

Swiss top chef Andreas Caminada opens IGNIV Zurich

IGNIV by Andreas Caminada has found its new home in the Marktgasse Hotel in Zurich. From today, the third branch of the IGNIV restaurant family opens its doors.

ZÜRICH (CH), 19. February 2020 - The 'IGNIV by Andreas Caminada' has landed in Niederdorf (Zurich). This is the third gourmet nest of the Swiss top chef and from this week it will welcome its first guests. This new restaurant is located in the historical centre of the Swiss metropolis in the boutique Marktgasse Hotel, owned by the Ospena Group AG. Caminada summarises his intention with the new opening of the restaurant: "Our IGNIVs are special places of indulgence. I hope that the shared experiences and good food bring the people of Zurich much joy."

Since 2015, the Swiss top chef has combined fine dining restaurant culture in his IGNIVs (Romansh for nest) with a sharing mentality: the fine dining sharing experience relies on creative dishes that are served in small bowls, on plates and on different levels served in the middle of the table and shared out in and amongst the guests. "This idea unites all the IGNIVs, although each is unique according to the hosts on site and the interiors which were designed with each location in mind."

It was extremely important for Caminada to find the perfect location in the city. "I wanted to find a unique location for the first IGNIV in Zurich. A place with history, in the heart of the city, and full of life. We were selective in order to realise something extraordinary." The great location in the old part of the city together with the right partner was the decisive factor. "Zurich's Niederdorf is perfect. There is a lively restaurant scene, lots of small shops and boutiques, but also great bars and cafés. And we share the same vision as the Marktgasse team", the chef from Grison explained.

The CEO of the Ospena Group AG, Daniel Reimann, also understands the potential of the joint project: "Not only will the new IGNIV strengthen the position of our Marktgasse Hotel, it will also enrich the culinary scene in Zurich."

Hotel director John Rusterholz was largely responsible for the swift implementation of this idea. The heritage protected house, in which we opened the Marktgasse Hotel in 2015, has an eventful history. As far back as the 15th century, it already ranked among the most elegant guest houses in Zurich and was once even a dance club and host of a variety show. Rusterholz explains that, "The IGNIV has found a home in which conversation and special hospitality has long since been a tradition. It's simply a good fit and now we are excited to see how our guests will enjoy it."

Once again, Andreas Caminada hands over the cooking sceptre to a talent in his own ranks. Chef Daniel Zeindlhofer and his seven-person team will put the fine dining sharing concept into action. The dishes are designed in close coordination with the IGNIV founder. Zeindlhofer explains that, "The menu always includes some favourite signature dishes found in all the IGNIV restaurants, such as our nuggets or fish soup. In addition, we have a varied à la carte selection and of course the centrepiece - the IGNIV sharing menu of up to 15 dishes." There is also the IGNIV room service which is on offer to the guests staying in the 29 rooms of the hotel, as well as business lunches: "At lunchtime we serve a shortened sharing experience in under an hour".

The hostess, Ines Triebenbacher, and her young team ensure a relaxed as well as personal service. The 29- and 31-year-old chefs are already an experienced duo; they have both proved their competence in hospitality at the VISTA restaurant in Sagogn. The native Austrian also previously cooked on Caminada's side at the 3-star restaurant at Schauenstein castle, while Ines Triebenbacher also gained hospitality experience there. Andreas Caminada believes that, "Daniel and Ines have exactly the right energy for a lively, urban restaurant like IGNIV Zurich. We all have the utmost faith in their abilities and wish them the best of luck."

The partners of the new IGNIV left nothing to chance, down to the interiors. As with the first two branches in Bad Ragaz and St. Moritz, once again Caminada entrusted the Milan-based designer Patricia Urquiola with the creative details. Her distinctive signature style transformed the former 'Baltho Kitchen & Bar' into a 40 seater all-in-one gourmet nest within a few months.

The interior design sets the stage of this historical house with lots of fabric. Patricia Urquiola explains the idea behind the chosen interior: "We dressed the dining room with elegant, heavy velvet curtains and put up a big chandelier as homage to the times of theatre and variety shows. Lush colours like turquoise blue, saffron yellow and rust red complement a calm light grey. In contrast, the shiny surfaces of the tables are designed to catch your eye and become the stage of IGNIV's culinary displays of art. The typical nesting style is further emphasized through creative details: "The use of fine materials such as velvet, brass and marble has resulted in a cosy but also glamorous atmosphere, while the organic forms of the chairs and semicircular sofas further add to a cocoon-like feeling of a nest."

The Zurich branch offers a unique feature: the IGNIV bar at the entrance of the restaurant allows for 36 additional seats and is the domain of the 25-year-old bar chef Philipp Kössl. Caminada is excited about the new offer: "The bar at the Marktgasse Hotel has always been grand. Now this will be the first IGNIV bar. As of now, we will serve snacks and our own drink creations." After the success of his first IGNIV restaurants in Badrutt's palace in St. Moritz and at the Grand Resort in Bad Ragaz, what will follow the restaurant in Zurich is the opening of the IGNIV in Bangkok in April 2020.

About Ospena Group AG

Although originally founded by the Jelmoli Group, the Ospena Group AG has since 2014 belonged to cooperative Migros Zurich (85%) as well as to the cooperative Migros Geneva (15%). With 19 Pizzeria Ristorante Molino across Switzerland, along with the Ristorante Frascati in Zurich and the Ristorante Le Lacustre in Geneva, the Ospena Group AG has, over the course of more than 30 years, successfully established itself as a provider of authentic Italian cuisine. Christa Rigozzi has been the personable ambassador of the Pizzeria Ristorante Molino since 2019. In fact, the group also operates the Marktgasse Hotel in Zurich. The Ospena Group AG employs about 500 people. More information under www.ospena.ch

Andreas Caminada

Since 2003 Andreas Caminada (1977) has been the host of Schauenstein castle with its restaurant and boutique hotel in the Swiss city of Fürstenu. Schauenstein castle has been awarded 3 Michelin stars as well as 19 Gault Millau points and, since 2011, it has featured on the 'World's Best Restaurants' list. Caminada launched 'IGNIV by Caminada' in 2015 as his second restaurant brand, which currently has branches at the Grand Resort in Bad Ragaz and in Badrutt's palace hotel. Furthermore, in 2015 he founded the foundation 'Fundaziun Uccelin' to help advance young chef and hospitality talents.

Media contacts

IGNIV by Andreas Caminada | Daniela Heykes, PR & Communications
M: +49 (0)179 80084340. pr@andreascaminada.com
<http://www.andreascaminada.com>

Ospena Group AG | Christine Duple-Crevoisier, Head of Marketing, Herostrasse 9, 8048 Zurich, m: +41 79358 06 30, christine.duple@ospena.ch
www.ospena.ch