will surely entice them to return to this fascinating place. Enthralling winter races, snowboarding, winter walks, skiing, ice skating, curling, trekking, snow horseshoeing, and golf in summer will complete the outdoor experience in the most exquisite of settings. Come winter or summer, The Alpina will become a hive of activity to relax and indulge.



It therefore comes as no surprise that the cantonal approval for the project was obtained in almost record time with unanimous endorsement from the public. The redevelopment has commenced on-site, raising excitement and anticipation for when it begins operation in December 2015.

"The community's endorsement and authority's approval speak well of the CHC's core values in promoting host communities and sustainable development," enthuses Mr. Teo. When the Alpina opens its doors to our CHC members, our international and local patrons, it will be a groundbreaking achievement to present local heritage, innovation, and leisure in an iconic hotel. We are honored to be part of this very exciting development."

**时尚生活新体验**

爱宾娜滑雪度假酒店重新装潢之后, CHC 杰士俱乐部会员、全球高端宾客必将体验崭新的住宿经验, 务必让钟情于纯种马的杰士们享有匹配的生活方式。这次的投资总额达到1,500万瑞士法郎, 含有双人房和家庭套房的别墅规格亦提升至68个床位, 其他设备包括壁炉酒吧、雪茄厅、小型会议厅、细品美酒的浪漫小区, 还有温泉浴场提供的美容健身设备, 环境之优雅, 必定让住客宾至如归。于是让人不禁对一座旧建筑到田园诗式的山间酒店引颈期盼。

由于此次计划得到市政府迅速批准, 事情发展可谓水到渠成。现在酒店正如火如荼进行装潢重整, 2015年12月投入营业之际, 想必不同凡响。“公众支持、市政厅批准, 在在说明CHC杰士马主俱乐部的社区永续发展价值观, 其实相当正确。”张祖德说道。



爱宾娜滑雪度假酒店开张之际, 到访的CHC杰士马主俱乐部会员和国际宾客一定会发现这项壮举, 让一座集结了本地传统、创意、休闲于一体的度假酒店, 主催着这么有意义的案子, 我们确实感到骄傲。





Enjoy skiing as The Alpina Resort and Spa is nestled on the snowy mountains of Switzerland, 1350m above sea level. 瑞士是世界著名的滑雪胜地，爱宾那滑雪度假酒店位于海拔1350米的高山上，冬天厚厚的积雪，让热爱滑雪的游客可以尽情享受滑雪的乐趣。

