

PRESS KIT

FIRMAMENT

Römergrund 1
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Link to online press kit:
firmament.at/presse (text and image)

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This is Firmament

Ernst Seidl's Firmament is a combination of hotel, event venue, premium caterer and restaurant that is unique in Vorarlberg (AT) and the Lake Constance region. This is not only the home of Seidl Catering – known for being the caterer for Austria House at the Olympic Games. Gifted international chefs from Ernst Seidl's extensive network will bring all the wonders of the culinary world to Vorarlberg, and will prepare dishes from their own cultures in the restaurant's show kitchen.

The event area has capacity for up to 800 people, and visitors can stay in the conveniently attached hotel once a successful event is over for the day. The lack of overnight accommodation in Vorarlberg for international businesses based here is confirmed in a study by hotel and tourism consultants Kohl and Partner.

Thanks to Ernst Seidl's diverse contacts and his experience in professional organisation of a wide range of events, Firmament is able to offer a complete package of services and amenities, all under one roof: from accommodation and catering to event spaces for workshops and conferences. Even leisure packages and team building measures can be individually planned and implemented by his team – taking the hard work out of planning events for organisers and businesses.

Firmament's target audiences are business customers and organisers of incentives, cultural events, trade fairs and sports events, as much as private individuals, leisure customers and families from the surrounding region.

Vision

At Firmament, Ernst Seidl wants to use multicultural cuisine to establish mutual understanding with foreign cultures and achieve open exchange between people from all over the world.

Location and getting to Firmament

Firmament is located directly on the trunk road to the A14 motorway, in Rankweil, Austria. The major airports of Zurich, Innsbruck, Altenrhein, Memmingen and Friedrichshafen are all found in the surrounding area, making travelling to and from Firmament easy.

About Ernst Seidl and Seidl Catering

Ernst Seidl has built up an extensive international culinary network. This means he has the ability – unique in the market – to bring young, talented chefs from all over the world to Firmament in Vorarlberg, where they will get the opportunity to learn more about European cuisine, and in return present dishes from their own cultures to guests in the restaurant's show kitchen.

Seidl Catering's core competency is organising premium events, offering tailored events for companies and strong brands, as well as celebrations such as weddings,

anniversaries and birthdays. So Seidl Catering's customers include private guests as much as businesses of every size. Alongside serving local companies with international reputations such as Getzner Textil, Hilti, Julius Blum, Zumtobel Group and Doppelmayr Seilbahnen, the family-run operation has provided hospitality for Austria House at the Olympic Games in Sochi, Rio and PyeongChang. Seidl's team was also responsible for all catering for the 2019 World Gymnaestrada in Dornbirn, Austria.

FIRMAMENT – key info

FIRMAMENT By Ernst Seidl 10,500m ² total floor space			
FIRMAMENT Hotel 143 rooms	FIRMAMENT Restaurant 180 seats	FIRMAMENT Events For 50-800 people	SEIDL Premium Catering

- Owner and sole investor: Ernst Seidl
- Construction client: SE.Emotion Liegenschaft GmbH
- Project planning, client representative: INVESTRAUM GmbH
- Floor space: 11,840m²
- Enclosed space: 52,720m³
- Plot size: 10,412m²
- Construction: 2019-2021
- Total investment: EUR 23.1 million
- Direct link to the A14 Rheintal motorway
- 70 fixed jobs on completion of final phase

Construction schedule

Firmament groundbreaking	November 12, 2019
Completion of event and catering areas	December 2020
Opening of event hall and catering area	from December 2020
Completion of remaining structures (hotel)	early 2021
Opening of hotel	from June 2021

Regional impact

Once the final stage of expansion is completed, Firmament will employ 70 people in the region, as well as temporary staff both seasonally and for special events.

Firmament's international appeal will generate greater numbers of visitors to Rankweil and surrounding area. While Firmament itself will create a large part of the value added, the region will also noticeably benefit (winter and summer tourism, cultural events, leisure tourism, gastronomy) – since past experience shows that a majority of business customers who discover and enjoy a region during a business trip return in their free time, either alone or with their families or friends. This makes Firmament a valuable partner organisation for Vorarlberg State Tourist Office.

Firmament will also make a contribution to sustainability by focusing on local resources – relying on employees, products and services from the region wherever this is compatible with maintaining the level of quality for the customer. Firmament is a family business that will grow in value organically and to the benefit of the wider area over generations, adding value in Vorarlberg and neighbouring regions, from Liechtenstein and Switzerland to Germany.

Facts and figures:

Restaurant

- Multicultural food and drinks prepared by rotating chefs from all over the world
- Fast & casual concept (high product quality with the freshness and speed of fast-service system catering)
- Daily changing food and drinks menus
- Ultramodern open show kitchen
- 180 seats
- Take away area

Event hall

- The latest facilities for a diverse range of requirements (lighting, sound and stage equipment, mobile stage)
- Hall can be partitioned or used as a whole
- Large amount of natural light if desired
- Fully accessible
- 590m² total floor space
- Capacity for up to 800 guests

Hotel

- Modern business hotel standard
- Breakfast, lunch and dinner offered by the Firmament restaurant, open all day in the same facility
- Half and full-board rates available
- Fully accessible
- Rooms with an open design, beds with panoramic window views
- **Business category rooms:**
123 19m² rooms
- **Suites:**
8 large 38m² rooms
- **Long stay rooms:**
12 rooms with floor space of 24-36m²

Further facilities and surrounding amenities

- Work spaces in public areas
- Cosy spaces for hotel guests to retreat to
- 120 car parking spaces
- Underground garage with 120 car parking spaces
- Drop-off parking area
- Large park with fragrant herb garden
- Barbecue spaces
- Orchard
- Beehive
- Large surrounding recreation area

Architecture

Firmament's architecture is unique. The architects have designed the restaurant, event, hotel and catering areas so that from outside they appear to be separate buildings, yet within they are all connected and accessible from one another. So for example the hotel bar is connected to the lobby, and the restaurant has a line of sight from the event area as well as a connecting walkway which can be optionally partitioned.

The height and the dark facade of the central structure, with lobby, bar and various seating areas, is reminiscent of the firmament above us all.

The reception area is generously proportioned and invitingly arranged. A central, broad staircase evokes a combination of a catwalk and a stage, from which visitors have a good view of the whole space, and which sets the scene for other arriving guests. The one-time largest upholstered chair in the world adorns the hotel's lobby.