

# welcome & stay

**Miele**  
PROFESSIONAL

THE MAGAZINE FOR PROFESSIONALS FROM  
THE HOTEL AND CATERING TRADES  
EDITION 01 | 2018

## Appreciation Eco, not ego

For sustainable hotels, being ecocentric rather than egocentric is what really counts. This is a concept that seeks not only to bring nature and architecture together in perfect harmony, but also to express appreciation for the value of employees and resources. In this edition, we look at exactly what these establishments do to achieve this.

## welcome & stay



Dear readers,

If something matters to us, we take care of it. We value people, attributes and property alike. But sometimes we simply take things for granted and don't realise just how valuable they are to us. Water is one such example – a valuable resource, particularly in arid regions such as Italy. From page 4 onwards, you can discover how Miele Professional appliances are helping a small Italian village economise on water consumption.

Appreciation has always been the heart and soul of Miele – whether that involves customers, employees, or specialist dealers and supply chain partners. This quality is just as essential in the hotel and restaurant business and finds expression in similarly diverse forms.

We want our magazine to provide a source of inspiration for you to discover where value lies. And you may find that this enhanced sense of appreciation, plus the positive effects it brings, feed into your working life too.

I hope you enjoy reading this edition!



Dr Stefan Breit  
Executive Director – Technology



The future will require us to be more appreciative. This is essential if we want to create value over the long term.



## Imprint

### Miele & Cie. KG

www.miele-professional.com

### Project management (responsible):

Julian Wedeking, Johannes Baxpöhler

### Implementation:

gambit marketing & communication

www.gambit-do.de

### Printing:

Hermann Bösmann GmbH, Detmold

### Photography credits:

Title page / p. 3 / p. 12–15 / bottom of

p. 18: © Matteo Thun & Partners

p. 4–5: © iStockphoto/ellfranssens

Top of p. 4 / centre and top right of p. 8 / top of

p. 9: © scicialbergodiffuso.it

Centre and bottom of p. 8 / centre and bottom of

p. 9: © lavatilly

p. 3 / p. 8: © iStockphoto/JanHulzenga

p. 3 / p. 11: KLAFS GmbH & Co. KG

p. 3 / p. 16–17: © Ingo Pertramer

p. 6–7: © iStockphoto/karma\_ROMAOSLO

Top left of p. 6: © iStockphoto\_JackF

Top centre and top right of p. 6: © iStockphoto/JanHulzenga

p. 10: © iStockphoto\_woottigon

Top left of p. 18: fairafriic / top right of p. 18: © iStockphoto\_kairosing

Bottom right of p. 19: © iStockphoto/hanohiki



## Contents

### 04 \_ stay together

Albergo Diffuso: A sustainable hotel network

### 10 \_ stay caring

The future of water

### 11 \_ stay innovative

KLAFS: Energy-saving sauna

### 12 \_ stay green

Nature meets design: Interview with Matteo Thun

### 16 \_ stay veggie

slow, vegan, regional

### 18 \_ stay informed

News and tips for top-class hospitality

**stay** together



If you're looking for large 5-star hotels, you've come to the wrong place. Scicli, a small picturesque town in the south of Sicily, offers guests a type of accommodation known as an "Albergo Diffuso". Here, overnight stays are available in former private homes which have been refurbished to provide hotel rooms. This alternative hotel concept uses the existing building in a sustainable manner – and opens up a whole new set of opportunities for Italian villages and towns in rural areas.

04  
05

# A sustainable hotel network



Sicilian flair: Scicli is located in the province of Ragusa. For around 27,000 locals, tourism is an important source of income.



Residing within the historic walls: For tourists, accommodation at the Albergo Diffuso provides an authentic experience – and a real sense of closeness to village life.



Unique: Together with other late-baroque towns in Val di Noto, Scicli has been declared a UNESCO World Heritage Site. Following their destruction by an earthquake in 1693, all the towns were uniformly rebuilt in a Sicilian baroque style.



With approximately 27,000 residents, what the Sicilian village of Scicli lacks in size it makes up for in attractions – including its status as a UNESCO World Heritage Site which it has held since 2002. It was in fact a natural disaster that made this possible: together with seven other sites in Val di Noto, Scicli was almost entirely destroyed by an earthquake in 1693. Reconstruction in a contemporary Sicilian baroque style then took place, bestowing a largely uniform architectural character on the towns – and it was this distinctive feature that was officially honoured in the World Heritage Site designation.

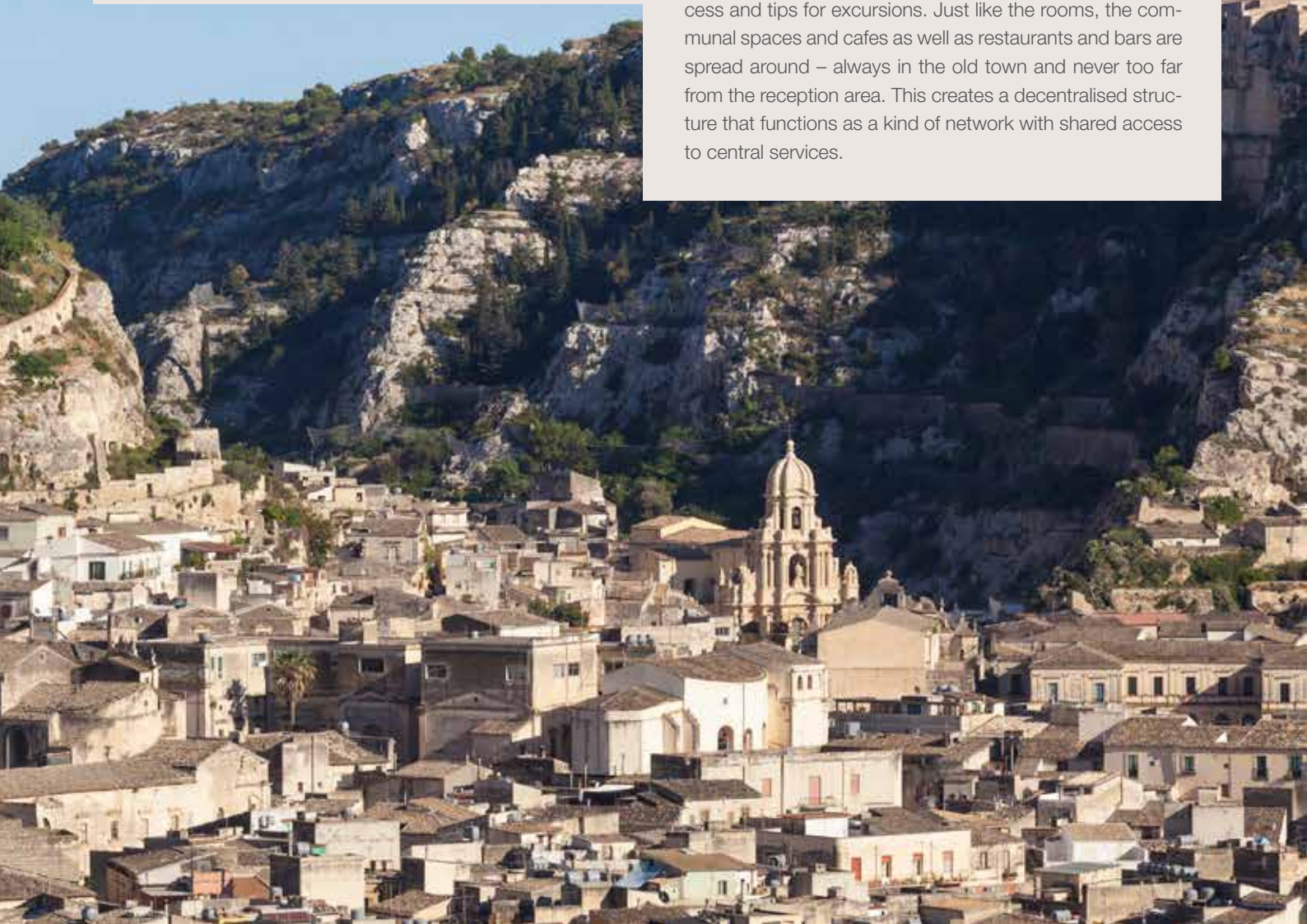
The attractive location now pulls in plenty of tourists – which works in its favour, since tourism is one of the main sources of revenue in the otherwise starkly unemployment-stricken region of Sicily. Search for accommodation in Scicli and you'll soon come across the concept of the “Albergo Diffuso” – literally translating as “scattered hotel”. Dating from the late 1970s, it first came about in the northeastern Italian region of Veneto, where – following a major earthquake in 1976 – the houses that had been destroyed were rebuilt with tourism in mind. It was a step taken to prevent emigration, since the majority of residents had already moved to the surrounding towns despite many buildings having been quickly rebuilt. More hotels based on the Albergo Diffuso model subsequently cropped up in Sardinia, and then spread across the whole of Italy.

### **Next door to the locals**

What exactly is it that accounts for the charm of this hotel in a horizontal format? It is perhaps one of the best ways to experience Italy fully authentically and, as it were, from the inside out. Albergo Diffuso hotel accommodation is provided in historical buildings, embedded in their natural village surroundings. Those who choose accommodation here become a village resident for the duration of their stay, living side by side with the locals. Historic sites are made habitable with a minimum of modifications, the original structures remain intact, and the function and inner workings of the houses or rooms are the only new additions. The concept is a sustainable one, saving historic villages from falling into disrepair and preserving the value they gain from both their setting within a certain artistic period and their architectural features. Playing a part in the tourism industry affords locals new possibilities as well as upholding traditions and customs.

### **At the heart of it all: the reception area**

Visitors don't have to give up their creature comforts, however. All the houses and rooms that make up the Albergo Diffuso are within the confines of the historical town centre, and are located no more than 200 to 300 metres away from one another or away from the central reception area. This space is the heart of Albergo Diffuso accommodation, creating an information point that provides both internet access and tips for excursions. Just like the rooms, the communal spaces and cafes as well as restaurants and bars are spread around – always in the old town and never too far from the reception area. This creates a decentralised structure that functions as a kind of network with shared access to central services.





Live like the locals – for a while. Former homes are being turned into accommodation for tourists.



### One laundry facility for all

All of the guests' bed linen and towels are washed and ironed in one central location. Scicli set up a new laundry facility one year ago in response to demand from two accommodation networks. One of these, Scicli Albergo Diffuso, offers around 70 beds in total, spread across various houses in the traditional style within the historic town centre. Sicilia Ospitalità Diffusa, on the other hand, is a network of landlords and homeowners who rent out their own homes to tourists. This regional accommodation network offers an additional 500 beds in total. The laundry facility was equipped with machines from Miele Professional. "We made Miele Professional our supplier of choice in order to guarantee our customers the very best in quality", explains laundry operator Ezio Occhipinti. "The appliances are designed, assembled and programmed to deliver exceptional results as well as cut down on water and detergent consumption". This is a huge issue in a region where water is in scarce supply. A 10,000 l cistern collects the water, which is provided twice a day. Water – given the consumption-intensive nature of the facility, with 400 kg of laundry being washed every day, water-saving machines are vital for survival.




08  
09

### A laundry facility ... and a laundrette



Double the facilities: The laundry service for the region's accommodation establishments is combined with a classic laundrette for locals and guests.

The laundry facility is now also used by residents. As laundry operator Ezio Occhipinti explains, it was "actually just for fun" that the decision was made to add on a self-service area – a classic laundrette that has had the secondary effect of becoming the new place for locals to meet. While laundrette customers may not have Miele's "Made in Germany" credentials at the forefront of their minds, the performance of the machines never fails to please. The gentle fabric care delivered by the patented Miele honeycomb drums, the high load capacity of 18 kg and – importantly – the reduction in water consumption all meet the highest standards of both efficiency and quality, as well as providing the region's accommodation establishments with a sustainable solution for perfect laundry care.

 Further information:  
[www.scicli.albergodiffuso.it](http://www.scicli.albergodiffuso.it)





**“This enables us to guarantee our guests immaculately laundered linen and, at the same time, reduce our water and detergent consumption.”**

Supplies of water are growing increasingly scarce as a result of changes in climate conditions and globally increasing levels of consumption. That is why experts believe it will be such a precious commodity in the future.

# The future of water

In Germany, one person uses around

**123 litres of water per day on average.**

Water covers up to 72% of our planet. 97% of this is salt water. Glaciers and polar ice account for 2%.

**Only 0.3% is available as usable fresh water.**

Water consumption per overnight stay in a hotel

**3-star hotels:  
250 litres  
5-star hotels:  
552 litres**

Climate change is bringing increasingly longer and more frequent periods of drought – and that means water shortages, particularly in developing countries. The situation is aggravated by rising populations and poor management of water supplies. Countries whose geographical position means they do not have sufficient water supplies of their own are required to purchase this resource. The island state of Singapore is one such example and, as such, imports a large amount of its water. Its rapidly increasing population has also inflated the cost of water, with prices experiencing a 50% increase (in US dollars) between 2008 and 2013. Despite being a country with water on tap, Germany too could experience changes in the future. As a result of the global warming effects and growth in evaporation that have accompanied climate change, nearly all the federal states in the eastern part of the country may soon have less water at their disposal than is the case today. Future circumstances may also require water distribution between agriculture, private households and industry to be renegotiated.

## Water as part of the sustainability strategy at Miele

Businesses are not immune to these developments either. During the 2011/12 business year, Miele drew up an independent and comprehensive sustainability strategy for the first time, and this was then expanded upon in 2016. In 2015, and as part of the same initiative, Miele conducted a trend analysis of key future developments with a view to ensuring that the sustainability strategy reflected relevant, global challenges. Scarcity of resources – including the shortage of drinking water – was identified as one of the crucial issues for the company to tackle. This focuses not only on water and waste water management in production processes, but also on optimising the consumption associated with products. At the beginning of the year, Miele achieved a milestone with its new generation of Benchmark Machines. These require 20% less water than their predecessors, which were themselves already extremely efficient. This marked yet another step in the right direction.

stay innovative



Saunas with gigantic panoramic glass panels give the impression of sitting right in the heart of nature. Housed in the traditional-style Traube Tonbach hotel in Baiersbronn, Germany's Black Forest, the KLAFS panorama sauna is one such example.

KLAFS' unique concept enables significant energy savings in spa facilities

# Maximum convenience, minimum energy consumption



**Wellness is a mega trend in the business world, with dedicated en-suite saunas growing steadily in popularity. Contending with this is the fact that spa facilities are energy-intensive. It is possible to reconcile the two, however. Market leader KLAFS has developed concepts specifically aimed at managing energy efficiently.**

When it comes to sustainability, KLAFS – the world's leading sauna manufacturer – is no newcomer. For many years, the company has cultivated a business built on sensible usage of energy and resources. In addition, its saunas have received an unparalleled accolade in the form of Der Blaue Engel accolade – Germany's certification that recognises particularly low-emission products made of wood and wood composite materials. No other sauna manufacturer fulfils the strict criteria required to receive this renowned eco-label.

However KLAFS is ahead of the game in more than just low-emission products. Through its specially designed energy concept called the GREEN STEAM package, it has developed a highly efficient form of energy management in its sauna construction activities. This package of measures makes it possible to achieve energy savings of over 40%. The concept intervenes at the exact point where the highest heat losses – and, therefore, energy losses – occur: in the ventilation system and as a result of transmission

through the ceiling. These two factors account for 75% of total energy losses. The specially insulated ceiling that the system uses ensures that heat remains in the sauna cabin for much longer. What's more, the KLAFS CLIMATE MANAGER's sophisticated sensor technology regulates the intake of fresh air – only the amount of fresh air actually required for the number of people in the sauna is supplied.


KLAFS has also invested considerable thought in the energy-saving operation of steam rooms – and with the GREEN STEAM package has developed a concept that notably reduces energy consumption too. Thanks to the two special technologies it uses – STEAMIX and OPTISTEAM – steam is mixed with fresh air and aromatic substances at an ideal ratio before being fed into the cabin. Combined with the sophisticated ventilation system, this optimises both energy use and steam generation.

 Further information: [www.klafs.de](http://www.klafs.de)

Interview with Matteo Thun

“Make  
nature an  
integral part  
of the  
design ...”

Alongside its new Jodschwefelbad wellness facility, the Bavarian iodine sulphur spa facility of Bad Wiessee is now home to the Sportsclinic Germany, providing accommodation as well as health services. Wood, roofs with greenery, and a back-to-basics approach are all used in the pursuit of healthy living.



In his own words, Matteo Thun is simply an unassuming native of South Tyrol. A renowned architect and designer whose main office is situated in Milan, he is most happy when it is his work that takes centre stage. His designs follow the principle of absolute simplicity, and he likes his clients to share in his vision of sustainability – Thun is a pioneer when it comes to sustainable hotel concepts. The end of this year will see the opening of the Waldhotel at the Bürgenstock Resort in Lucerne, Switzerland – a building that Thun himself has designed. At this 5-star facility, nature and architecture are seamlessly interwoven. It represents a flagship project revolving around healthy living – a theme that Thun believes has a bright future ahead of it ...

**welcome & stay:** Your healthy living hotel is in the process of being brought to life – what is the key idea behind it, and what should guests expect to find there?

**Matteo Thun:** As a 5-star project, the Waldhotel Health & Medical Excellence facility offers a first-class centre for medical expertise and is situated on a mountain slope in the heart of a forest. Nature, and the idea of residing in nature, provided the starting point for the project. We used larch wood sourced from the immediate surrounding area for the hotel's external structure. This enabled us to cut down on transportation time. The facade design is partly designed with gabions, stone basket-type building systems filled with excavated limestone. These are used to reinforce the retaining walls on the sloping areas. The architecture features a therapeutic style that is designed to use the woodland and southern orientation of the facility to maximum benefit. Thanks to the terrace structure and the flat roofs, which are covered in greenery that provides natural insulation, the building fits harmoniously into the landscape image. Lake Lucerne's waters are used for heating and cooling purposes.

He is the former Creative Director at Swatch and has designed espresso cups, washbasins and office chairs. His hotel designs are just as successful. Matteo Thun has offices in Milan and Shanghai. He spends much of his free time at his home on the island of Capri.



**welcome & stay:** The first Klima Hotel – focusing on eco-friendly design – came about in 2011. In the time between that and the design of this healthy living hotel, have there been any new developments or insights? Or are the fundamental principles for a sustainable hotel concept the same now as they were in the past?

**Matteo Thun:** The Klima Hotel designation is a seal of approval for sustainable hotel buildings. It guarantees the hotelier the very highest standards of quality plus a secure, worthwhile, and enduring investment – financially, ecologically, and in terms of social and cultural responsibility. For guests, a Klima Hotel offers a genuinely high quality of life. It adheres to certain quality criteria in a way that goes beyond just energy consumption, extending into all areas of the day-to-day running of the hotel. There is a guaranteed sense of respect for nature, as all the building materials come from the immediate surrounding area; local, cultural, and financial aspects are taken into account; and guests can savour the culinary delights of authentic, domestic products. The Waldhotel will adhere to all these criteria. What's more, it will work together with the region's hospitals and – under the leadership of its medical director, Dr Michael Brabetz – will offer diagnostic, therapeutic and rehabilitative treatments, rounded off by various preventative programmes.

**welcome & stay:** As a hotel expert, do you believe that the future will see a rise in hotels focusing on health – that is, facilities that combine medical treatment and hotel accommodation?

**Matteo Thun:** Yes, absolutely! We believe that healthy living, architecture that is attuned to the local environment, and life in and amongst nature supports the healing process. With our architecture, we are attempting to encourage the healing process as effectively as possible, to care for physical as well as spiritual well-being, and to foster a relationship between guests and their surroundings.

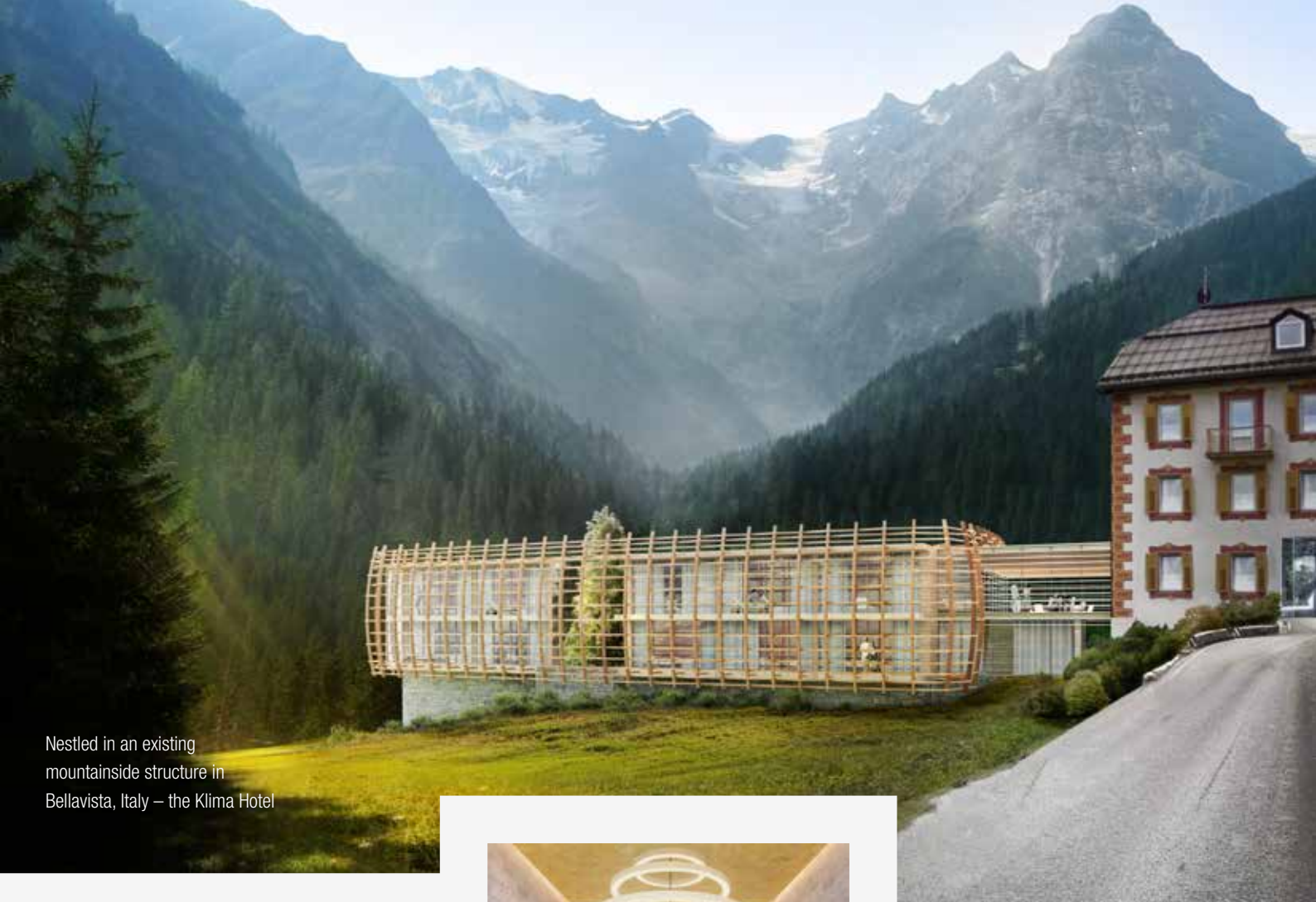
**welcome & stay:** You yourself have identified digitisation as a trend in hotel design. Guests want to make bookings using their smartphones, but also customise and design their stay at your facility via the same means. How does that fit in with the notion of sustainability, the slow movement, and so on? Does digitisation ever bother you?

**Matteo Thun:** Digitisation is something that penetrates every area of life and will determine the path of the hotel industry too over the next five years. How hoteliers and guests – in other words, the users of digitisation – handle this trend is also a question of what environment they are in and what the concept is. Is the guest on business in a large metropolitan area, or have they come to relax in a hotel set in the natural surroundings? Ideally, digital services should be designed in a way that is tailored to the hotel's situation and concept – and to whatever needs the guests may have.

**welcome & stay:** Are there other any trends that you think hotel project developers and hoteliers will need to contend with in the future?

**Matteo Thun:** Especially among millennials, there is a growing awareness of issues relating to the environment and sustainability. The people in this group align their consumer behaviour to the ethical values of a brand, and also evaluate brands on the basis of the sustainability methods they pursue and implement.

Read on: Matteo Thun's new outdoor furniture collection, p. 18



Nestled in an existing mountainside structure in Bellavista, Italy – the Klima Hotel



The Waldhotel will offer guests a first-class centre for medical expertise, surrounded by nature.



stay veggie

A  
new  
era  
has  
begun

# slow vegan regional

16  
17






The number of vegan restaurants in Germany has risen in recent years. In 2014, there were only around 99 restaurants serving exclusively vegan dishes, compared to 122 the following year – an increase of 23%! It's no longer enough to offer soybean escalopes or spaghetti bolognese with tofu – non-meat-eaters want their taste buds to tingle with high-quality ingredients and exclusive combinations too.

### **Award-winning culinary indulgence – and no meat in sight**

As the only vegetarian restaurant in Austria to be awarded a Michelin star, Tian is the perfect example of how the concept can work. Head chef Paul Ivíc has made it his mission to introduce his guests to vegetarian cuisine and make them feel inspired by it. He uses sustainably sourced ingredients and gives everyone – whether they are vegetarian or not – this piece of advice: “Take a look at where the ingredients you’re using come from!” For any cook, this is the key to plating up a delicious dish. As he puts it, Ivíc’s aim is “to serve vegetarian food that makes the taste buds tingle, and stirs up the senses” – and there is no doubt that he has achieved this. As an aside, the French name “Tian” incidentally refers to a type of vegetarian stew.



 [www.tian.de](http://www.tian.de)

Vegetarian food of the highest calibre is not just found in Austria. It's also found in Italy. The Joia restaurant in Milan serves up fare that is as delicious as that served by its Austrian counterpart. This temple to gastronomy was first awarded a Michelin star in 1996, and has been the go-to destination for vegetarians ever since. Head chef Pietro Leemann operates what he terms a “non-violent” kitchen there. Following his training as a chef, he embarked on several trips and discovered his passion for meat-free cooking. Vegan cuisine doesn't come quite so naturally to every chef, however. In particular, it is the need to avoid animal products such as honey, eggs and milk that is too much for some to handle.

### **What do you give diners who want more than escalopes and croquettes?**

It's a question that many a traditionally trained chef has asked themselves when considering how to approach this trend. Even in restaurants for which meat and fish are indispensable menu items, it has become essential to offer at least a few vegetarian dishes too. The specialist skills required to serve up this kind of cuisine are frequently lacking, however, as they simply do not feature in the “normal” course of a chef's training. But efforts are now being made to improve this situation. In one example, the German Hotel Academy (DHA) is working in partnership with Germany's Vegetarian Association (VEBU) to provide advanced training courses: over a period of six months, chefs will acquire expertise in vegan and vegetarian cuisine that is both modern and ambitious. It's an investment that will surely pay off as the culinary industry develops.



### **VOCATIONAL TRAINING**

Distance learning course in vegetarian/  
vegan chef training (DHA):  
[www.dha-akademie.de](http://www.dha-akademie.de)

stay informed

## welcome@miele.de

What subjects interest you? We would be delighted to hear any feedback, suggestions, or personal experiences relating to our magazine. Drop us a line at [welcome@miele.de](mailto:welcome@miele.de). Would you like to receive future issues of welcome & stay magazine on a regular basis? We'd love to hear from you about that too.



## Fair and aware

Ethically sourced products are an excellent option for turndown service treats: they demonstrate your commitment to sustainability – and show appreciation to your guests.

This little gesture of attentiveness is something guests will really value.

# Recycled decor

Different glass bottles containing various flowers, twigs and grasses combine to form an eye-catching display that is simple yet stunning. Environmentally friendly and beautifully decorative, it wins in every way.



18  
19



## Marvellously multifaceted

One structure, several looks. Matteo Thun and Antonio Rodriguez have designed a diverse outdoor collection specifically for hotels and gastronomy establishments. The Allaperto range adapts to different style collections thanks to selectable covers – even conjuring up 60s camping chic with a synthetic rope design (manufacturer: Ethimo)

## Valued employees

Good employees are what keep everything moving. Hotel and restaurant staff are exposed to particularly heavy demands in their day-to-day work, so it is all the more important that they receive the recognition they deserve. Even in times where skilled hands are in short supply, this sense of appreciation will help you retain your outstanding employees over the long term. Here are some ideas for providing valuable incentives:



**Back strengthening:** Give your employees the gift of **back training or a fitness course**. Particularly in the restaurant trade, aches and pains can develop from long periods of standing, constant running around, and carrying heavy loads. Courses focusing on this area prevent these complaints from arising, reduce absence rates and show your employees how important you consider their health to be.



If your hotel or restaurant sometimes welcomes guests from abroad, your employees should be well-versed in the languages they speak. You may wish to send employees on an **English language course** at a language school or adult education centre, for example, or offer specific in-house training in **specialist terms used in the hospitality trade**. Consider the subsidising options that are out there: in many cases, the state financially supports courses of this kind by way of a non-repayable grant.



With trainees becoming increasingly difficult to find, it is essential that you nurture the next generation of talent. Here are some examples of what you can provide to make yourself a more attractive employer. a higher **training allowance** than the standard level for the area; **rewards** for zero-absence at school or, in the event of a particularly good average mark, **extra contributions to employee savings schemes**; or **regular training and exam preparation**.



## Flowers for Miele glass cleaning agent and rinse aid

The ProCare Shine 10 GC liquid cleaning agent and ProCare Shine 40 GC rinsing agent for commercial dishwashers with either the tank or fresh water systems tank and fresh water rinsing systems are certified with the EU Ecolabel – recognisable by its flower logo. The products create outstanding results particularly when it comes to cleaning glassware. The mildly alkaline liquid cleaning agent works entirely without phosphates and active chlorine. The high surfactant content of the rinsing agent, meanwhile, allows it to be used more economically than would usually be the case. It contains highly biodegradable tensides. These products can be identified by their GC designation for Gentle Care – indicating limited environmental impact and gentle handling of crockery.



Prospects: welcome & stay

## No 4: “Looking ahead”

Stay open: The next edition of our magazine welcome & stay will appear early next year – and will be all about “looking ahead”.



THE BENCHMARK MACHINES

# A TRUE LAUNDRY INNOVATION

The new Miele washing machines for 10 to 20 kg loads  
set unprecedented new standards.



More information on [www.miele-professional.com](http://www.miele-professional.com)

© Miele & Cie. KG, Gütersloh | Mat. no. 10 809 651 | FM 17-1578 | All rights reserved | 01/18

**Miele**  
PROFESSIONAL