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Press release

Modern timber construction meets tradition

With the 'Am Hirschengrün' residential estate in the middle of Salzburg, the city has a place where everything is about sustainability, design, wellness, and a lot of wood.



The rich-in-traditions 'Hotel zum Hirschen' is situated in a predestined location between the Old Town (Altstadt) of Salzburg and its up-and-coming train station quarter. A new residential estate was created under the project name 'Am Hirschengrün', involving a careful structural restoration of the hotel, its general renovation, and the addition of 42 apartments built using a sustainable hybrid timber method, an underground garage and a large green garden. Indoors, the owners, together with the architecture and interior design firms involved, were deliberate in their choice of the high-quality healthy-living parquet by the Swiss manufacturer Bauwerk Parkett.

The Hotel zum Hirschen building has belonged to the same family since 1830, as its members have spent centuries turning it into the prestigious hotel that it is today. In 2020, the family's 11th generation, Katharina and Nikolaus Richter-Wallmann, took over the property, bringing innovative ideas and a holistic view of nature and people. As such, the largest timber construction project in Austria's fourth largest city demonstrates in an impressive way how existing buildings, new buildings and high-quality outdoor and greenery design can be combined in a harmonious and sustainable overall concept within an urban environment. The LP Architektur firm from Altenmarkt im Pongau, collaborating with Dietrich Untertrifaller Architects from Vorarlberg, was put in charge of planning the

Bauwerk Group Schweiz AG

Neudorfstrasse 49, CH-9430 St. Margrethen, Phone +41 71 747 74 74, info@bauwerk.com bauwerk-parkett.com

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Am Hirschengrün project. Both the firms had considerable experience with timber construction, and put particular emphasis on eco-friendly consumption of resources.

Appreciating existing property and nature

The historical hotel building and its 106 rooms and suites underwent careful renovation, with the installation of geothermal and photovoltaic systems for sustainable energy: "The intention was to preserve the quality of this existing property, to think of ways to improve it, and to add new and modern solutions to it," explained Tom Lechner, LP Architektur art director. Indoors, you can feel the charm of bygone times, while the design also offers linear, purist elements with the use of natural wood matched with green, , elegant designer furniture and lights, and refined details made of bronzed brass. Pia Clodi (Studio Eliste), an interior designer from Salzburg, followed a concept of transformation that respects nature inside the building, "combining many beautiful, natural materials".

Timber hybrid for social compatibility

A glazed bridge on the third floor connects the hotel with the new six-storey annex built using the sustainable and high-quality timber hybrid method, which has a new hotel area, 40 apartments and two studios ranging from 45 to 145 square metres. "For the annex, we opted for timber hybrid, because we like the way wood inserts itself into its environment and changes depending on the time of the year," clarified owner Katharina Richter-Wallmann.

The architect, Tom Lechner, added: "The result not only increases the quality of the urban environment in Salzburg and especially the building's neighbourhood, but also offers an example of achieving social compatibility". With its distinctive wooden facade, the new building is recognisable as such from the outside, bringing contemporary highlights to the city's look. Spacious timber loggias and balconies expand the living space and break up the facade visually. They offer a view of the 5,000-square-metre courtyard featuring various green areas. With a colourful flower garden and a kitchen garden, in addition to play areas, the courtyard acts as a multifunctional free space for the hotel's guests, as well as the building's and local residents. The latter is because a new vegetarian deli that opened in the estate also uses this space. It specialises in freshly-baked sourdough delicacies and vegetarian cuisine from the Levant. Dishes come in larger or smaller portions, for those enjoying the food alone and in groups.

Parquet by Bauwerk: aesthetics and healthy living

It is only natural that in selecting the flooring, the owners and the designers involved chose a sustainable, high-quality product: Four different parquet collections by the Swiss manufacturer Bauwerk Parkett were used in Am Hirschengrün. All parquet solutions by Bauwerk Parkett are made in a way that is sustainable and 100% healthy-living. They are

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tested according to top criteria and comply with the strictest regulations, which makes them optimal for sustainable construction standards. The high-quality product from Switzerland also satisfies high demands for aesthetics, quality and design.

In the hotel rooms, a cosy atmosphere is created by the natural-oiled, deep-brushed oak planks of the Cleverpark 1250 collection, in the Oak Farina colour. In the lobby, the hotel's guests find a warm-coloured, slightly brushed, and natural-oiled strip parquet from the Unopark series, laid in herringbone pattern, which offers a refined, high-quality frame for the space's modern, linear interior. The Monopark strip parquet in Oak Farina colour was selected for the flats. Meanwhile, for their own apartment, the owners went for the Trendpark Oak long-plank format. All these floors impress with their warm colours, lively grain and consistently high-quality workmanship. Michael Edlinger, Managing Director of Bauwerk Group Österreich GmbH, had a clear impression of the project as soon as he found out about it at the World of Parquet in Salzburg: "This project is very special! And not only because of the personal attitude of the owners in terms of the construction materials used to achieve the environmental and sustainability aspects. We were also enchanted by the unifying concept that palpably improves Salzburg's city centre neighbourhood. We at Bauwerk Parkett are grateful to have had the opportunity to take part in this important lifelong project carried out by Katharina and Nikolaus."

Wood: a material full of life and warmth

According to the project's brochure, 'Wohnen am Hirschengrün', "Wood smells good, it is nice to touch, it naturally regulates the indoor climate, and is always tasteful and high-quality in its look". "Here, you can see it and feel it," asserted Katharina Richter-Wallmann, expressing her satisfaction with the result of a project where wood – a material "full of life and warmth" according to the architect Tom Lechner – played such a critical role.

Thanks to their aesthetics and comfort, the Bauwerk Parkett collections offer a perfect frame from a life in Am Hirschengrün: "We worked hard looking for a manufacturer whose products embody a symbiosis of aesthetics, sustainability and functionality. This applied to the clear design language of the hotel areas and the high demands for the apartments and their distinctive wooden floors and ceilings," confirmed the hotel's owner. "Parquet by Bauwerk merges seamlessly and harmoniously into the overall concepts, meeting all requirements. We couldn't be more satisfied with the floor we chose!"

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Details and facts

Project: Am Hirschengrün, a structural renovation of Hotel zum Hirschen, with a new annex using modern architecture and sustainable timber hybrid construction, offering living and hotel spaces, a deli and a green garden, www.zumhirschen.at

Location: Salzburg (AT), Ecke Saint-Julien-Strasse und Elisabethstrasse

Architecture: LP Architektur, Altenmarkt im Pongau (AT), www.lparchitektur.at

collaborating with Dietrich Untertrifaller Architects, Bregenz (AT),

www.dietrich.untertrifaller.com

Interior design: Pia Clodi, Salzburg (AT), www.studioeliste.com

Parquet: Cleverpark Oak Farina 34; Unopark Oak Avorio 14; Monopark Oak Farina 45;

Trendpark Oak 35 by Bauwerk Parkett

Installation partner: Landrichtinger GmbH Fachgeschäft für Raumausstattung

Photos: Pion Studio

For press enquiries, please contact

Rainer Häupl

bering*kopal GbR, communications agency

Tel. + 49 (0) 711 74 51 75916

rainer.haeupl@bering-kopal.de

www.bering-kopal.de

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1 The recently renovated Hotel zum Hirschen in Salzburg has a lot to offer, placing much emphasis on sustainable and regional products. The warm-coloured, slightly brushed, and natural-oiled parquet by Bauwerk is laid in herringbone pattern and, thanks to its natural textures and neutral tones, offers a pleasant dynamic in the dining room's modern and linear interior design. Photo: Pion Studio

2 The Zum Hirschen traditional hotel regains its original mansard roof as part of a careful general renovation. Indoors, it combines the allure of bygone times with purist design, select furniture and lights, resulting in a refined and harmonious general concept. Photo: Pion Studio

3 The natural-oiled Unopark parquet, laid in herringbone pattern, works in unison with the simple and modern interiors, where natural wood also sees much use. Photo: Pion Studio

4 The strip parquet exudes a sense of elegance, looking both refined and unpretentious. The elaborate herringbone laying pattern in particular contributes to the impression of high quality and works well with the dining room's classic furniture. Photo: Pion Studio

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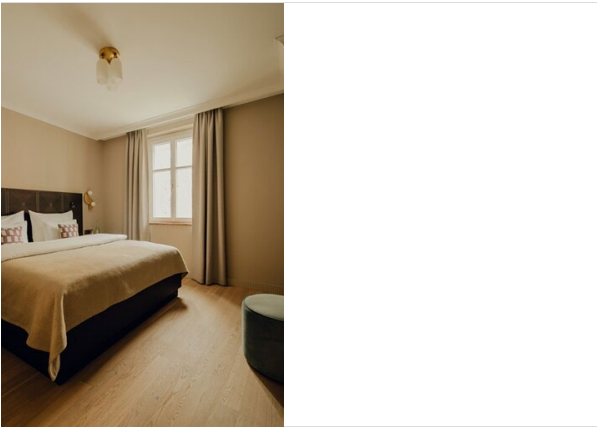
5 Natural-oiled and deep-brushed oak planks in Cleverpark format deliver cosiness in the elaborately renovated rooms of Hotel zum Hirschen. Photo: Pion Studio

6 The use of wood on the ceiling, external walls and the floor create a special sensation of wellness in the new Am Hirschengrün estate. The principles of regional origin and sustainability were followed in sourcing the timber. Photo: Pion Studio

7 Wood smells good and feels good to the touch. The Trendpark collection by Bauwerk Parkett complements the lively grain of the solid wood finish of the kitchen, and thanks to its velvety soft texture and warm-to-the-feet tactile experience, it provides a pleasant sensation of wellness. Photo: Pion Studio

8 Wooden floors by Bauwerk Parkett not only feel good to the touch, they also offer a pleasant and high-quality look. Two different parquet formats were used in the 42 new apartments. Photo: Pion Studio

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9 Committed owners: Katharina and Nikolaus Richter-Wallmann. The married couple represents the 11th generation in charge of Hotel zum Hirschen, who initiated the entire Am Hirschengrün project. Photo: Pion Studio

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Bauwerk Parkett — Built for a lifetime

What began in 1935 with the invention of solid parquet by Swiss pioneer Ernst Göhner sets new standards for ambitious design and healthy living today. Just like every tree and every piece of wood, each of our responsibly manufactured planks is sustainable and unique. A fusion of Swiss engineering and authentic nature results in extraordinary living experiences: today, and for future generations.

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