



NOMAD DESIGN & LIFESTYLE HOTEL – THE NEW HOME FOR URBAN NOMADS

On 4 January 2016, the Krafft Gruppe opened the 4-star Nomad Design & Lifestyle Hotel in the banking quarter in Basel. Urban, unique and inspiring - this is the hotel with eatery and bar, the meeting place for modern world citizens from Basel and around the world.

Two houses – one concept

The Nomad Design & Lifestyle Hotel is located in Basel's art and business district on Brunngässlein 8 and impresses with its unique architecture. The 65 hotel rooms are spread over two buildings, which are interconnected by the Eatery - a meeting point and heart of the Nomad. Built in the former courtyard behind the house is a new building made of exposed concrete with open, loft-like layouts. The front house - in the 50s, Basel's first apartment building - has been carefully rebuilt and renovated. Buchner Bründler Architects Basel were responsible for the construction, with the interior design conceived by GREGO Architecture Zurich.



The Eatery – the modern restaurant

The Nomad Eatery & Bar is a place for meetings and exchanges – here, guests come together from Basel and all over the world from morning to night. The menu reads like the diary of a cosmopolitan nomads culinary journey; inspired by traditions from around the world, local products are used to create simple dishes. In the Eatery, weekly events take place - from the Sunday live music Brunch to culinary get together.

Unique not uniform

The Nomad is based on an independent and individual concept. "Local crafts and architecture, and elements of comparable quality from around the world, combine to form the Nomad's full-bodied whole," explains Franz-Xaver Leonhardt, CEO and board member of the Krafft Gruppe. "Lifeblood, passion and joy - the Nomad has its own signature and should provide its guests with a unique hotel experience."

Furniture and fixtures made of oak complement the cast concrete. A homelike atmosphere is created through the fine linen sheets by Indradanush and the coloured carpets by Kasthall produced specially for the Nomad. Complimenting this, the Zurich designer This Weber has developed a sled, an outdoor lounge chair and compact upholstered chairs for Bar and Eatery. Even the appearance of the Nomad team is anything but uniform: The Basel designer Claudia Güdel became infected by the Nomad-Spirit too - designing clothing consisting of various, flexible and combinable parts.

Founded in 2003, the Nomad Design & Lifestyle Hotel is the fifth operation of the Krafft Gruppe. In addition to the Hotel Krafft Basel, the group also operates the brewery and brewpub Volta Bräu and the Consum Residence & Winebar - all three located in Basel.

NOMAD



EATERY
Image: Barbara Frey



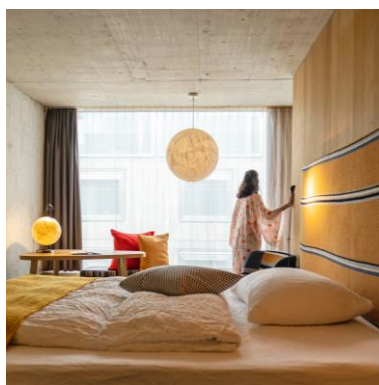
EATERY & BAR
Image: Barbara Frey



BAR
Image: Barbara Frey



DESIGN SINGLE ROOM
Image: Barbara Frey



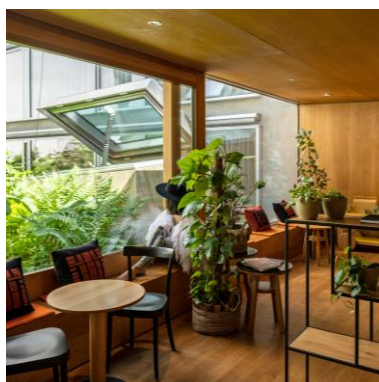
URBAN CLUB DOUBLE ROOM
Image: Barbara Frey



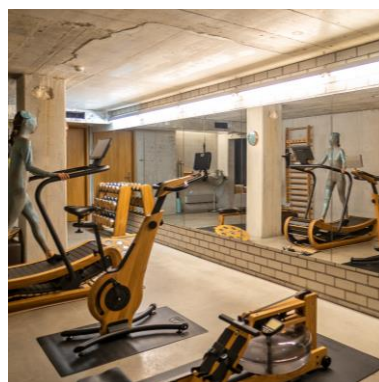
URBAN CLUB JUNIOR SUITE
Image: Barbara Frey



BUSINESS ROOM
Image: Mark Niedermann



LIBRARY CLUB
Image: Barbara Frey



FITNESS
Image: Barbara Frey



FACTSHEET

Nomad
Brunngässlein 8
4052 Basel
info@nomad.ch
www.nomad.ch

Project planning start: Summer 2009
Construction time: 2 years (commenced winter 2013/14)
Property owner: UBS Immobilienfonds SwissReal
Developer: Krafft Gruppe and SwissReal
Contractor: Losinger Marazzi
Architect: Buchner & Bründler Architekten Basel
Interior Design: Grego Architektur GmbH Zürich

- 65 rooms 7 categories
- Eatery with bar and boulevard with 110 seats
- Library Club
- Business Room hosting 10 people
- 70 m² Fitness and Sauna facilities
- Director: Jonas Gass, Christof Krentel & Thomas Gratwohl
- Chef: Lukas Kaiser & Bledar Kocibelli
- CEO Krafft Gruppe: Franz-Xaver Leonhardt
- 45 positions

Opening: 4th January 2016

News and more information about the Nomad

www.nomad.ch
Nomad on [Facebook](#), [Instagram](#) und Google +

Updates and more about the other businesses of the Krafft Gruppe

www.krafftbasel.ch
www.voltabraeu.ch
www.consumbasel.ch

Contact for media enquiries

marketing@krafftgruppe.ch, +41 61 690 91 60