



## HUUS QUELL OPENS AS SWITZERLAND'S FIRST CARBON-STORING LUXURY RESORT

### *New Five-Star Wellness Retreat Debuts in Appenzell with Science-led Longevity Program and Regenerative Design*

**GONTEN, SWITZERLAND – October 15, 2025** – HUUS QUELL opens today as the first *Leading Hotel of the World* property in Switzerland's Appenzell region—and one of Europe's boldest experiments in sustainable luxury.

Designed by **Rüssli Architects**, known for the Bürgenstock Resort and the Swiss Embassy in Washington D.C., the new 30 suite wellness retreat in the village of Gonten is built entirely from locally harvested *moon wood*—biodynamic larch harvested during the waning moon that's not only dryer and denser but locks 3,000 tons of CO<sub>2</sub> into its structure. The property also operates on zero net energy, uniting regenerative design with next-generation wellness.

HUUS QUELL, meaning “Source” or “Spring House”, is the flagship of APPENZELLER HUUS, a wellness lifestyle community and trio of properties in Switzerland's beautiful and lesser-visited Appenzell region, one of the country's smallest cantons, nestled between Lake Constance and the Alpstein mountains. Beloved for its rolling green hills, artisanal cheese and beer heritage, cattle processions, and Ruggusseli and Zäuerli yodeling traditions, Appenzell remains one of Switzerland's last truly pastoral corners. Here, amid emerald meadows, timber villages, and car-free hiking trails that wind through storybook hamlets, daily life moves to the rhythm of the seasons, making it an ideal setting for HUUS QUELL's philosophy of restoration, regeneration and, and return to nature.

The resort was created by local entrepreneur **Jan Schoch**, who after a career in finance spanning New York and Zurich, returned to his native Appenzell. His goal was to prove that traditional timber-frame construction—using interlocking beams joined without nails or screws—could compete at the highest level of modern hospitality. The result redefines what sustainable luxury can achieve.

"We didn't compromise," Schoch says. "Not on materials, not on craft, and not on luxury," HUUS QUELL proves that the future of hospitality doesn't require abandoning the past.

### **TIME-TESTED TECHNIQUE, ENGINEERED FOR THE FUTURE**

Built from Swiss-sourced moon wood harvested at peak density, HUUS QUELL's buildings revive an ancient centuries-old technique nearly lost to modern construction. The timber structures interlock through traditional joinery—no metal fasteners required—and are expected to last for generations while permanently storing more carbon than was emitted during construction.

Every architectural detail reflects a regenerative mindset: untreated larch facades that naturally weather with time, lime-based plaster that absorbs CO<sub>2</sub>, and insulation made from recycled Swiss wool. The result is not only a carbon-neutral building, but a true carbon-sink—one that gives back to its environment as it ages.

Powered by geothermal wells, solar arrays, and a spring-water cooling system, the retreat operates entirely on renewable energy and aims to become Switzerland's most ecologically minded hotels.

Custom textiles by **Jakob Schlaepfer**—the St. Gallen-based design house nearby that supplies Dior and Chanel—complement interiors blending contemporary elegance with natural materials. The result is proof that environmental responsibility and luxury can coexist seamlessly.

## **AWARD-WINNING WELLNESS: THE L3 LONGEVITY SYSTEM**

The same balance of heritage and innovation extends to HUUS QUELL's approach to wellness, rooted in Switzerland's alpine healing traditions but creatively reimagined and entirely based on scientific evidence of longevity.

The spa's centerpiece—the **L3 Long Lasting Lifestyle Circle**—represents a new model for longevity and wellness. Rather than a menu of disconnected treatments, L3 is a structured, measurable system designed to promote cellular regeneration, mental clarity, and sustained vitality based on the individual needs of each guest.

Five precisely sequenced stages follow a physiological progression:

1. **MCS Infrared Cabin (Global Debut)** – Deep infrared therapy with ionized oxygen, color-frequency stimulation, and vibration technology.
2. **Whole-Body Cryotherapy (-110°C)** – Resets the nervous system and enhances circulation.
3. **Hyperbaric Oxygen Therapy** – Pressurized pure oxygen enhances for cellular repair and cognitive clarity.
4. **FLOW Compression System** – Lymphatic stimulation aids detoxification and recovery.
5. **Precision Diagnostics** – SCANECA Body Scanner and InBody 970 deliver personalized metabolic data.

"The L3 Circle is more than a wellness experience—it's a scientifically guided system for measurable regeneration," says **Natascha Saar**, Spa Manager. "Our goal is to help guests feel an immediate shift in energy, focus, and vitality that lasts well beyond their stay."

The spa spans three levels inspired by Appenzell's natural landscapes—lake, forest, mountain, and canyon—with nine pools, eight saunas and steam grottos, 14 treatment rooms, and a floating yoga platform. The rooftop **Endless Vitality Pool** opens to panoramic views across the Alpstein massif.

## **GLOBAL CUISINE, HYPERLOCAL COCKTAILS**

Culinary philosophy at HUUS QUELL mirrors the same ethos that defines its architecture and wellness: a deep respect for origin, craft, and locality. Every concept celebrates Switzerland's terroir through inventive techniques and uncompromising sourcing emphasizing locally distilled spirits, a custom-made molecular mixing machine, 70 locally grown herbs, a fermentation lab, and fresh produce from their own garden.

Executive Chef **Carsten Kypke** oversees four dining concepts:

- **Restaurant Quell** - Sharing plates that blend Swiss classics with global influences, served in a light-filled space with intricate moon wood buttresses and customized Jakob Schlaepfer textiles.
- **Botanicum Bar** – Head Bartender **Elmir Medunjanin** eliminates most imported ingredients, reinterpreting classic cocktails solely from Appenzell's herbs, fruits, and botanicals.
- **Bärenstobe** – Set in the historic 1751 dining room of neighboring HUUS BÄREN, this Thursday-through-Saturday tasting experience pairs seasonal menus with selections from Switzerland's second largest hotel wine cellar, with over 25,000 bottles emphasizing Swiss and other Old-World varietals including several exclusive bottlings.
- **Löwenstobe** - Serves authentic regional fare—local cheese, eggs, dairy, and meat—in a warm, convivial setting.

## THE APPENZELLER HUUS COLLECTION

HUUS QUELL is part of a greater vision to reimagine Alpine hospitality through sustainability, design, and community. Together with its sister properties, it forms the heart of the APPENZELLER HUUS collection—a living showcase of how heritage craftsmanship and forward-looking design can coexist across generations.

HUUS QUELL anchors a three-property collection that also includes:

- **HUUS BÄREN** (3-star superior) – Dating to 1602, one of Switzerland's oldest guesthouses, reimaged in 2020 as a 12-room boutique hotel blending vintage charm and a rooftop spa. Rooms start at \$240 USD / night.
- **HUUS LÖWEN** (4-star superior) –A centuries-old inn rebuilt with moon wood in 2023, featuring 24 rooms split between heritage spaces and modern family suites. Rooftop hot tub with Säntis Peak views. Rooms start at \$275 USD / night.

All three properties are clustered in the small village of Gonten, 75-minute drive from Zurich in the Appenzell region of rolling pastures, timber villages, and living traditions.

## OPENING DETAILS

- **Opening Date:** October 15, 2025
- **Location:** Dorfstrasse 40, CH-9108 Gonten, Switzerland
- **Reservations:** [www.appenzellerhuus.ch](http://www.appenzellerhuus.ch) | +41 71 795 40 10
- **General Manager:** Tim Martin-Weber
- **Rates:** From \$550 USD / night (double occupancy, includes breakfast and QUELL Spa access)
- Additional suites and luxury apartments will debut through 2026, along with the Appenzeller Forum cultural venue.
- **HIGH-RESOLUTION IMAGES:** [\[Download link\]](#)

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## ABOUT APPENZELLER HUUS

At 902 meters above sea level, a contemporary retreat and place of rejuvenation called APPENZELLER HUUS has been taking shape in the historic village of Gonten since 2023. The three-star superior HUUS BÄREN (20 rooms) and the HUUS LÖWEN (24 rooms) are already welcoming guests, while the opening of the five-star superior HUUS QUELL (30 rooms)—featuring one of Switzerland's most innovative wellness areas—is scheduled for mid-October 2025. Alongside 43 serviced apartments, the resort will also feature the new Botanicum Bar, an additional restaurant, and Switzerland's largest wine cellar. The project, led by investor Jan Schoch, carries the motto "*A Wellness Lifestyle Community.*" The gourmet restaurant Bärenstobe welcomes both travelers and locals, complemented by the cozy Löwenstobe, Lehnerstobe, Jakob Schlaepfer Lounge, Appenzellerstöbli, and Taverne. In the Schmitte, which includes a cigar lounge and centuries-old, vaulted cellar, cellar master Hans Rhyner tends to the treasures within. The Appenzeller Forum in the Löwensaal regularly hosts concerts, readings, and lectures accompanied by fine dining. With its Steinway grand piano, the space is also ideal for larger celebrations and seminars.

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