

LES TROIS ROIS

Rich in History, Young at Heart: Welcome to the New Chapter of Les Trois Rois

Press release

Basel, 28 May 2025 – Where history comes alive and tradition meets the present: Grand Hotel Les Trois Rois turns the page to a new chapter. With roots dating back to 1681, the iconic property has emerged from a two-year restoration of its landmark Blumenrain 2 wing – now reimagined through the distinctive vision of world-renowned Basel architects Herzog & de Meuron.

Built in 1903 at a landmark corner by the Schiffflände, this historic gem has been part of the Grand Hotel ensemble since 2004. Now, its interiors have been completely reimagined – a refined interplay of heritage and modernity, where timeless architecture meets contemporary design and heartfelt hospitality.

New Spaces for New Stories

Each redesigned floor unveils a distinct world of its own. Custom-made furnishings, thoughtful color palettes, and a careful interplay of light, materials, and proportion create an atmosphere that feels both familiar and inspiring. Every detail reflects craftsmanship and design precision – an experience that invites guests to discover something new with every visit.

"Les Trois Rois is characterized by elegant, classical architecture and French flair. The completely reimagined building on Schiffflände is inspired by this French classicism, but also incorporates new elements in a contemporary language: these include unusual combinations of materials, and surprising light and color. Each floor is a uniquely designed experiential world, offering space for public, urban life as well as places where the hotel guest can find a sense of calm, relaxation, and intimacy." Jacques Herzog, May 2025

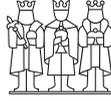
Suites with Soul

A true standout: the Suite des Rois – 240 square meters of pure exclusivity. With open, flowing spaces, a private gym, a circular dining room, balcony overlooking the Schiffflände, and sweeping views of the Rhine and Old Town, it offers generous space with complete privacy. Custom furnishings, architectural accents, and rich material contrasts give the suite a presence that's as inspiring as it is inviting.

The four Junior Suites on the third floor make a bold impression: deep red alcoves, high-gloss ceilings, and rich mahogany tones create a sense of depth and drama. A deliberate contrast to the classic aesthetic of the main house, each suite has its own distinct character – celebrating contemporary design and exceptional craftsmanship.

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Caspar, Melchior, Balthasar: One space – endless possibilities

On the first floor, a suite of adaptable rooms sets the stage for celebrations, conferences, and private dinners. Movable wall panels, inspired by historic patterns, allow for flexible layouts without compromising on design. Brass, velvet, and high-gloss finishes bring depth, elegance, and a touch of understated opulence. Outfitted with the latest technology, the space is fully equipped for meetings and events – a place with presence and charm, made for unforgettable moments.

BANKS – Basel’s New Culinary Destination, opening Fall 2025

Starting September 2025, BANKS will bring a bold new energy to Basel’s dining scene. This innovative concept – infused with European-Asian influences – adds a fresh dimension to the hotel’s gastronomic offering, which already includes Cheval Blanc by Peter Knogl, the Brasserie, and the Bar Les Trois Rois. BANKS promises an experience designed to stir the senses – with fearless creativity, layered flavors, and an unwavering dedication to hospitality. A place to escape the everyday and savor something unexpected.

At its heart: a sculptural bar crowned by a poetic ceiling installation by artist duo Gerda Steiner & Jörg Lenzlinger. Bathed in natural light and gently terraced toward the Rhine, the space offers a striking setting for connection and conversation – with views to match.

Seijaku – Serenity above the rooftops of Basel

Perched on the top floor of the historic wing, Seijaku offers an exclusive retreat inspired by the Japanese philosophy of stillness and mindfulness. Warm wood tones, clay walls, tatami mats, and handcrafted paper panels create a minimalist, soothing atmosphere.

Three treatment rooms, plus dedicated spaces for shiatsu, meditation, and sauna, alongside a plunge pool with panoramic views, invite guests to unwind and recharge – whether alone, as a couple, or in small groups.

The Council – Stylishly Different

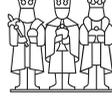
Opening in 2024, The Council marked the first expression of the hotel’s new aesthetic. A wraparound sofa, two fireplaces, 570 handcrafted tiles, and a carefully curated lighting design make this cigar lounge a refined space for connoisseurs – elegant, high-quality, and full of character.

A building that inspires – yesterday, today, and tomorrow

The Blumenrain 2 wing embodies a living history with a visionary outlook. A place deeply rooted in tradition yet boldly forging new paths – defined by elegance, style, and a commitment to delight guests from around the world.

“With the redesign of the Blumenrain 2 wing, we’ve created a deliberate contrast to the venerable Grand Hotel. It’s a space where guests can step into a new world that truly reflects our guiding spirit: ‘Young at Heart, Rich in History,’” says Thomas Straumann, owner of Grand Hotel Les Trois Rois.

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Mark Jacob, General Manager: *“Blumenrain 2 shines in a new light – another symbol of what Grand Hotel Les Trois Rois stands for: living history, timeless elegance, and a place that inspires generations, both local and international.”*

Reimagined for the digital age

The new Grand Hotel Les Trois Rois website features a fresh design, clean structure, and strong visual language. User-friendly and technically up to date, it offers intuitive access to all services – capturing the hotel’s unique character at a glance.

www.lestroisrois.com

You can find the images [here](#).

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