



Admonter[®]
YOUR NATURAL FLOOR. AND MORE.



PROJECT REPORT
ASIA SPA LINSBERG, issue December 2009

NATURAL MATERIALS SPEAK A LANGUAGE EVERYONE UNDERSTANDS.



GENERAL PROJECT FACTS & FIGURES:

Building owner: Asia Resort Linsberg L&L Projektentwicklungs GmbH

Operating company: Linsberg Asia BetriebsgmbH

Architect – structural engineering: Panis (master builder) / Maurer (architect)

Architect – interior fitting: List GC with Aebli (architect) and Diedenhofen (interior design)

Land size: approx. 40,000 m²

Built-up area: approx. 30,000 m² net storey space

Start of the planning phase: 1 / 2007

Construction time: 5 / 2007 – 7 / 2008

Investment: Construction costs of approx. 52 mil. Euro

Opening: August 2008

ADMONTER PRODUCTS:

Natural floors of approx. 1,400 m² in:

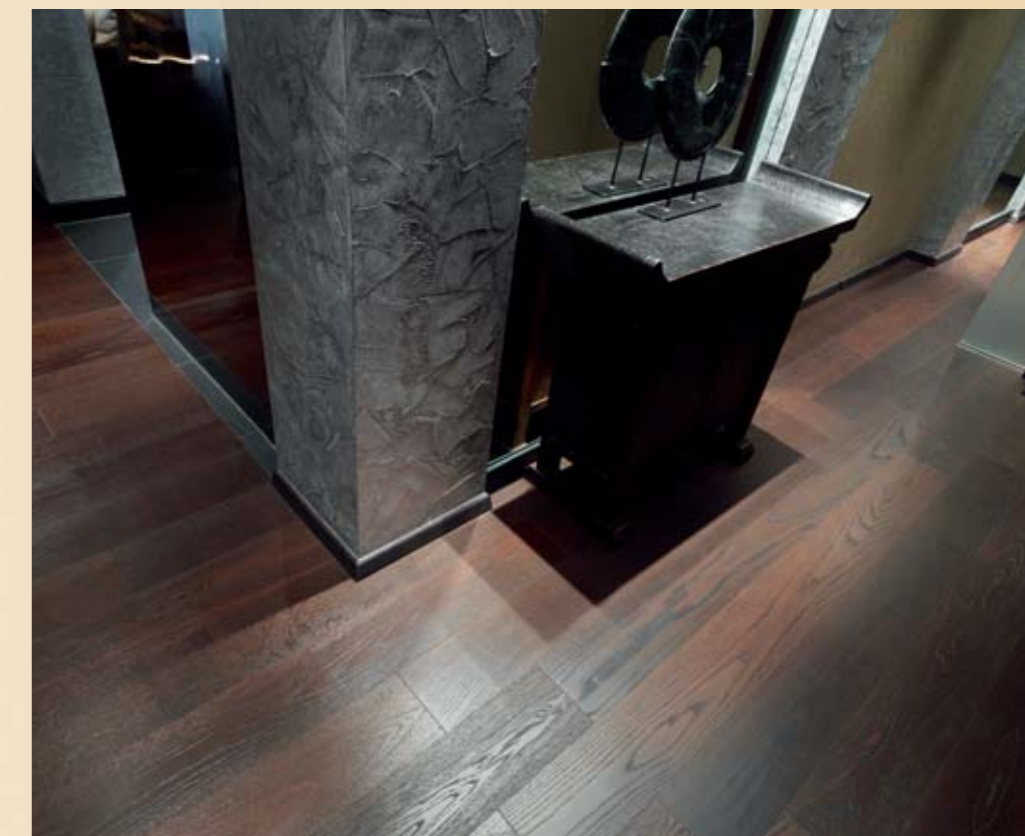
- Classic Oak knotless brushed white UV-oiled
- Mocca Oak dark brushed UV-oiled
- Mocca Oak medium brushed white UV-oiled – custom finish

In all approximately 200 m² natural wood panels with a multi-layer construction:

- Walnut
- Oak dark
- Ash dark

Main priorities:

- Combining floors & panels to form perfect matches or deliberate contrasts
- Individual designs



NATURE ITSELF OR NATURAL ENVIRONMENTS ARE BEST TO RECHARGE ONES BATTERIES.



ASIAN ELEGANCE MEETS TRADITIONAL RELIABILITY.



INTERVIEW WITH THE PROJECT DIRECTOR.

MR. SASCHA RISAVY, DIRECTOR OF THE COMPANY LIST GENERAL CONTRACTOR GMBH WITH ITS HEADQUARTERS IN BAD ERLACH (LOWER AUSTRIA), WAS THE PROJECT DIRECTOR IN CHARGE OF PLANNING AND IMPLEMENTING THE LINSBERG ASIA PROJECT.

The spa and Linsberg Asia Hotel are already open for about a year now. A close look at the Austrian spa sector reveals that particularly in the last couple of years numerous new spas and wellness resorts have opened their gates. Did you have special requirements and visions regarding the project which finally led to success?

We were aware right from the start that the market does already feature many great facilities and that we would only be able to succeed, if we found a clear positioning and focus. A clear focus as well as a great location are definitely the foundation stones for success in this business.

Why did you choose an Asian concept?

As already mentioned, the Asian theme forms part of the positioning and we wanted to implement this theme thoroughly - from the architecture and interior design to the catering and the wellness treatments. We did not want to offer a little bit of everything but we wanted to clearly focus on this theme and communicate its message.

Do you think this concept can be transferred to other countries? Or is it particularly successful in Austria because of the high affinity which Austrians have for thermal spas and wellness resorts?

We believe such a concept can be multiplied internationally. Potential locations and especially the respective markets do, however, need to be analysed thoroughly.

The hotel also offers several conference and workshop facilities. How do these two concepts match – top-quality wellness resort and conference hotel?

The last couple of months showed that - given the right spatial arrangements - this combination is nearly perfect. The room concepts must be clearly separated regarding functions and guests. The bathrobe wearing wellness guest should not have his lunch snack in the same room where the conference guests spend their break times. Conference guests do, however, also want to relax and especially enjoy the amenities which the wellness area provides.

A short look at the materials which were employed, especially in the 4** hotel, shows that mainly natural materials such as stone, timber and glass were used. Were the materials particularly chosen for their naturalness or was this a basic requirement given the exclusiveness of the hotel?**

The natural materials reflect the straightforwardness of the entire concept. Our guests do - consciously or unconsciously - perceive this straightforwardness both in the design and in the materials. The top-quality materials which were employed do, of course, also mirror the exclusiveness of the hotel but without appearing obtrusive or ostentatious.

The wooden floors in the suites but also in the catering areas place a particular emphasis on the rest of the interior design. Combined with furniture made of timber – either forming a perfect match or a deliberate contrast – the floors help create a very pleasant ambience. Did your concept include timber right from the start or did these ideas develop in the course of the implementation process?

The design process took about a year and was the result of an intense communication between designers and operators. A design concept can only ever succeed, if it is actually also lived once the object is in operation. The intense sampling process during the planning stage helped considerably to identify the ideal products and moreover enabled the operators and the building owner to start the active marketing already during the early design stages.

You chose wooden products made of oak. Was there a special reason for choosing this wood species or was it rather the colour and structure that mattered?

Oak, as a very traditional material, was used with different surfaces and in different makes. We were impressed by the manifold design possibilities and the longevity especially in the parquet flooring sector. Another important aspect was the "graceful" aging process of the surfaces. After a certain lifespan they do not look old and shabby but instead they gain a special patina over the years, thus, adding to their character.

Could you finally sum up how practical the materials have turned out to be so far. From today's point of view, would you make the same decisions again or would you decide differently for reasons of functionality or practicability?

Now, after a year of operation, we see our decisions confirmed thanks to the feedback from our guests and their many questions regarding special materials. Taking a critical look back we do, however, also see possibilities for improvement especially in the highly functional areas of application. But also in this case the correct balance between design and functionality needs to be considered.



A PERFECT HARMONY: FLOOR AND FURNITURE MADE OF THE SAME WOOD SPECIES.





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