

BIR
HANNA
PANNIER

ART
DIRECTION
AND DESIGN

CASE STUDY

Badrutt's Palace Hotel

RESPONSIBILITY

Webdesign &
Editorial Design

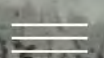
TYPE

Hospitality

[BADRUTTSPALACE.COM](https://www.badruttspalace.com)

In collaboration with Rikus Hillmann, I developed the website for Badrutt's Palace Hotel.

Founded in 1896 by Caspar Badrutt, Badrutt's Palace Hotel has long stood as the symbol of luxury and innovation in St. Moritz, Switzerland. Indeed, for more than a century, this iconic Alpine destination has been the benchmark against which the world's leading hotels have compared themselves.



EN

BOOK

Via Serlas 27

SINCE 1896

St. Moritz

SWITZERLAND

WINTER SUMMER



WINTER SUMMER

SPEED WITH STYLE

SUMMER

BADRUTT'S PALACE

EN

BOOK

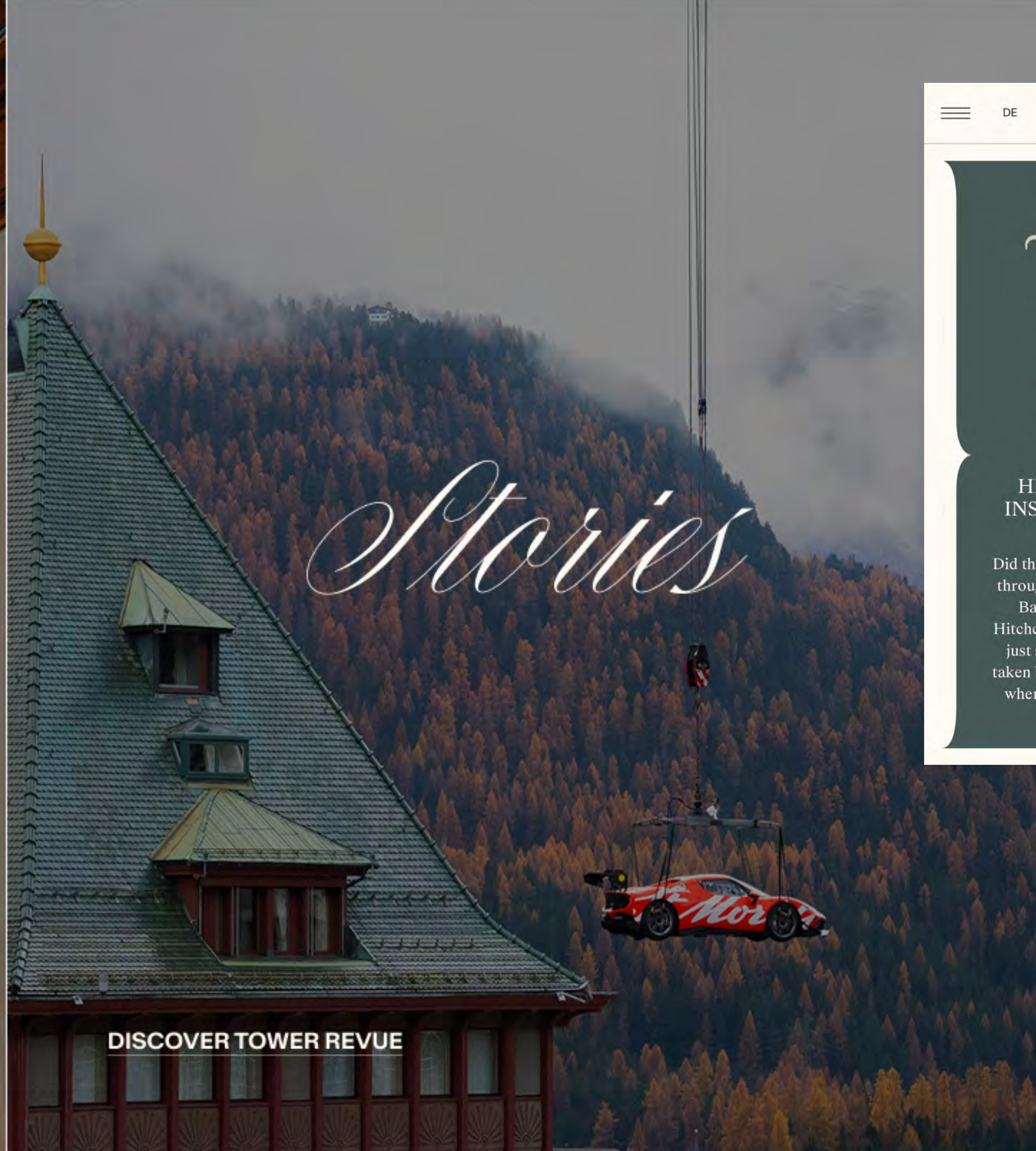
The ICE St. Moritz, Image by Andrea Klainiguti
Words by Rory FH Smith

The Alps are steeped in speed and motoring history, and the epicentre is St. Moritz.

St. Moritz has long had an affair with the motor car and, over the years, exclusive automotive events have been a fixture in the St. Moritz social calendar. With dramatic mountain roads, perfect for racing on, and a location between two of Europe's car industry centres, Germany and Italy, it is easy to understand why the town has been an automotive hub for over a century. "It's St. Moritz's long tradition of sporting and adventurous pastimes, combined with a position as one of the preferred destinations for the world's most beautiful classic cars, that makes it so appealing to car enthusiasts," explains Ted Gushue, a car aficionado and ambassador for St. Moritz.



Meet the Suite



Stories



HITCHCOCK SUITE - INSPIRED BY THE ALPS, NOT THE BIRDS

Did the incredible wildlife that flutters through the Alpine trees surrounding Badrutt's Palace inspire Alfred Hitchcock to make "The Birds"? Let's just say that the great director was taken by the immense power of nature when he stayed here shortly before making that film.

Packages

STAY LONGER



Spend five or more luxurious nights with Badrutt's Palace and enjoy special savings.

[LEARN MORE](#)

EARLY BIRD



Enjoy a 15% savings when you stay three nights or more in July.

[LEARN MORE](#)

WELLNESS PACKAGE



Take a break to dive in, switch off, and breathe out. Treat yourself: the Palace Wellness is a truly relaxing haven in the midst of the Swiss Alps.

[LEARN MORE](#)



The Spirit of Badrutt's



TIMELESS, LEGENDARY, INCOMPARABLE —
THE *Palace* OF ST. MORITZ.

Founded in 1896 by Caspar Badrutt, Badrutt's Palace Hotel has long stood as the symbol of luxury and innovation in St. Moritz, Switzerland. Indeed, for more than a century, this iconic Alpine destination has been the benchmark against which the world's leading hotels have compared themselves.

☒ ❄️ WINTER

BADRUTT'S PALACE
St. Moritz Switzerland

EN **BOOK**

- > SUITES
- > ROOMS
- > RESTAURANTS
- > BARS / CLUBS
- > WELLNESS
- > EXPERIENCES
- > KIDS CLUB PALAZZINO
- > PACKAGES
- > MEET / CELEBRATE
- > SHOPPING
- > TOWER REVUE
- > GALLERY

AS A MEMBER, ENJOY EXCLUSIVE HOTEL PERKS FOR A TRULY SPECIAL STAY.

LEADERS CLUB

GIVE A GIFT OF LUXURY—CHOOSE FROM VALUE, WELLNESS, OR DINING.

VOUCHERS



Reservations
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Food & Beverage
+41 81 838 51-00
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WEATHER CONDITIONS

-4°C | 24.3°F

LIVECAM

BADRUTT'S PALACE HOTEL
Via Serlas 27, 7500 St. Moritz
Switzerland
[DIRECTIONS](#)

[ABOUT](#)
[PRESS & MEDIA](#)
[CARRIERS](#)







Image by Anne Schwalbe

I am Hanni Pannier, a Berlin-based art director and graphic designer, with more than 20 years of industry experience.

Being a designer is not my profession, it is part of my everyday life. It is a way of thinking, a curiosity, and a permanent wide awake attention to big and small ideas. I enjoy it.

Starting as a designer at MTV Networks, I've been working as Senior Art Director at Design Hotels for 15 years, and now it was time to be independent. Since two years I am working as a freelancer across the fields of brand identity, art direction, web design, print design, editorial and packaging design.

2007 - 2023

Senior Art Director
Design Hotels

2004 - 2007

Senior Designer
MTV Networks

2001 - 2003

Designer
Defcom Webdressing

2001 - 2024

Freelancer for
Badrutt's Palace Hotel
Grill Royal
Omami
Bolon
Duravit
Lofos
Eight Partnership
Marius Fahrner
Sophie Lovell
Etabli
Coming Home

2024 - today

Full Freelancer
since January 2024

CASE STUDY

**Design Hotels Conference
arena* Berlin**

RESPONSIBILITY

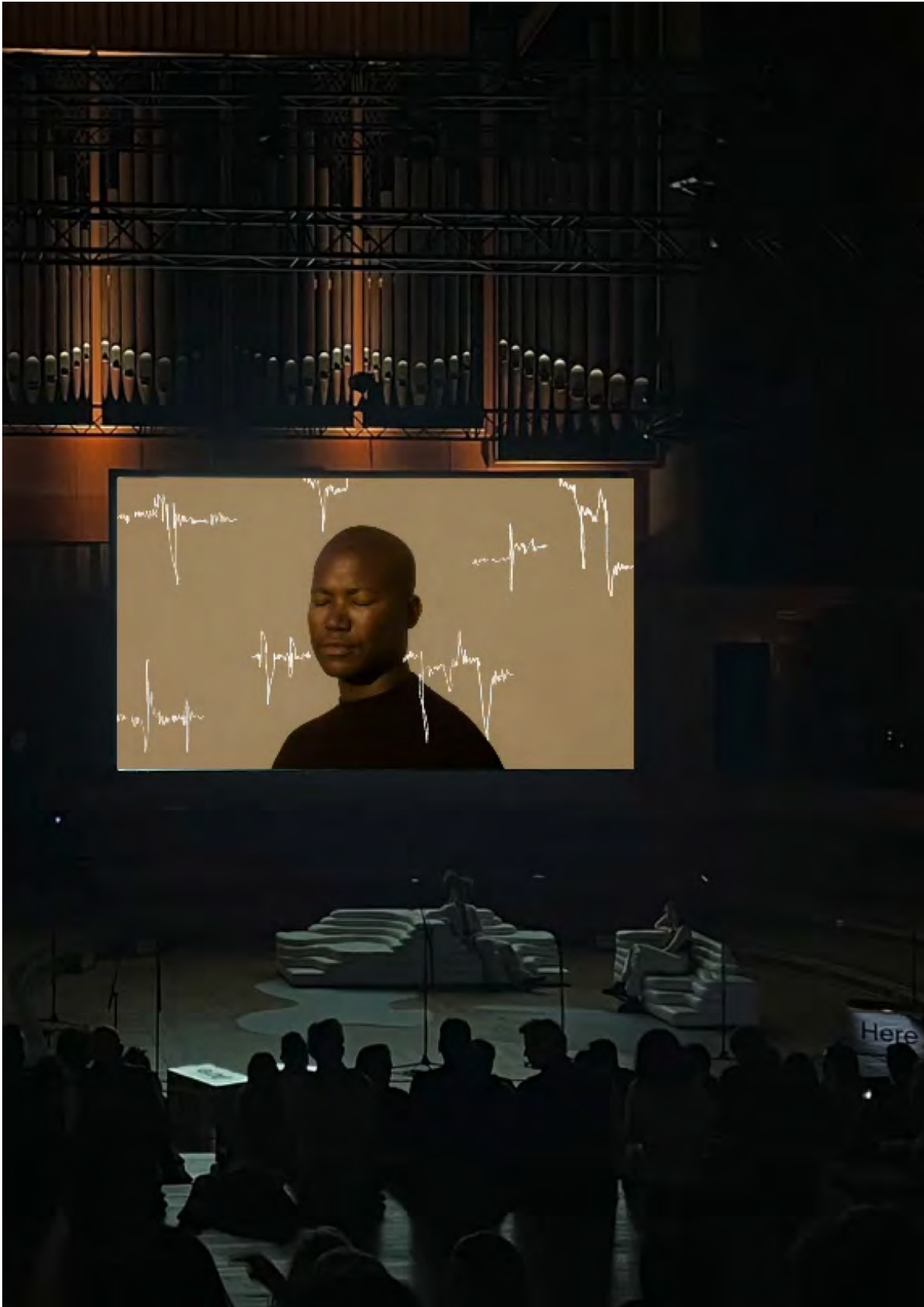
Art Direction
& Design

TYPE

Hospitality

Arena* is the annual Design Hotels global members' conference that brings together key decision-makers from their member hotels and leading thinkers, creatives, and entrepreneurs to explore the latest trends in hospitality, design, marketing, and beyond.

The 2023 edition brought them to Berlin, back to the origins of Design Hotels, and I led the development of the overall visual concept and design, playing a key role in its hands-on execution and refinement down to the smallest detail. Julia Jasinsky crafted the stunning videography, and Elliot Beaumont illustrated the speakers.







Everyone Matters

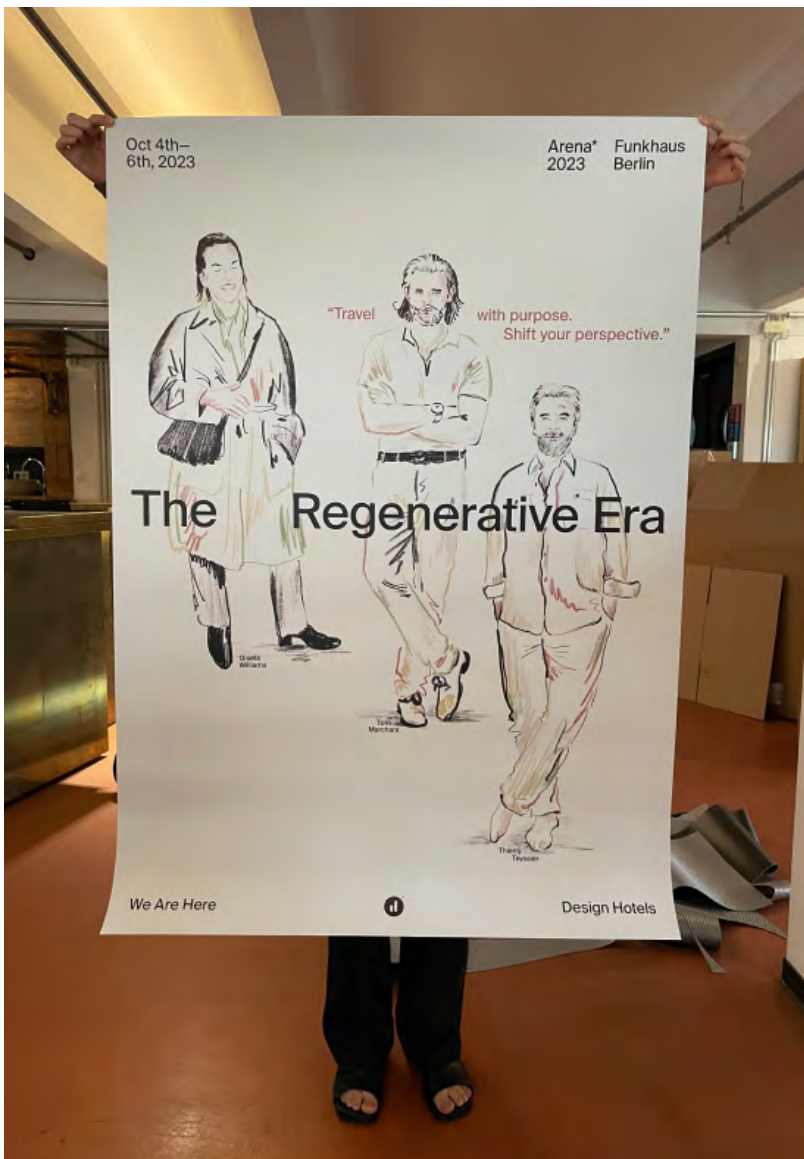


Cultivating Connected Leadership

Kalia Konstantinidou, ShaNon Bobinger and Yousef Hammoudah
Moderated by Jim McPartlin







CASE STUDY

Grill Royal

RESPONSIBILITY

Art Direction,
Webdesign &
Print

TYPE

Restaurant

GRILLROYAL.COM
GRILLROYAL-HAMBURG.COM
LEPETITROYAL.DE

Usually I go there if I want a steak – a good one. This time I went there to set up the new menu design and created the new Grill Royal Website.

Currenty I am working on business cards, vouchers and matches to sum up their visual appearance.



EN

GRILL ROYAL

Spice *Grill Royal*

M. J. ...

Le Petit Royal *Neustädte*

GRILL ROYAL
Friedrichstr. 105B
10117 Berlin
MAPS

GRILL ROYAL
HAMBURG
Ballindamm 17
20095 Hamburg
MAPS

LE PETIT ROYAL
Grolmannstr. 59
10625 Berlin
MAPS

HOTEL CHÂTEAU
ROYAL
Neustädtische Kirchstr. 3
10117 Berlin
MAPS

FREUNDSCHAFT
Mittelstraße 1
10117 Berlin
MAPS

© 2024 GRILL ROYAL Impressum Datenschutz Presse Barrierefreiheit *Follow us on Instagram*

RESERVIEREN



[EN](#)

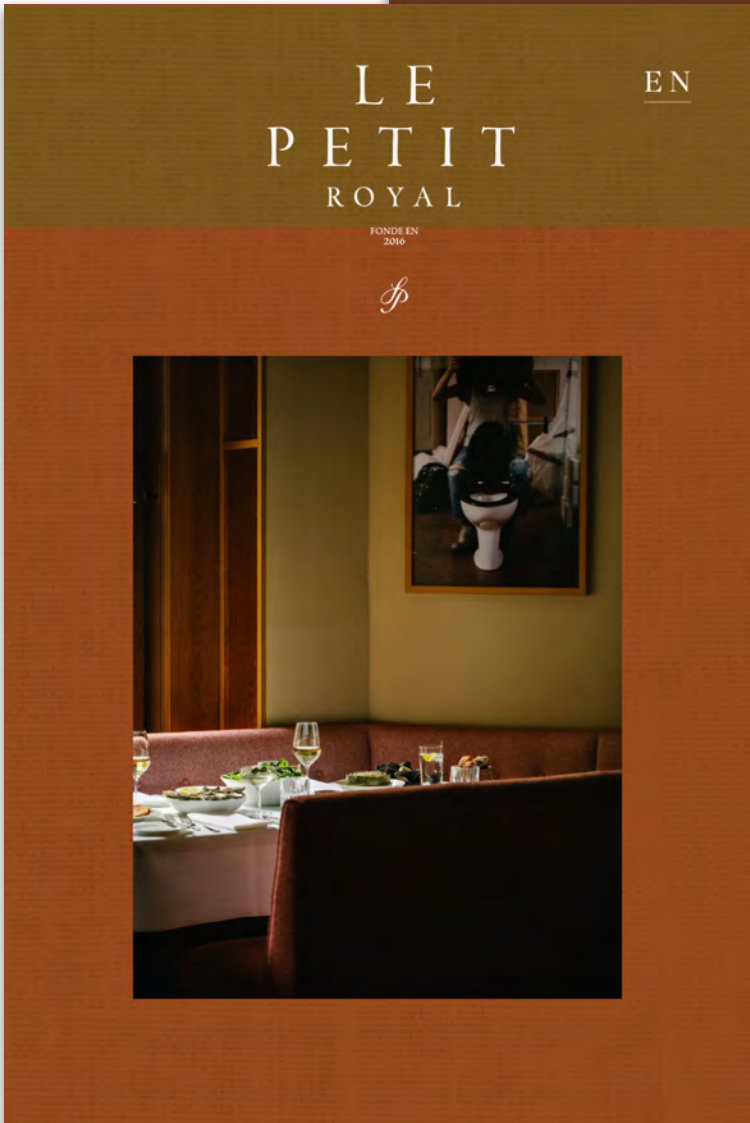
ÖFFNUNGSZEITEN
TÄGLICH AB 17:00

+ 49 30 288 79 288
office@grillroyal.com

[RECHNUNG](#) [GUTSCHEIN](#)

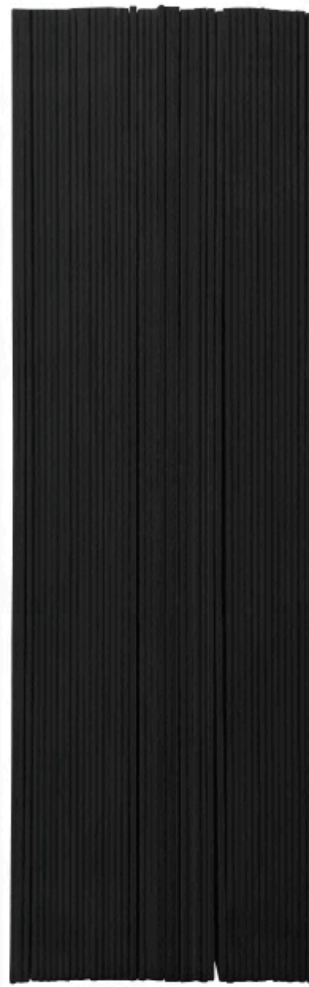
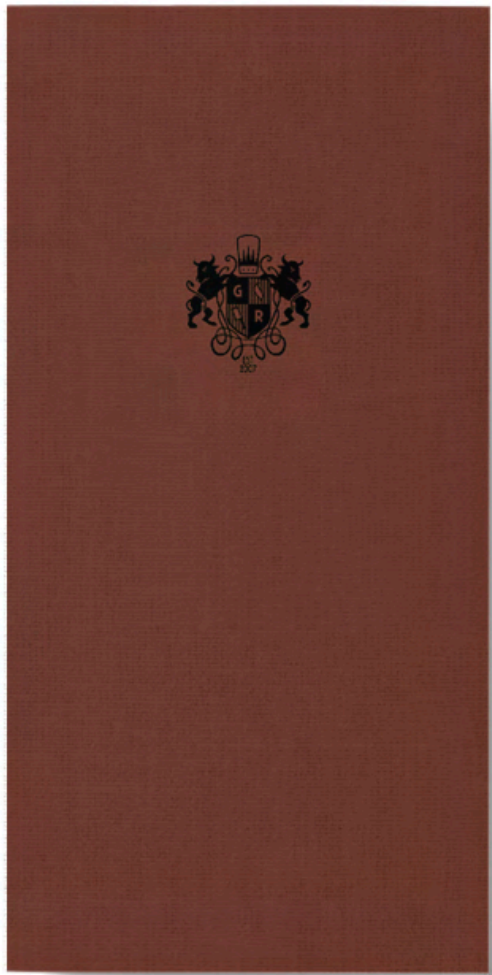


[RESERVIEREN](#)



[RESERVIEREN](#)

Meat			
Filet Mignon <small>chamereelles, Swiss chard, carross, vinaigrette au jus</small>			46
Wagyu Shortrib Cross Cut <small>Greater Omaha Packers, USA</small>	per 100 g	23	
Beef Filet <small>North Germany German Black Pied cattle</small>	200 g 300 g	12 65	
Rinderfilet <small>Free-range, Bhopark, Brandenburg, Germany</small>	250 g	64	
Entrecôte <small>Greater Omaha Packers, USA Black Angus cattle</small>	300 g	68	
Wagyu Entrecôte <small>Jack's Creek, Australia marbling grade 7/8</small>	300 g	118	
Surf & Turf Tristan Lobster grilled 70 g - additional 39			
Veal Chop <small>Peter's Farm, Gelderland, Niederlande</small>	350 g	19	
T-Bone Steak <small>Greater Omaha Packers, USA Black Angus cattle</small>	ca. 700 g	128	
NY Strip <small>aged on the bone - Greater Omaha Packers, USA Black Angus cattle</small>	ca. 700 g	118	
Txogitsu Lomo Bajo <small>grilled rare - Imanol Jaca, Basque Country, Spain</small>	ca. 750 g	173	
Chateaubriand <small>North Germany German Black Pied cattle</small>	ca. 1000 g	215	
American Porterhouse <small>Greater Omaha Packers, USA Black Angus cattle</small>	ca. 1100 g	182	
Kobe Beef			
Roastbeef per 100 g	158		
<small>Ivan Tajima cattle around the Japanese provincial capital of Kobe, traditionally raised on small farms and certified by the Kobe Beef Association.</small>			
Filet per 100 g	165		



CASE STUDY

Design Hotels Website

RESPONSIBILITY

Webdesign &
Editorial Design

TYPE

Hospitality

[designhotels.com](https://www.designhotels.com)

For 15 years, I developed the web design of the Design Hotels website, ensuring it remained at the forefront of digital design while also overseeing its content.

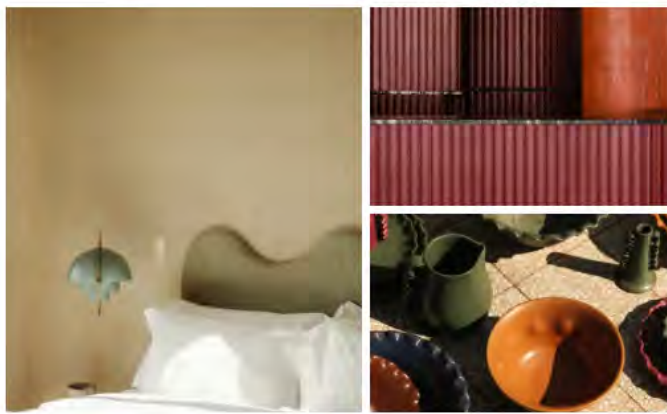
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DESIGN HOTELS

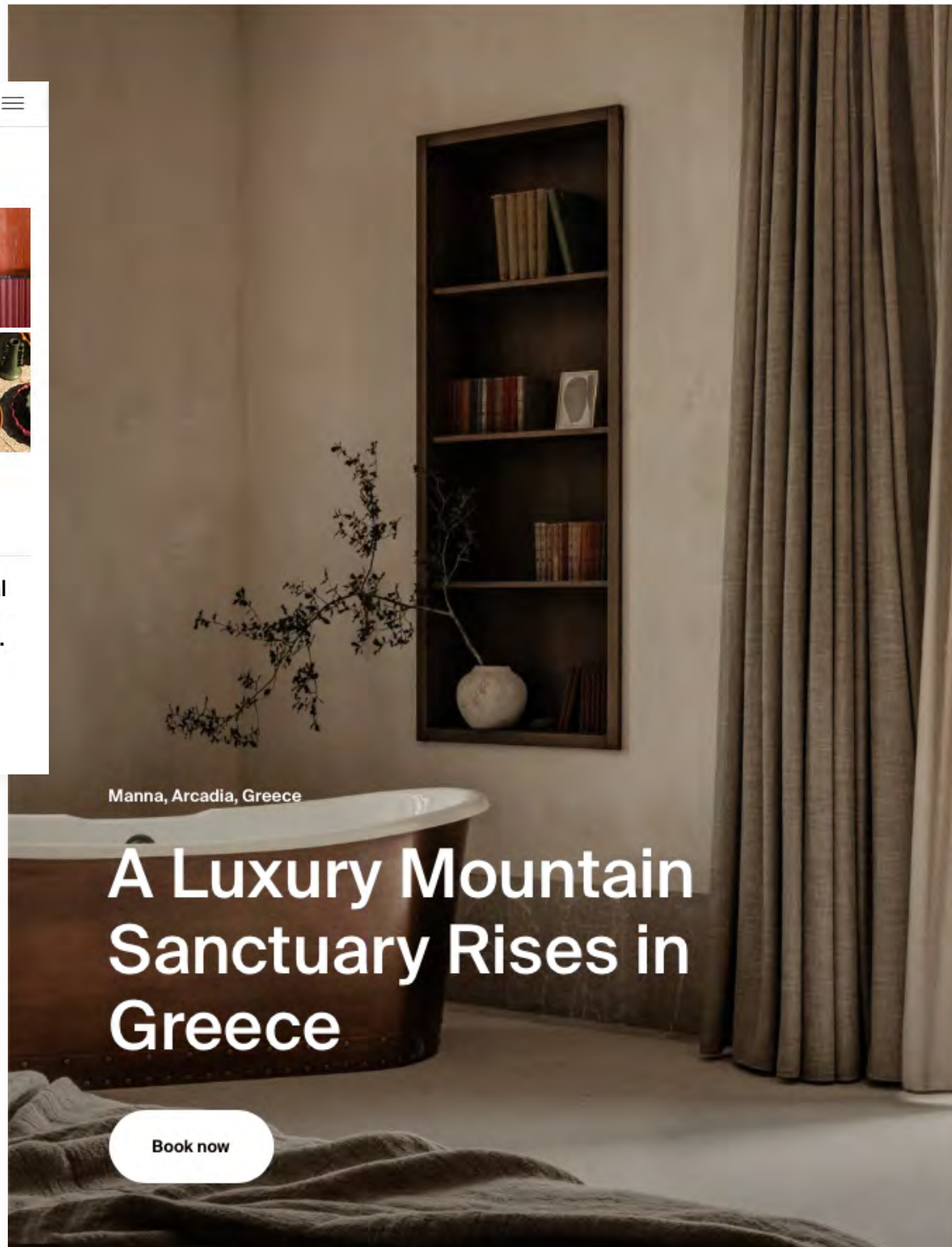
Gallery



Get Inspired

Design Hotels is an unrivalled global community for design, architecture, and original hospitality experiences.

Join the Community About us



Manna, Arcadia, Greece

A Luxury Mountain Sanctuary Rises in Greece

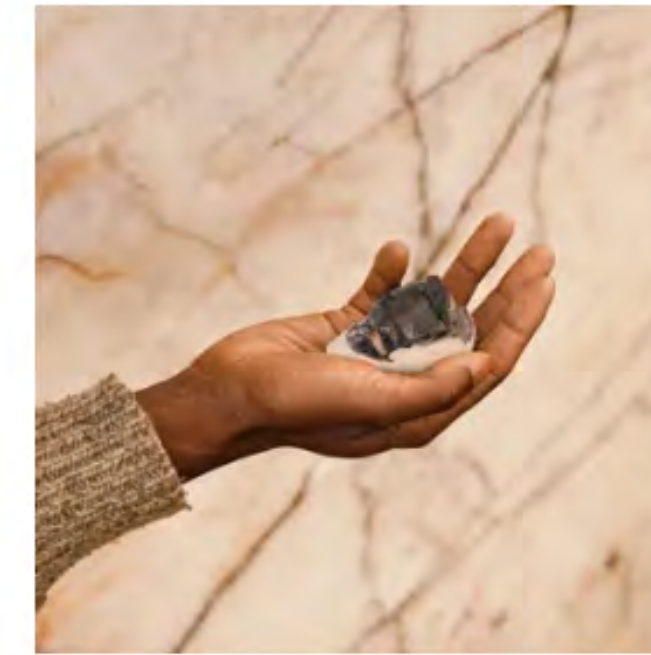
Book now



Originals

Frederik Kubierschky & Catharina Lütjens, Vocabolo Moscatelli

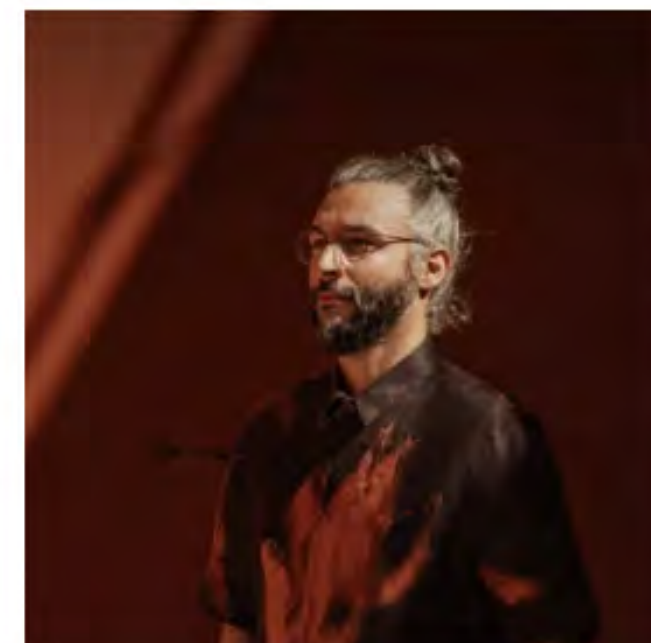
They transformed a 12th-century monastery into a 21st-century Umbrian countryside paradise.



Sustainability

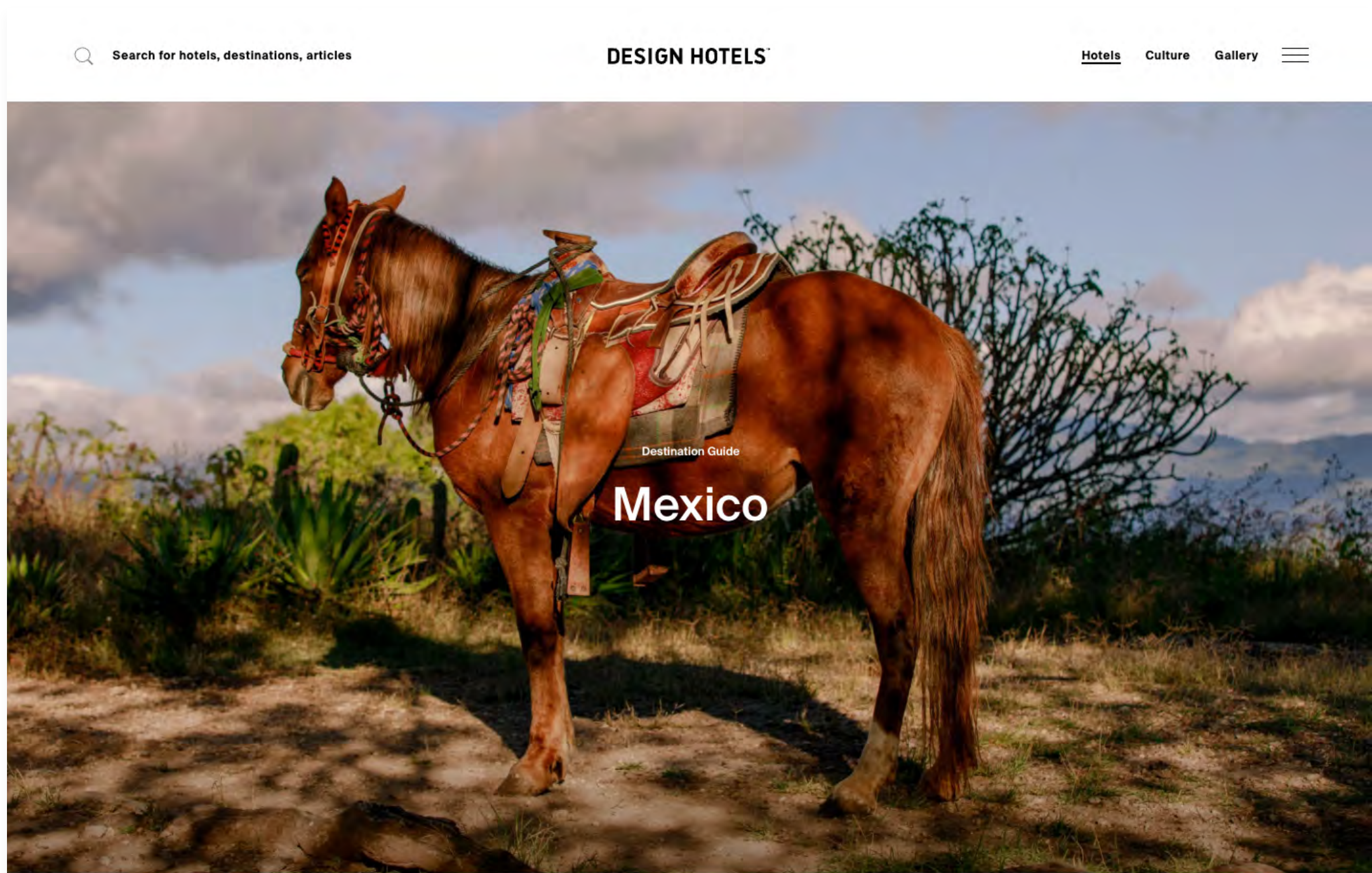
Feel-Good, Do-Good Travel

Yes, you can experience both. These hotels lead by example—and with purpose.

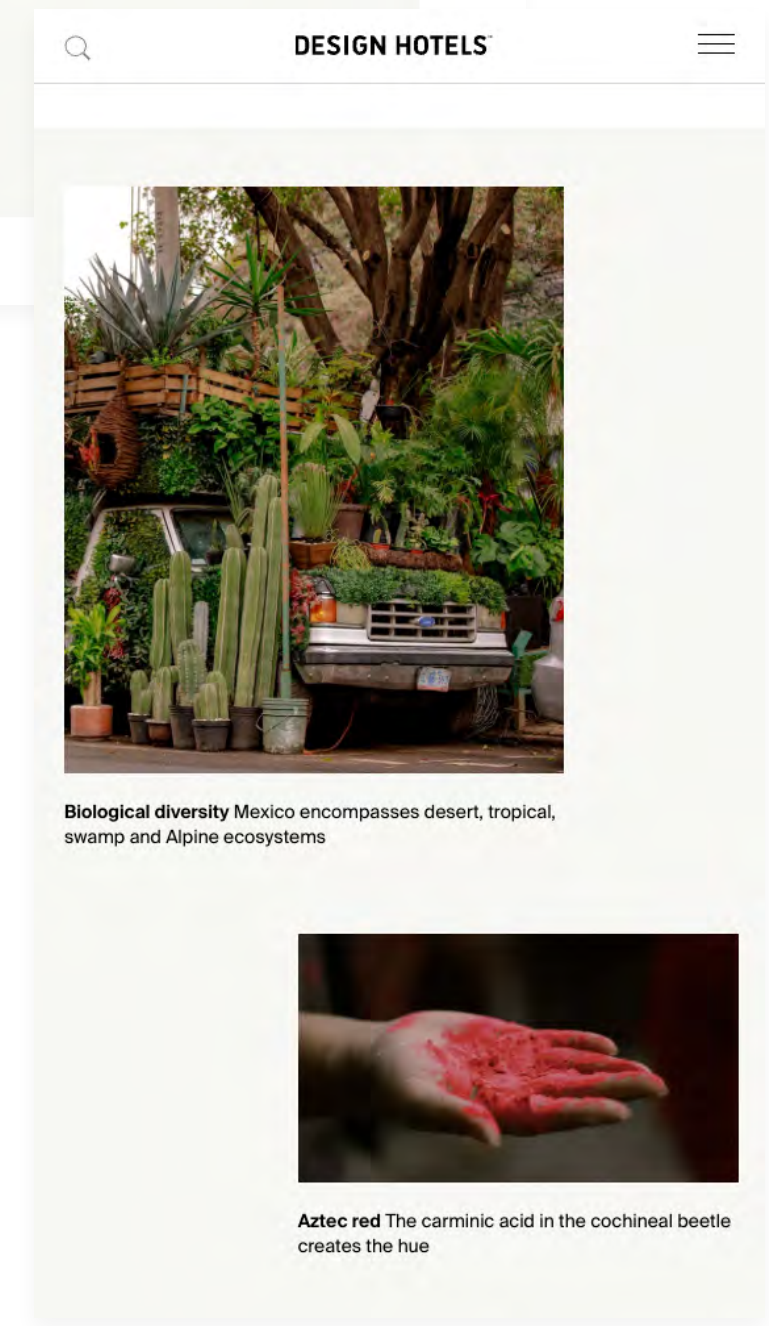
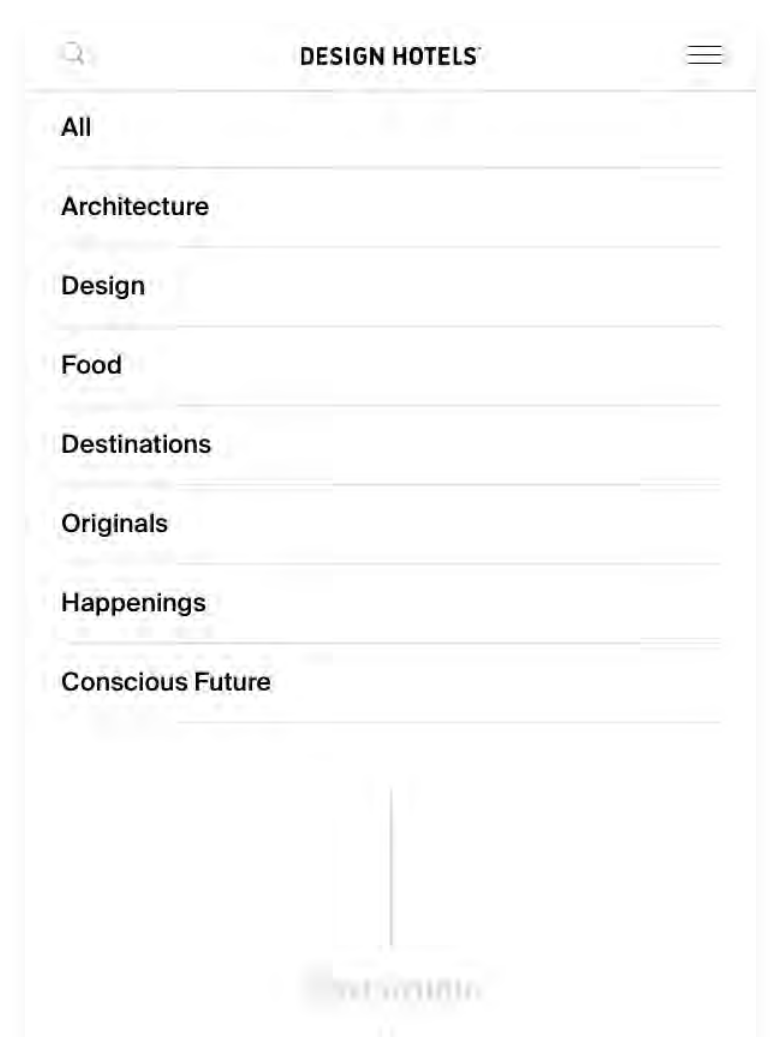
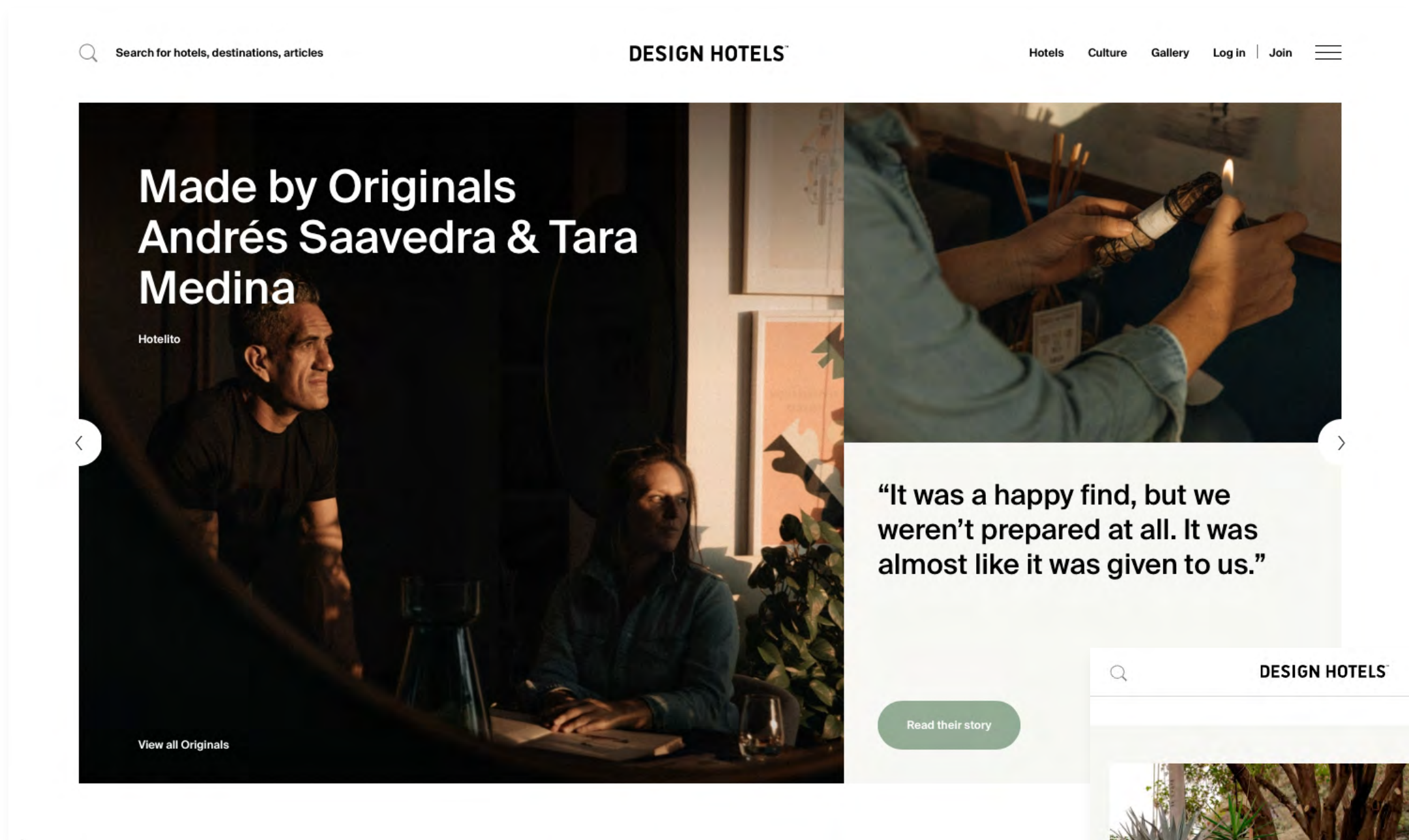


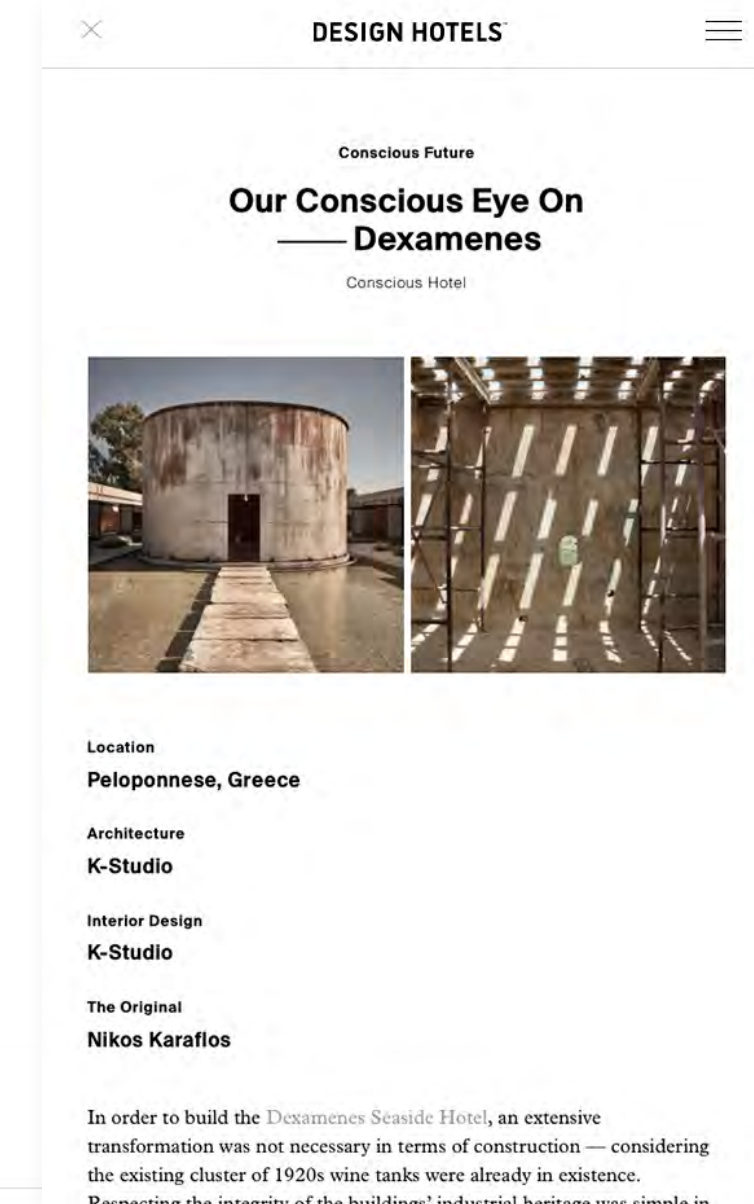
Destination Guide

The Splendor of the Balkans



If there is one destination that can speak in colors, it is Mexico. Distinct hues such as Maya blue, Aztec red, and Quetzal green provide a glimpse into the history and culture of this fascinating land. Dating back to the Mayan civilization, these colors have been created from plants, insects, and minerals.





Join the Journey

[About us](#) [Become a member hotel](#) [Career](#)



For a quarter century, we've been at the forefront of a movement in travel by curating a global collection of independent, design-driven hotels that function as social hubs and spaces for purposeful experiences.

Food & Drink

Italian food with classic Piedmont recipes

Spa & Recreation

Beach club, underground bar, library, pool, massage

Architecture

Alberto Kalach

Interior design

Lucía Corredor, Cecilia Tena, Carlos Couturier

The Originals

Moisés Micha & Carlos Couturier

Themes

City, History, Offbeat Destinations

Location

Oaxaca, Mexico (21), Americas (47)

Rooms

12

The savoir-faire of Oaxacan artisans comes alive at a property that brilliantly combines Old World architecture with modern grandeur.

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Explore 300+ independent hotels

Search for a city or country

Check-in - Check-out

2 Adults, 0 Children

Search

DESIGN HOTELS

Search for hotels, destinations, articles

Check-in - Check-out

June 2023

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Exclusive Community Deal

2 Adults, 0 Children

Search

Latest Offers

Up to 50% off

Community Deal

Join our Community to unlock exclusive discounts at selected hotels

All's Well-Being

Check out our exclusive wellness hotel offers

Digital Nomads by Design

Stay minimum 2 nights and get daily breakfast, food & beverage credit, in-room desk/co-working space, and more.

The Glorious Gourmet

Check out our exclusive gastronomy hotel offers

CASE STUDY

Axel Martens

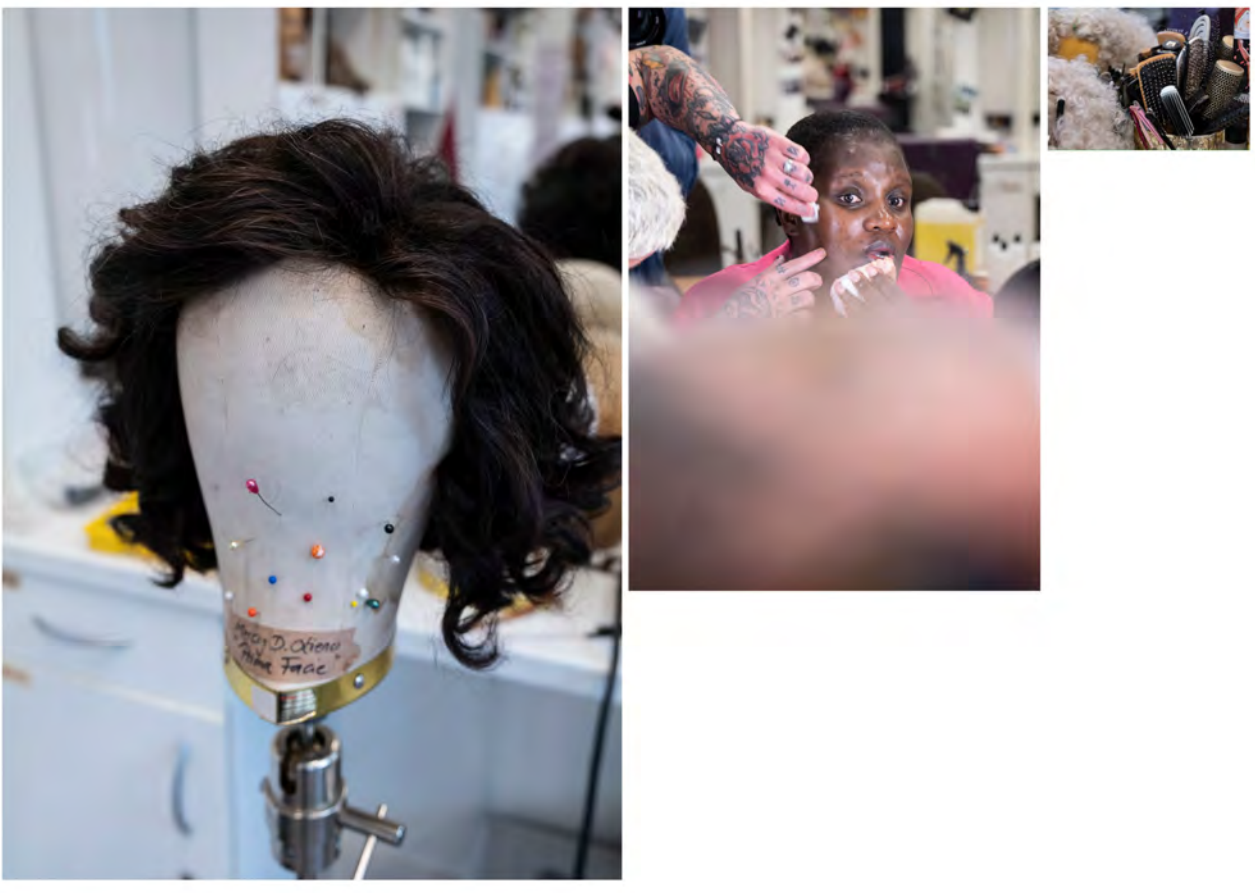
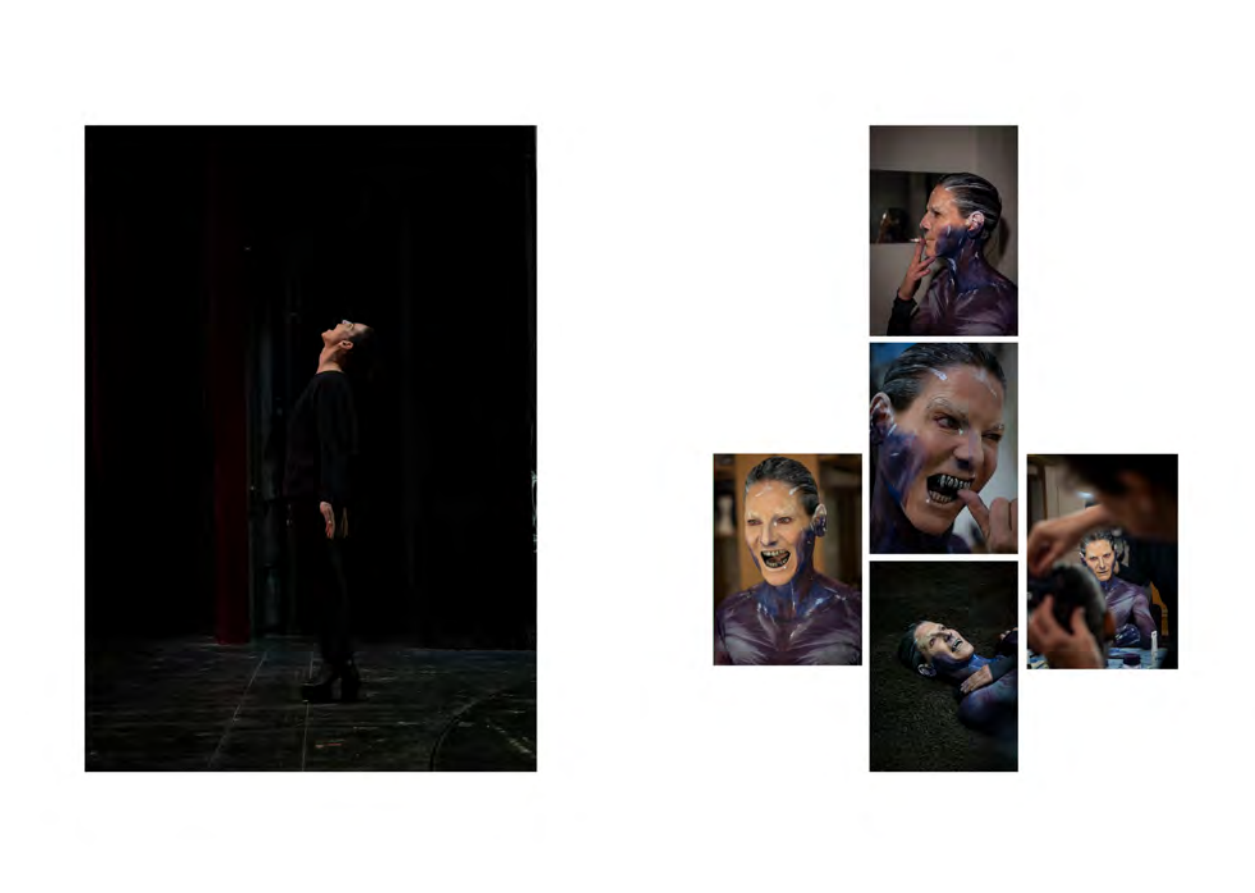
RESPONSIBILITY

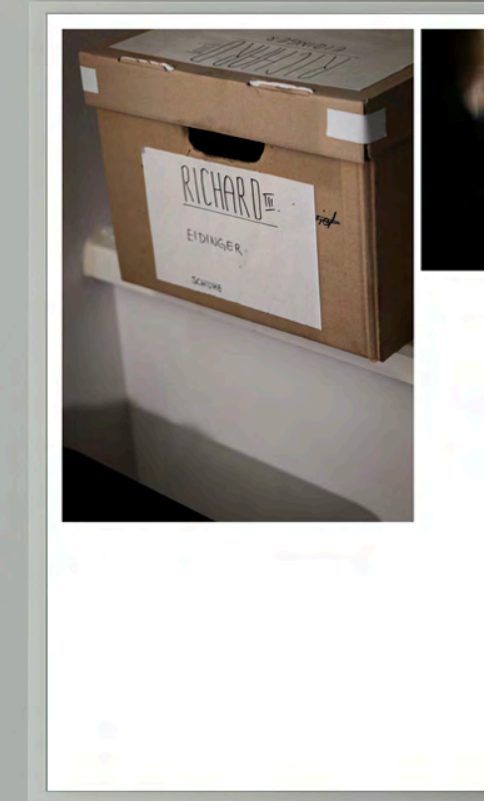
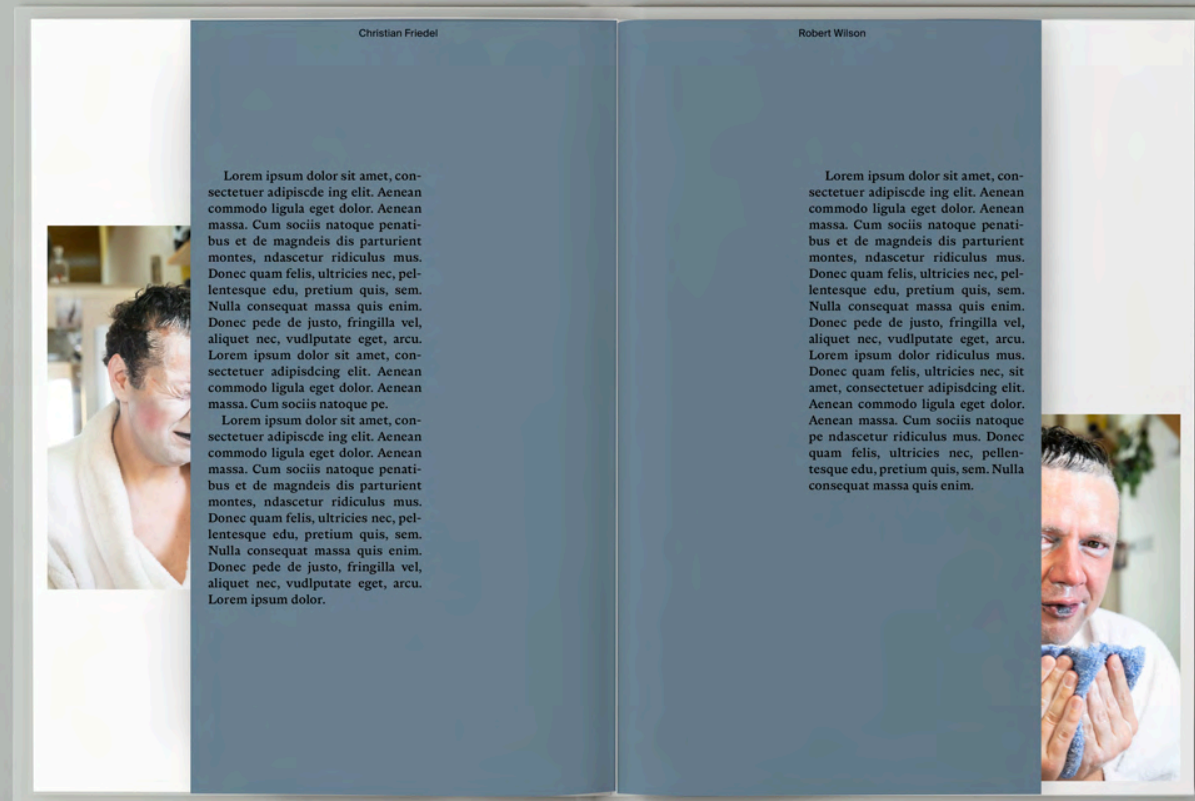
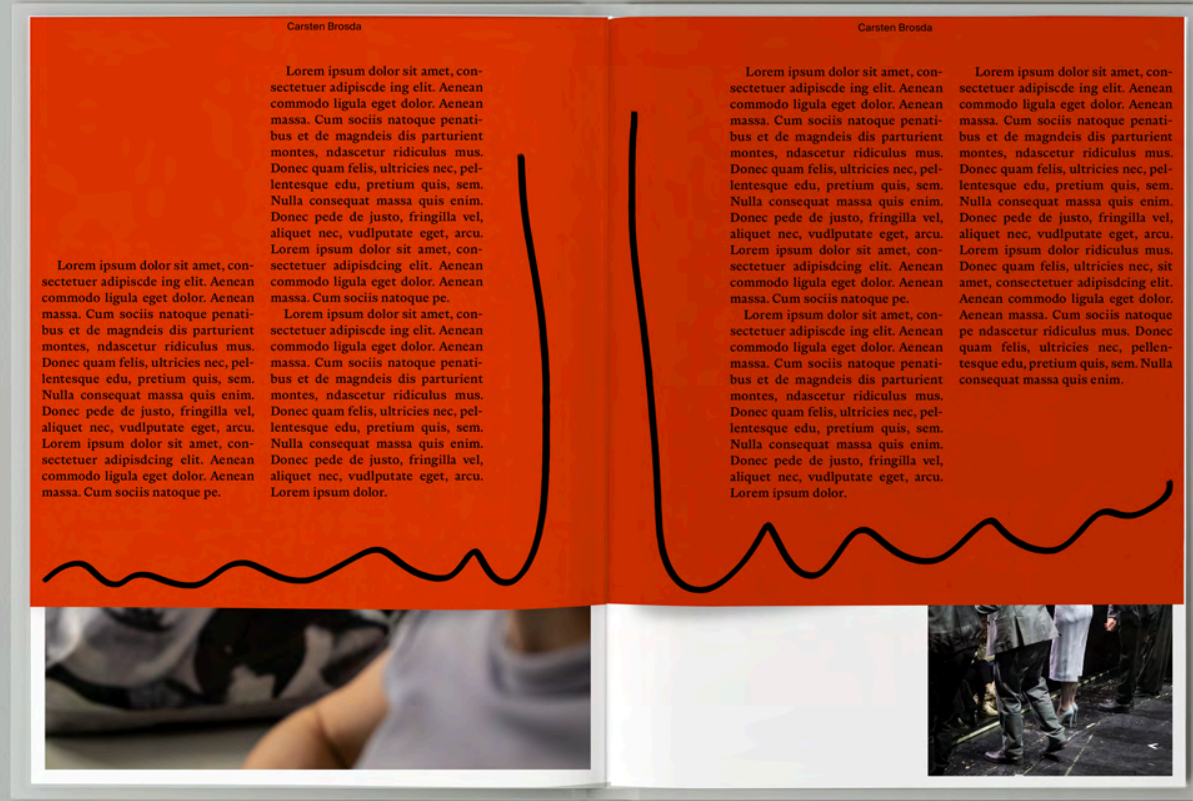
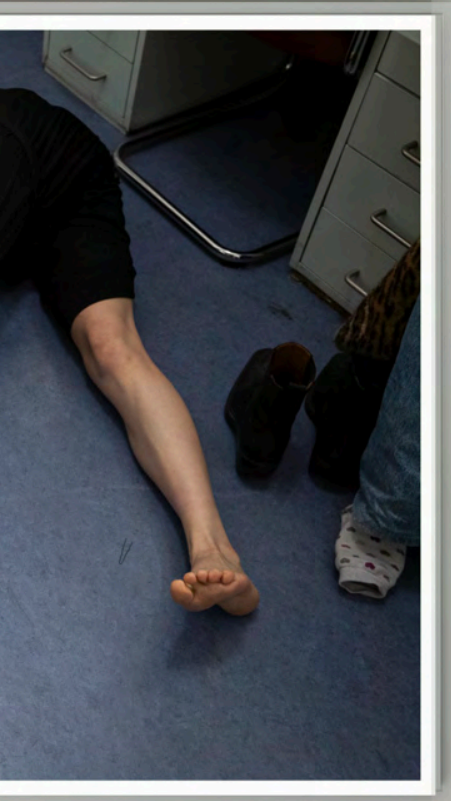
Book Design

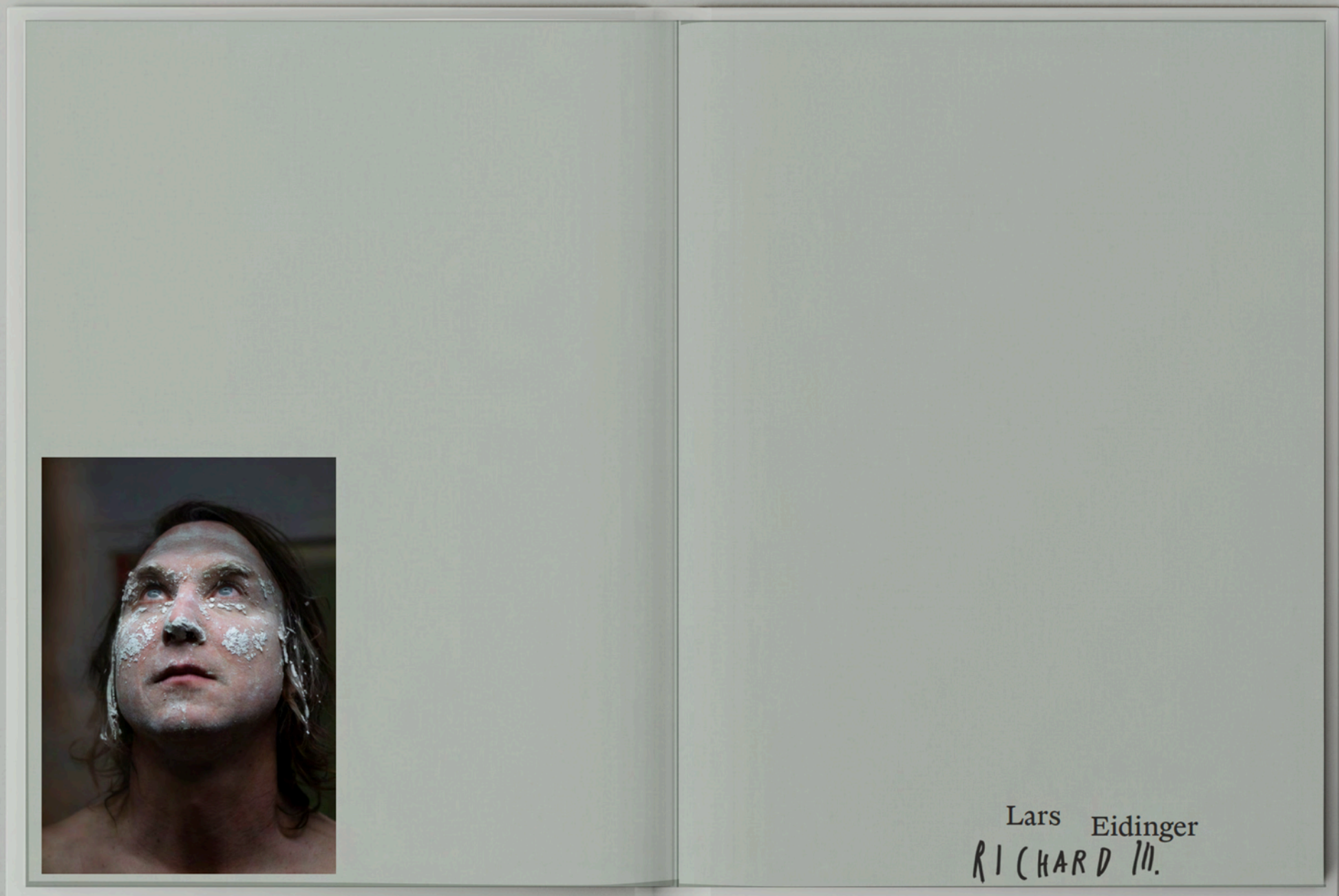
TYPE

Photography

Designing a book with photographer Axel Martens—whose work spans SZ Magazin, Stern, Vanity Fair, Vogue and Die Zeit—transforming his intimate obsession with theater into a staged interplay of image, space, and narrative.







Christian

Friedel



DORIAN

Dorcas

Mercy

Otieno

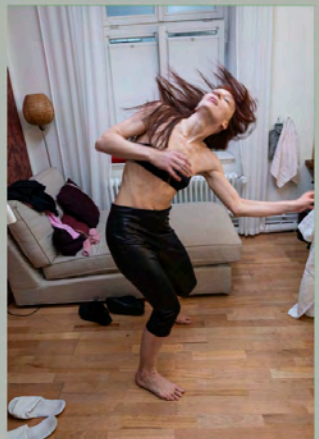


PRIMA FACIE

Lilith

Stangenberg

ANT|BONE



CASE STUDY

OMAMI

RESPONSIBILITY

Art Direction
& Design

TYPE

Food

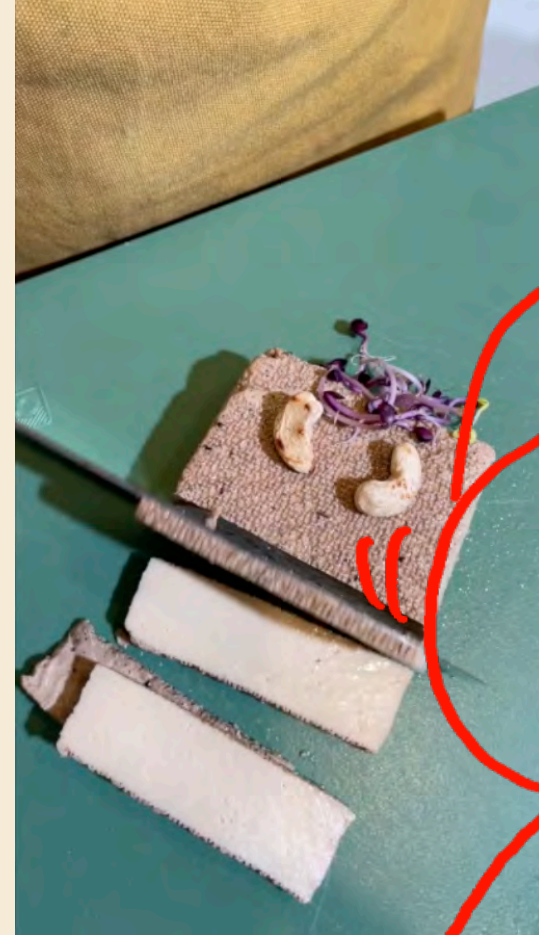
No, Tofu does not have to taste like soggy paper. And yes, this tofu has been known to impress even people who think „meat-free is equivalent to ‚touched by the hand of Satan‘.“

I contributed to the conceptual branding strategy of the brand, overseeing photoshoots, content creation, and, of course, eating. Throughout the project, I collaborated with Olga Prader to draw our Chickpea Chicks, and worked with Jule Frommelt and Tobias Kruse as photographers.









**Chickpeas contain, at 25%,
100 times more protein than...**

Human spit

**A chickpea weighs about 2g,
roughly the same as...**

The bumblebee bat

**If you piled chickpeas on top of
each other how many would it
take to get to the moon?**

38,44 billions of chickpeas

OMAMI

CHICKPEA
CHICKS'
IMPORTANT
QUESTIONS
2026





CASE STUDY

Design Hotels' Conscious Journey

RESPONSIBILITY

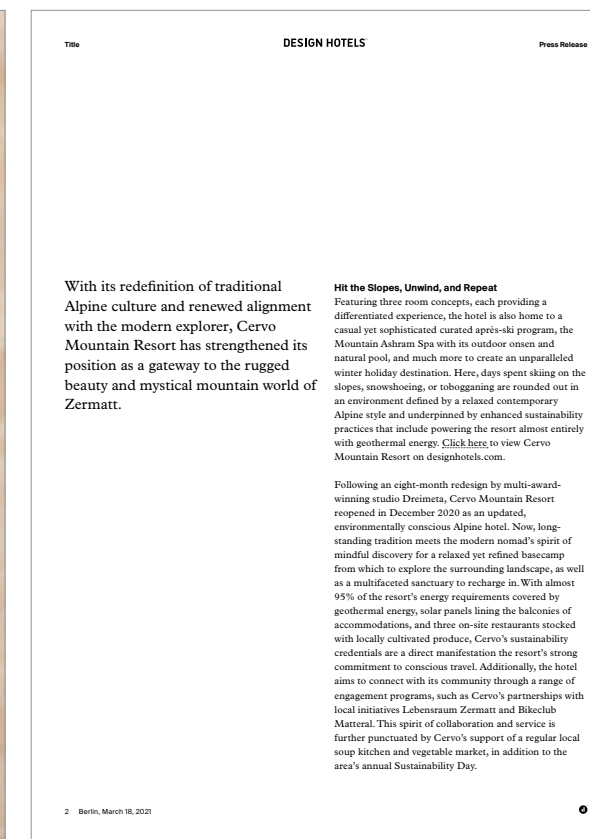
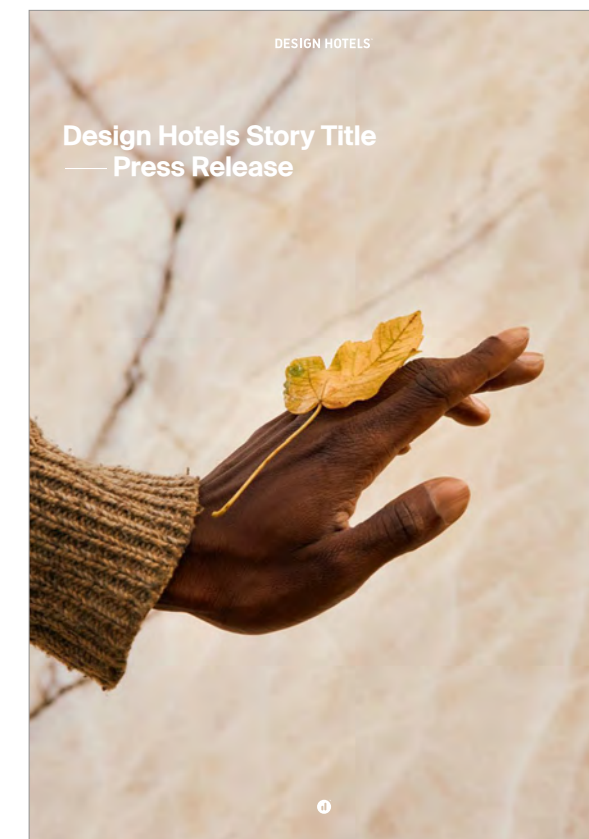
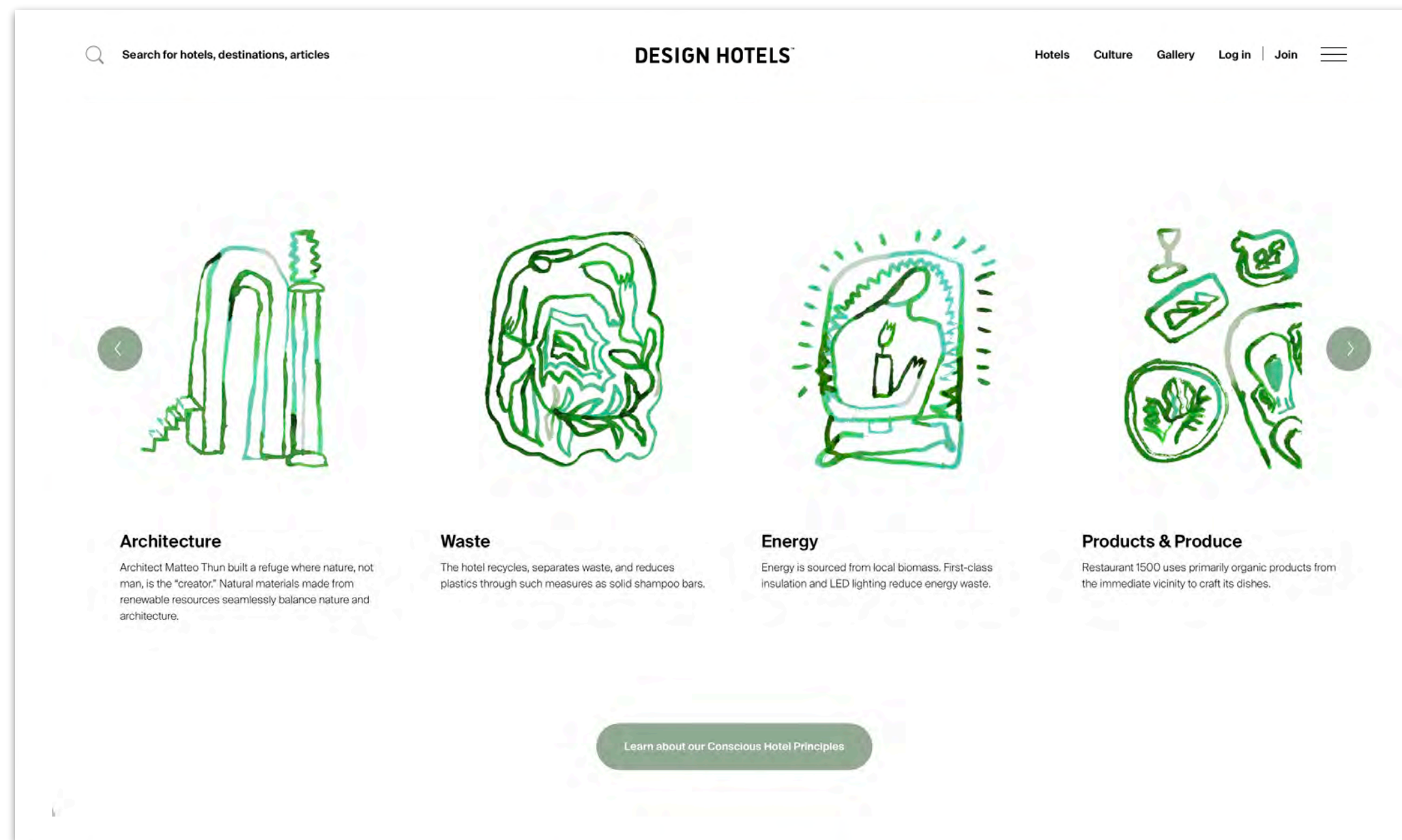
Art Direction
& Design

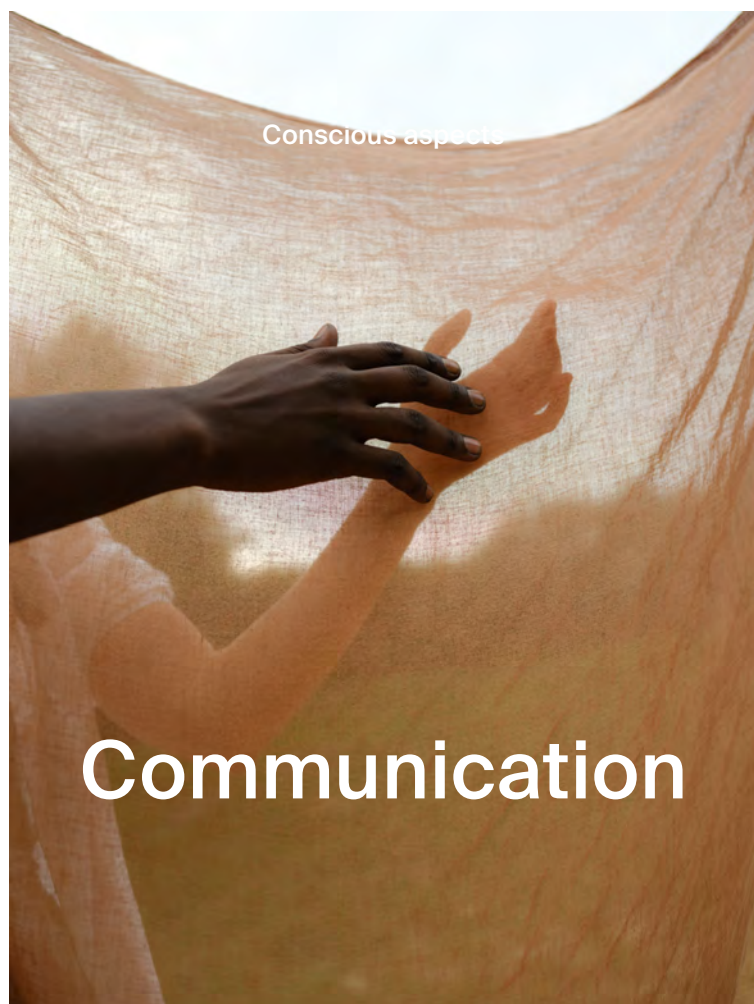
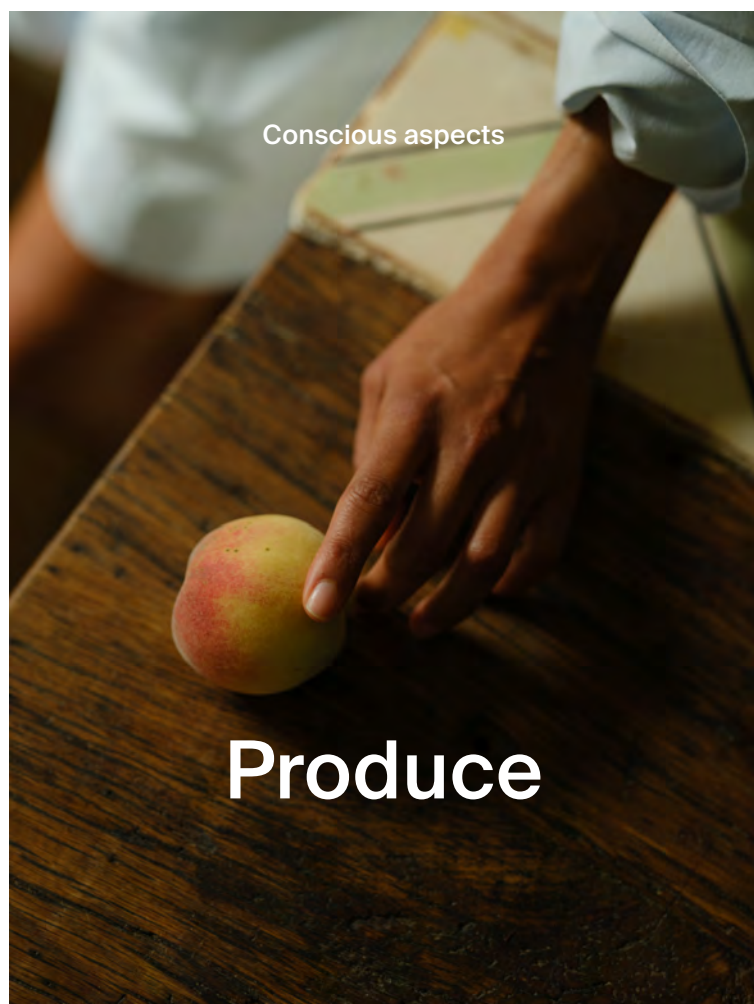
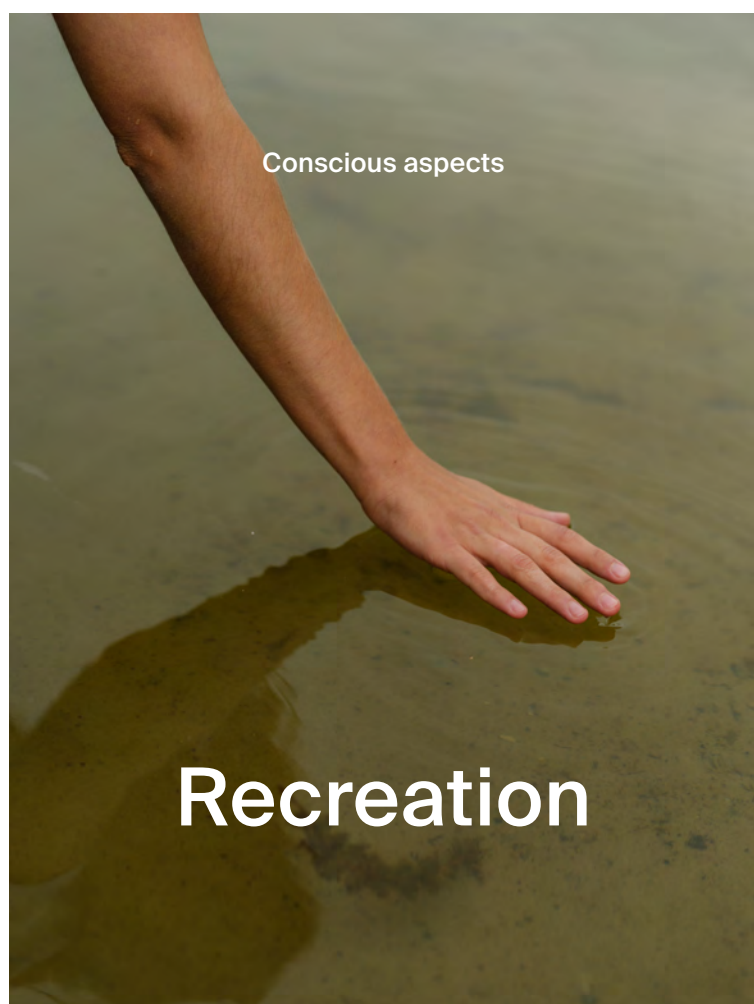
TYPE

Hospitality

I led the art direction and developed the concept for the visual language of the Design Hotels' Conscious Journey. Human hands serve as the unifying visual motif, highlighting the various dimensions of our conscious criteria, captured beautifully by photographer Daniel Faro and Volker Conradus. Additionally we collaborated with Irene Fernandez Arcas for illustration.

Our Conscious Journey





Conscious aspects



Water

CASE STUDY

Design Hotels' Community

RESPONSIBILITY

Art Direction

TYPE

Hospitality

Through concept development and photoshoots, I crafted the imagery that defines the spirit and identity of the Design Hotels community.

The good traveler is a considerate and respectful traveler who moves with the lightest of steps possible and equips both mind and body for their journeys.

The concept was realized through photoshoots, captured by Daniel Faro and Volker Conradus.





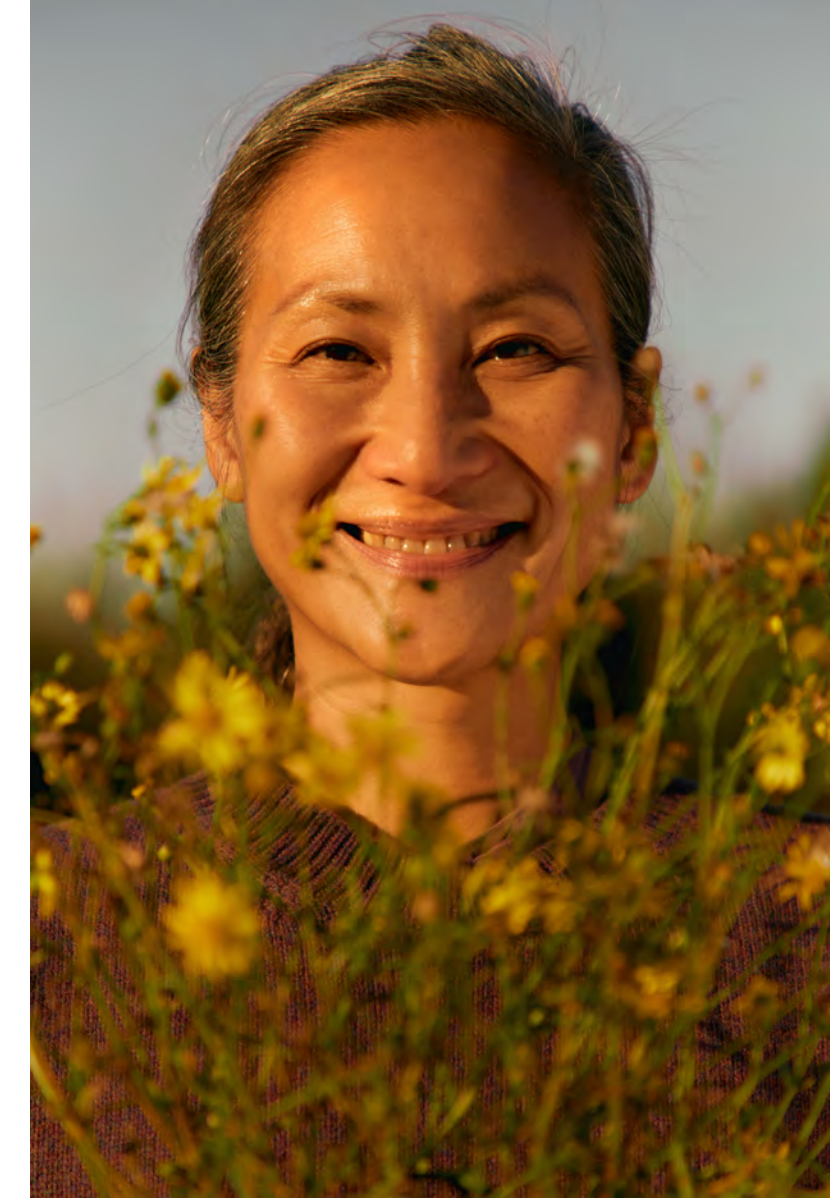
Search for hotels, destinations, articles

DESIGN HOTELS™

Hotels Culture Gallery Log in | Join

Join our Community

Join the journey and tap into a wealth of insider picks, rare offers, and local knowledge—from future-conscious stories and community happenings, to some truly inspiring hoteliers—we are here to tell all the ways travel makes the world more beautiful.

A collage of images related to travel and community. The main image shows two women lying on a sandy beach. Other smaller images include a coastal view with blue water and a person's hand resting on a wooden table.A man with a beard and glasses is sitting at a desk with a lamp, reading a book. The scene is dimly lit, creating a cozy and focused atmosphere.

Get up to 50% off
selected hotels and
more

Join our community



Keyvisual 2

Well-being

CASE STUDY

Design Hotels Conference arena* Greece

RESPONSIBILITY

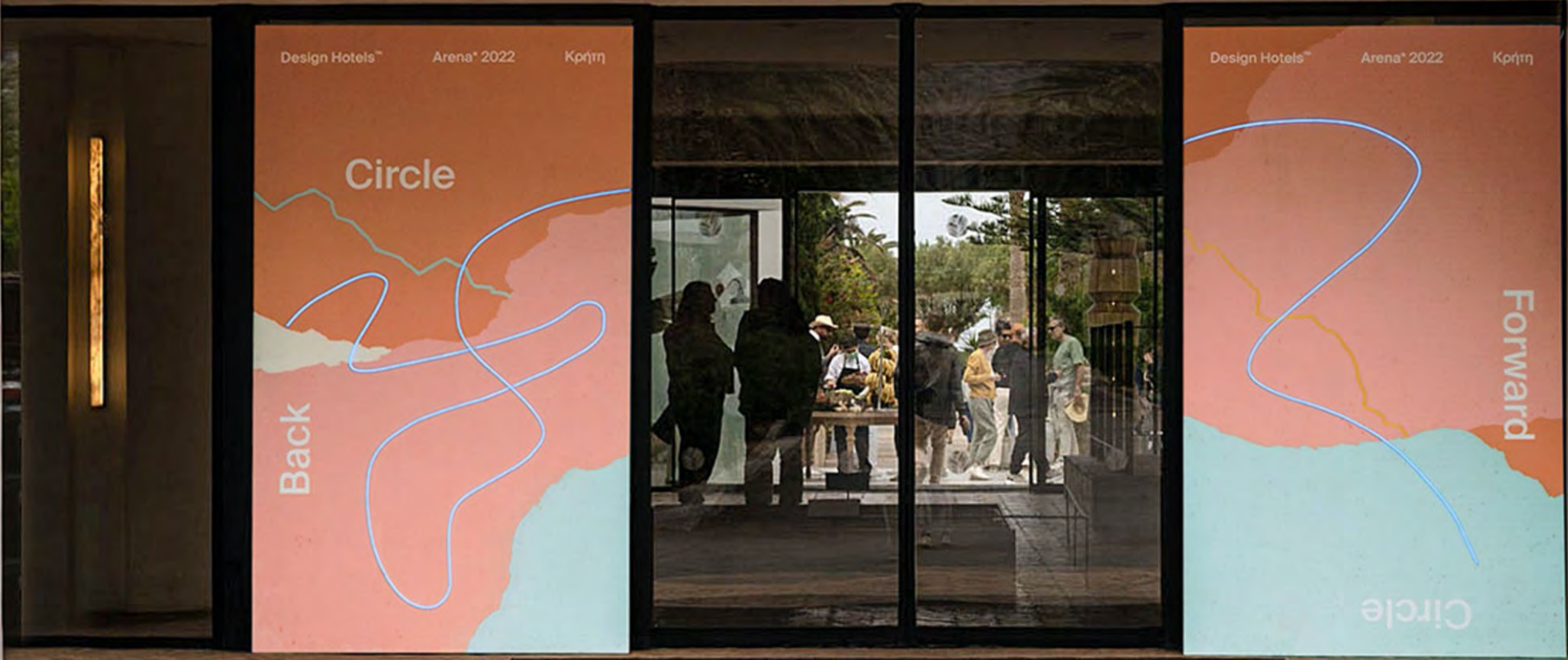
Art Direction
& Design

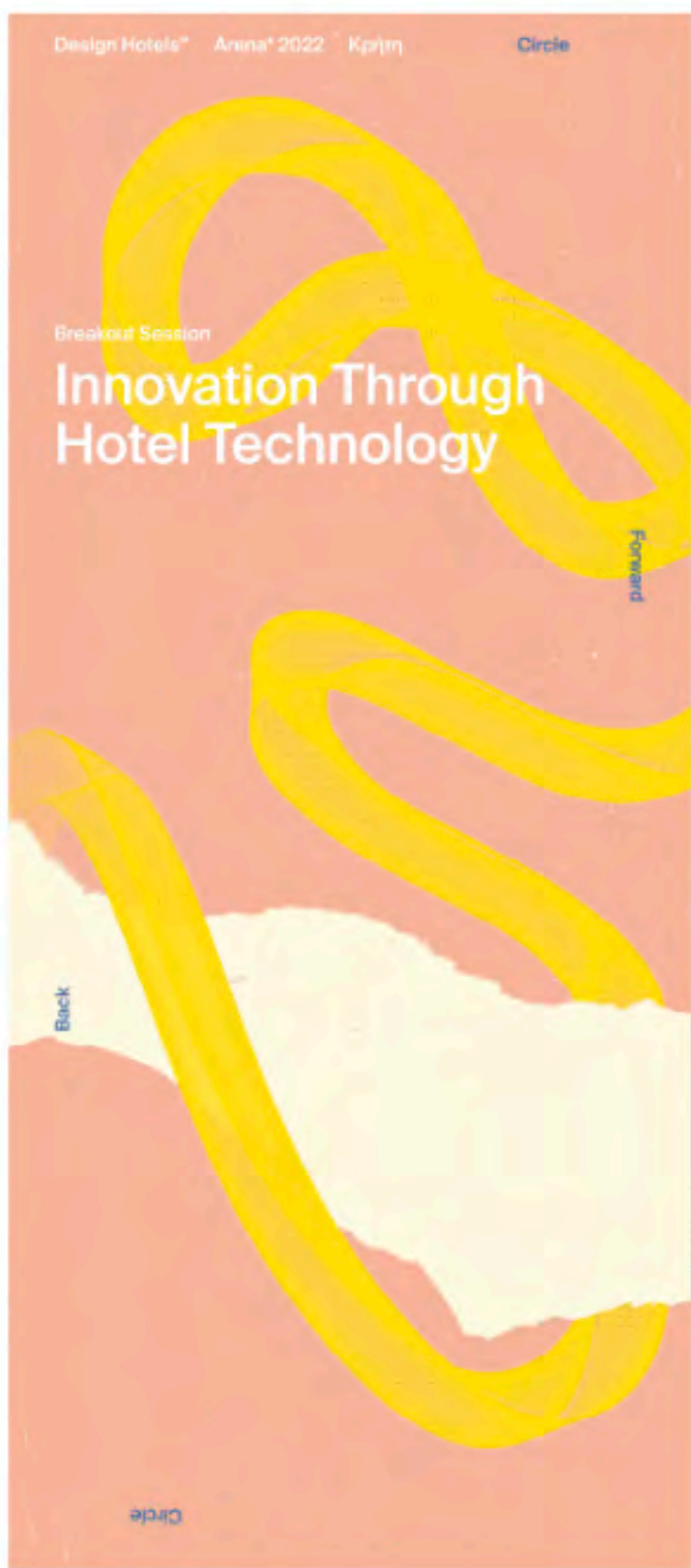
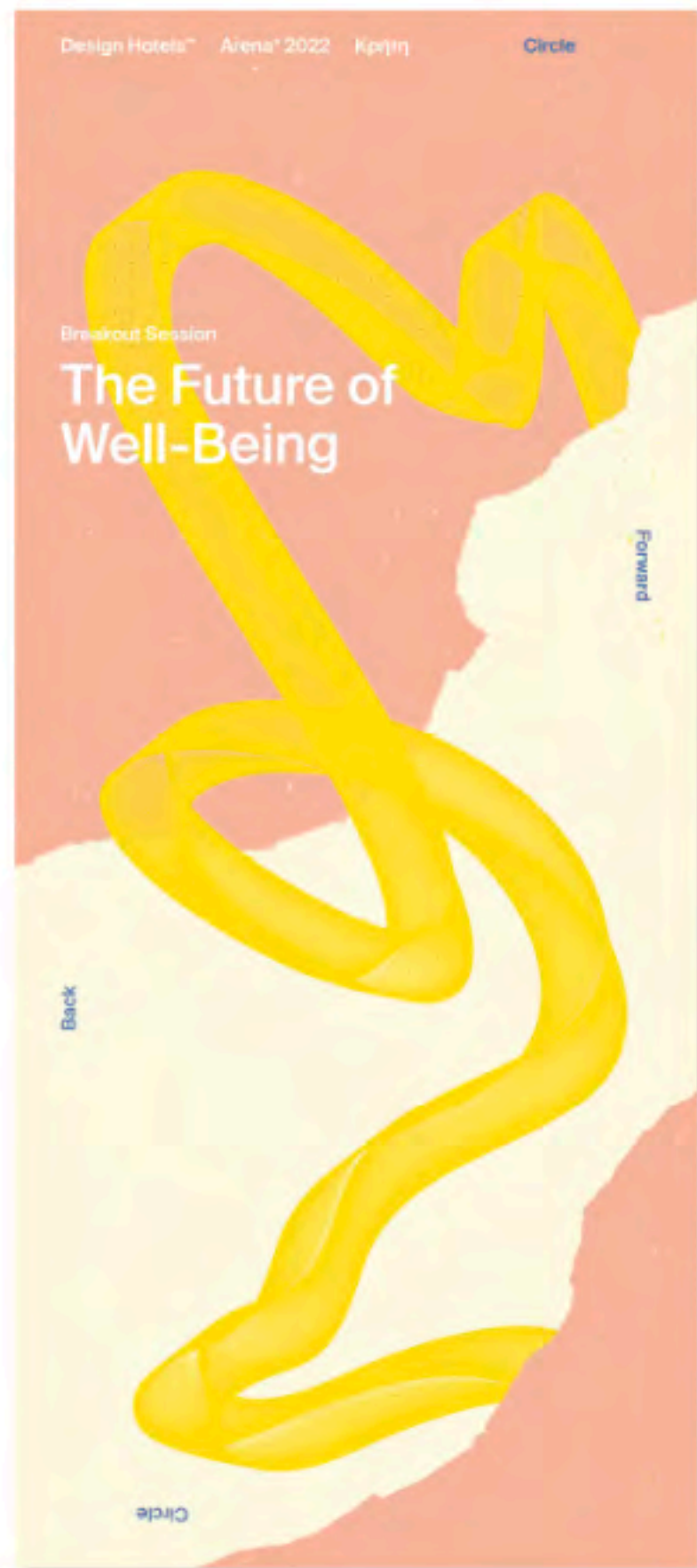
TYPE

Hospitality

Arena* is the annual Design Hotels global members' conference that brings together key decision-makers from their member hotels and leading thinkers, creatives, and entrepreneurs to explore the latest trends in hospitality, design, marketing, and beyond.

This time it took us to Greece, where I led the overall visual concept and design for the conference, whose theme was "*Circle Forward, Circle Back*". We were fortunate to have Molly Martin illustrate the speakers.



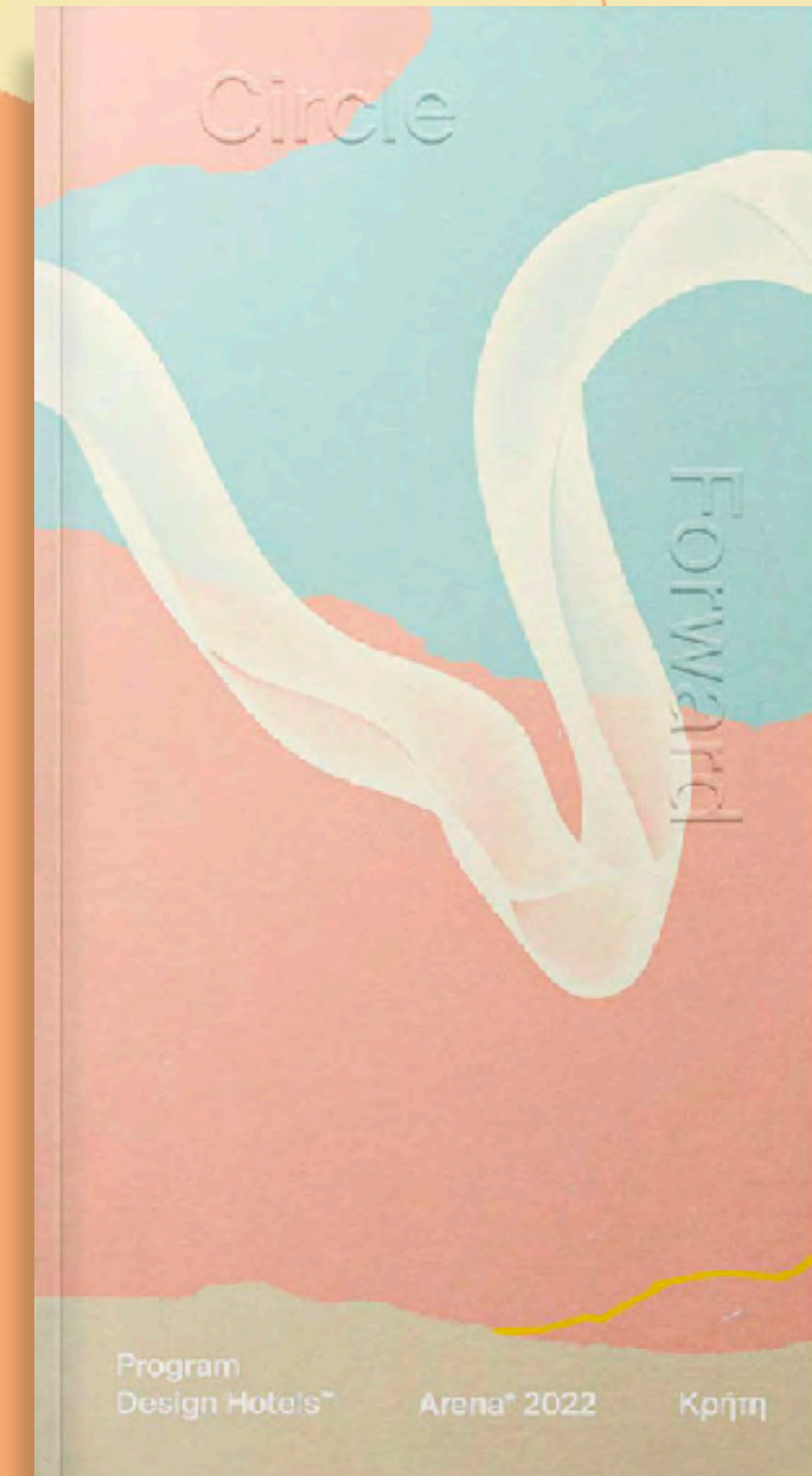


Circle

**“All things are one thing
and one thing are all
things ... , the past and the
present all bound
together by the elastic
string of time.”**

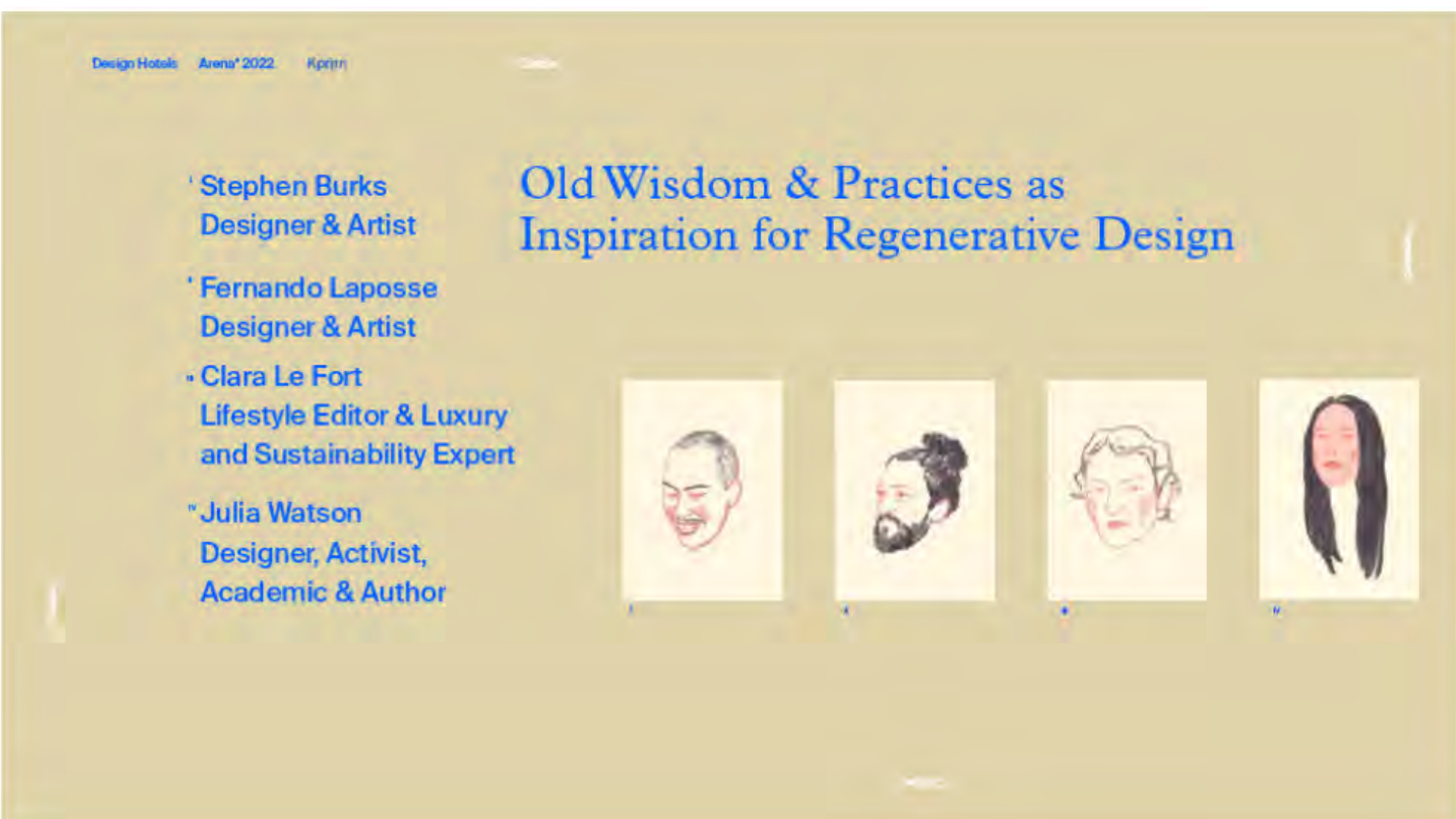
Back

Forward



Circle





CASE STUDY

Anne Schwalbe

RESPONSIBILITY

Design

TYPE

Collateral for
Photographer

For years, I have been supporting my dear friend Anne Schwalbe with the collateral for her photographic work. Once we started printing her images on Graupappe, they surprisingly began to shine on the grey background, and over the years we've perfected this process together.



ANNE SCHWALBE
PHOTOGRAPHY
ARCHITECTURE



„ANNE SCHWALBE VISUALIZES STILLNESS, PROVIDING
ANOTHER VOICE AND A WELCOME CHANGE FROM THE CONTEMPORARY VISUAL
BOMBARDMENT.“
FOAM MUSEUM FOR PHOTOGRAPHY AMSTERDAM

„THIS IS AN ABSOLUTE GEM.“
PHOTOGRAPHERS' GALLERY LONDON



ANNE SCHWALBE
anne@anneschwalbe.de
www.anneschwalbe.de

@anneschwalbe
+49 177 2852804



Das ist das Tomatenhaus von Christian Brachwitz in Werben (Elbe). Wenn in dem Haus, in dem er Berlin lebt, eine Wohnung frei wird, werden immer neue Fenster eingebaut. Er hat den Tischler gefragt, ob er die schönen alten Fenster haben kann. Und dann hat er daraus dieses kleine Gewächshaus gebaut. »Es ist nicht perfekt. Das ist auch nicht mein Ziel!«, sagt Brachwitz. »Es fehlt zum Beispiel eine Lüftungsmöglichkeit. Ich habe alles einfach zusammengeschraubt. Unter den Fenstern liegen ein paar Steine, es gibt kein Fundament.«

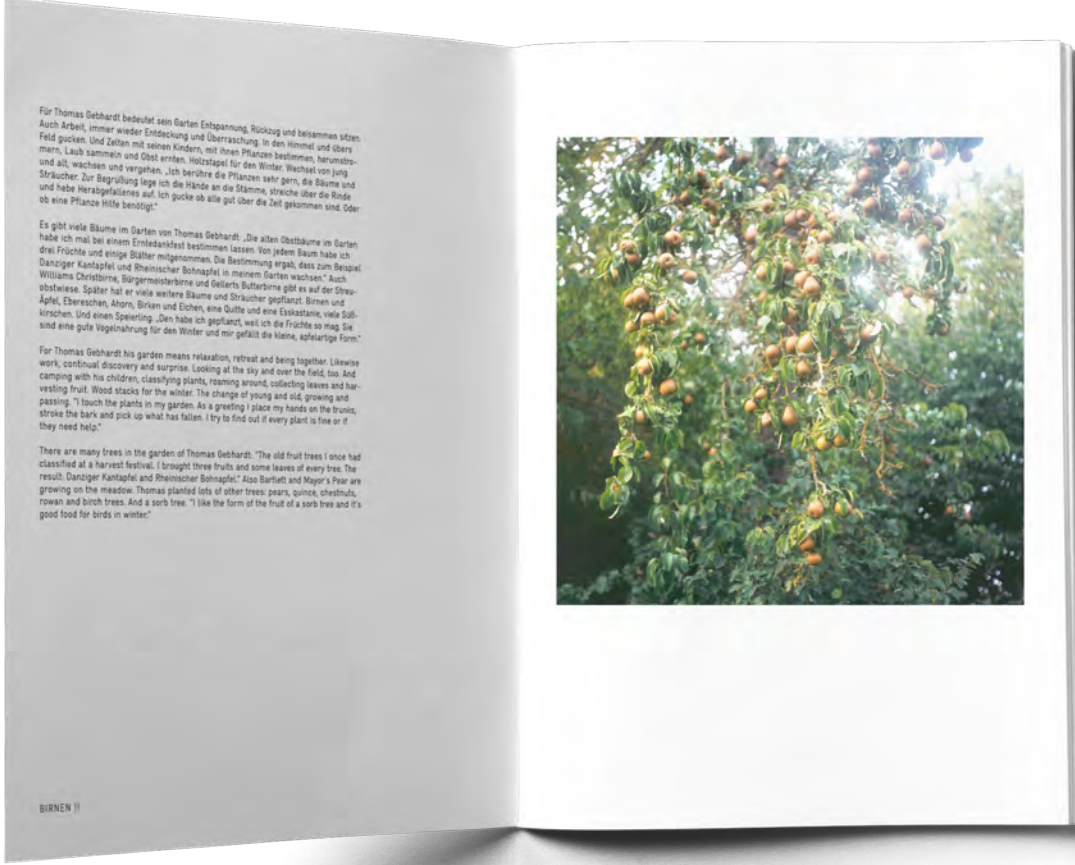


Anne Schwalbe
Die Gärten der Anderen Nr.21
Tomatenhaus
Wochen der Nachhaltigkeit 2024
Altmarkliebe-Festival

Das Pfaffenhütchen ist ein europäischer Wildstrauch. René Geyer, Naturschutzwart im Biosphärenreservat Südost-Rügen, empfiehlt, in Hausgärten Weißdorn, Schlehe, Holunder, Wildrosen, Hagebutten und auch das Pfaffenhütchen zu pflanzen. »Ich kann es nicht oft genug wiederholen: Pflanz mehr Wildsträucher! Wenn Platz ist, am besten gleich mehrere nebeneinander.« So kommen wieder mehr Vögel und Insekten in die Gärten. Vögel nutzen Wildsträucher zum Nisten und als Nahrungsquelle. Das Pfaffenhütchen kann auch im Herbst und Winter gepflanzt werden, solange es frostfrei ist.



Anne Schwalbe
Die Gärten der Anderen Nr.52
Pfaffenhütchen
Wochen der Nachhaltigkeit 2024
Altmarkliebe-Festival



CASE STUDY

Lofos

RESPONSIBILITY

Branding &
Webdesign

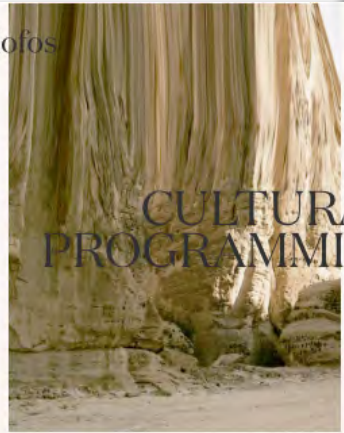
TYPE

Hospitality

[LOFOS-STUDIO.COM](https://lofos-studio.com)

Founded by Daniel Hilz and Natalia Wojcik, Lofos is a hospitality consultancy dedicated to crafting brand experiences and guest journeys across hotels, residences, and retreats. I had the pleasure of shaping the project's branding and designing the website.

lofos



CULTURAL PROGRAMMING

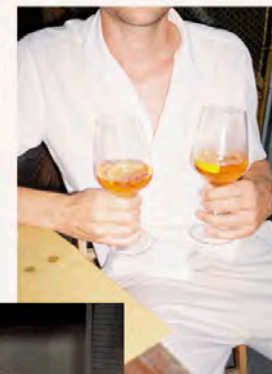
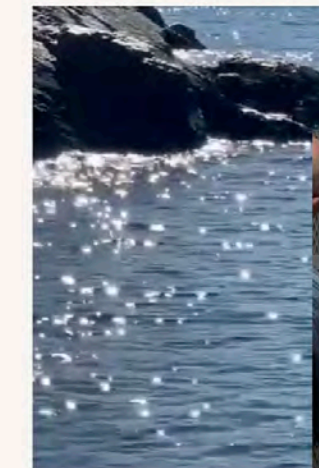
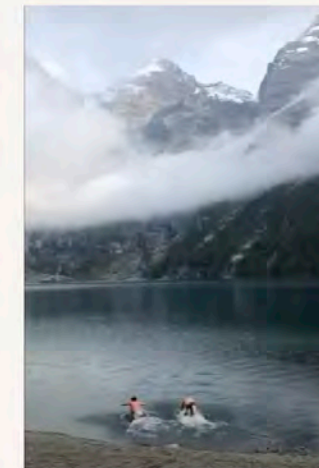
- Programming strategy
- Talent research
- Creative partnerships
- Property experience calendar
- Artist & residency programs
- Immersive rituals & seasonal celebrations
- Local community integration



CONCEPT DEVELOPMENT

lofos

Experience Design Studio





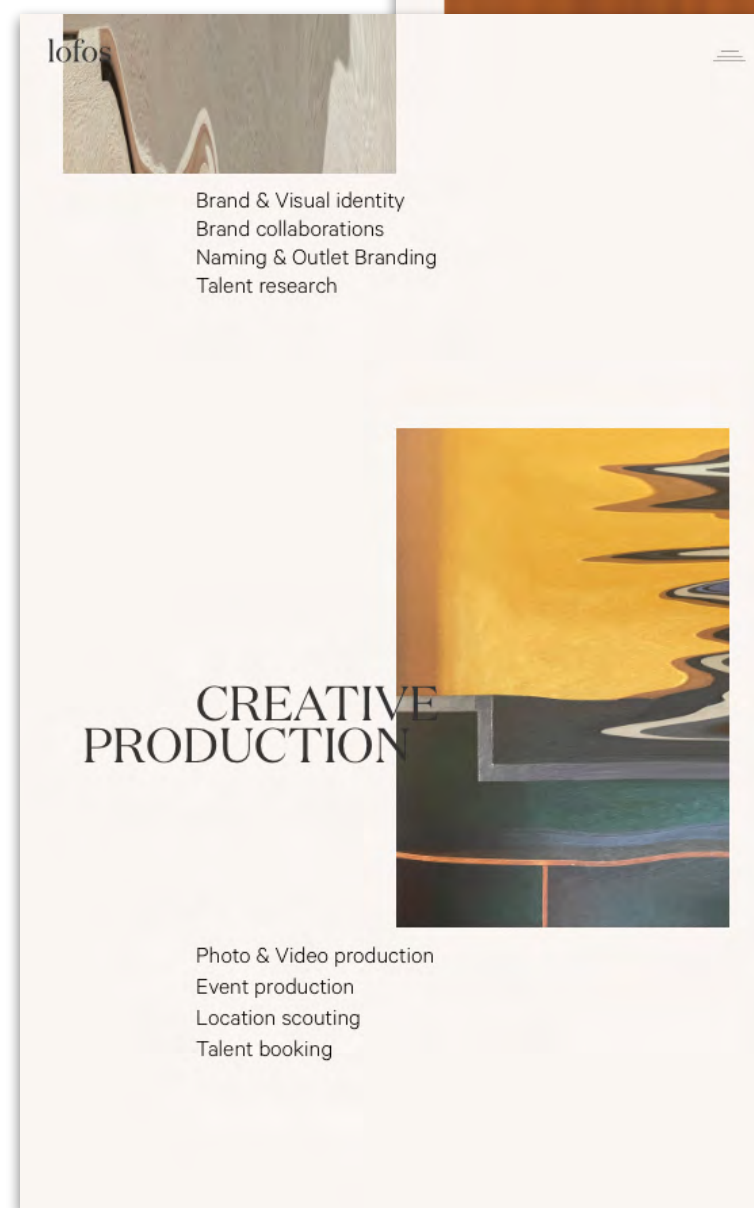
Natalia Wojcik has operated her own consultancy, partnering with hospitality projects and brands to provide expertise in experience design and cultural programming, crafting distinctive and unique hospitality experiences.



With extensive experience in managing complex projects, and leading creative teams, Daniel Hilz is an accomplished professional with a diverse background in brand strategy, production and creative direction.

At Design Hotels, he served as the Director Brand and Creative. In his role, he was overseeing the visual identity across all brand channels, formed creative partnerships in the hospitality sector, managed various publishing projects, brand events and campaigns.

[Read more](#) ▼

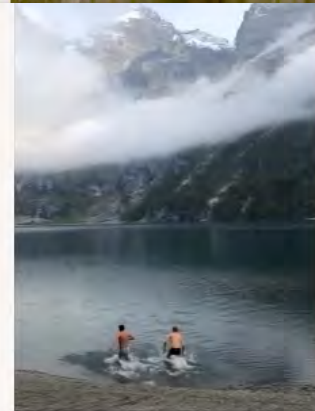


lofos

CULTURAL PROGRAMMING

ABOUT
SERVICES
TEAM
EXPERIENCES
CONTACT

- Programming strategy
- Talent research
- Creative partnerships
- Property experience calendar
- Artist & residency programs
- Immersive rituals & seasonal celebrations
- Local community integration



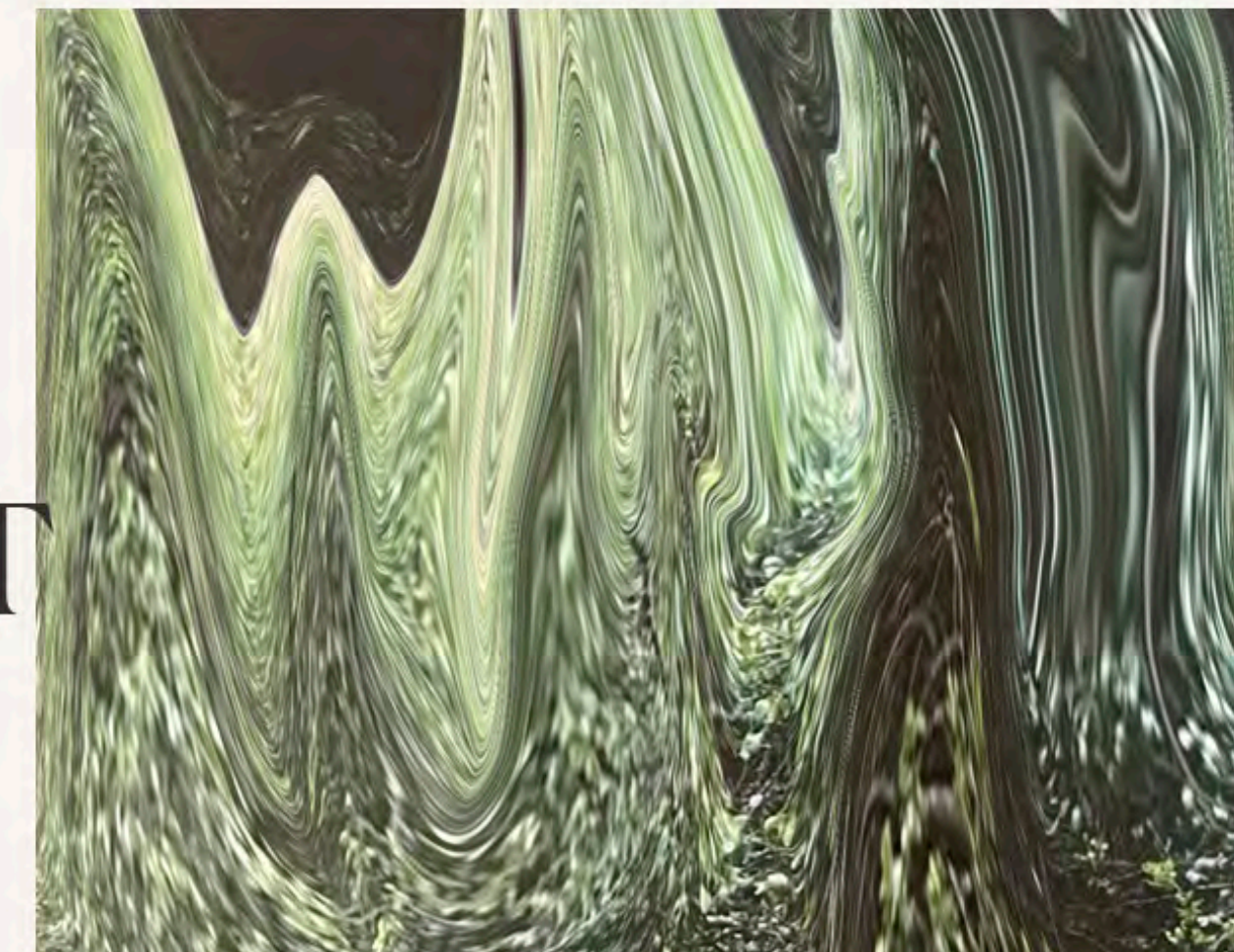
PROGRAMMING SPACES THAT EMBRACE A SLOWER PACE OF LIFE, WHERE INDIVIDUALS CAN CONNECT TO THE DISTINCT ESSENCE OF A PLACE.

Lofos is a hospitality consultancy shaping brand experiences and guest journeys for hospitality, residences, and retreats.

We help visionary developers and operators bring their concepts to

CONCEPT DEVELOPMENT

- Venue theme development
- Guest experience design
- Locally-informed concept layering
- Signature brand touch-points
- Amenity curation



CASE STUDY

Design Hotels Book Taste and Place

RESPONSIBILITY

Illustration

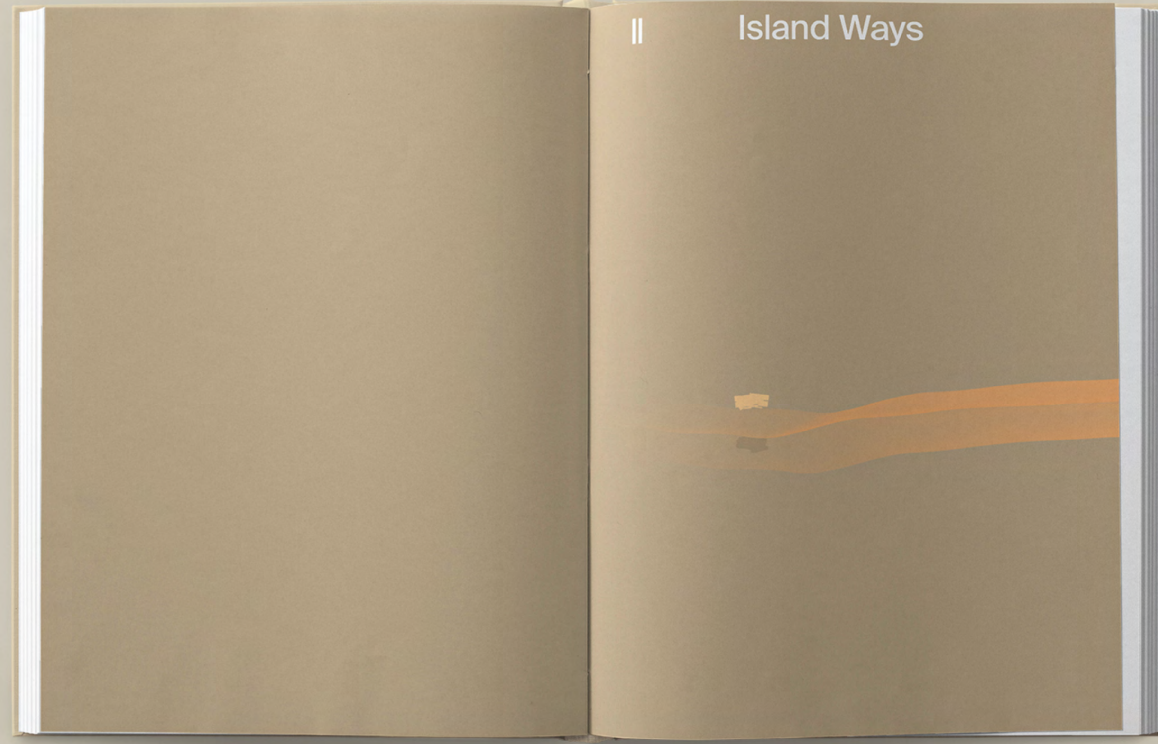
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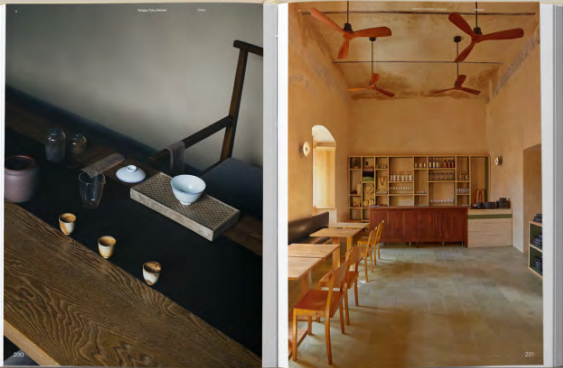
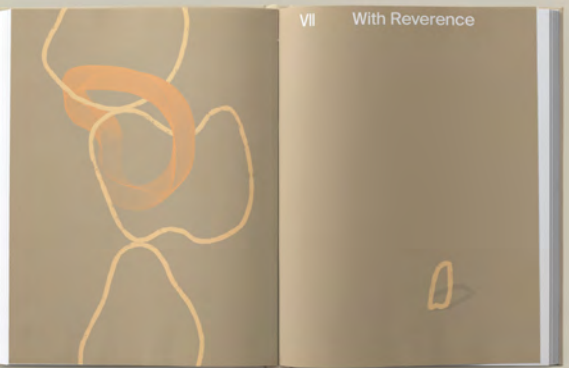
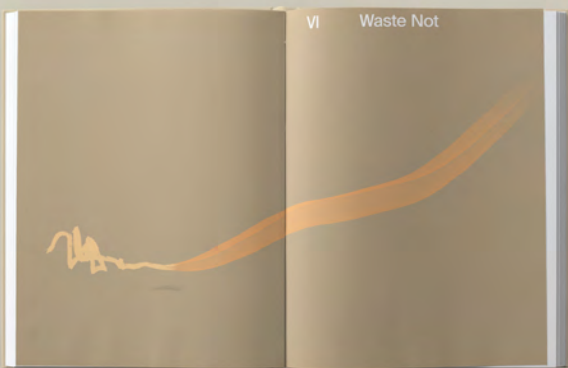
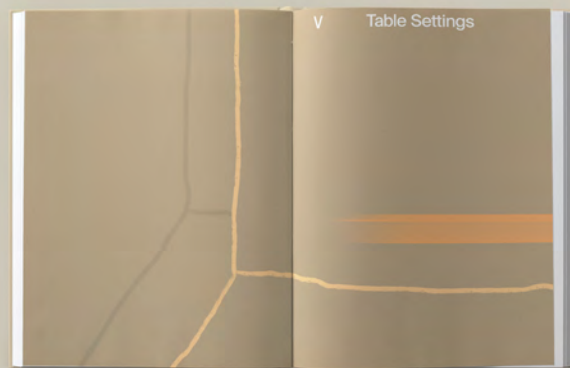
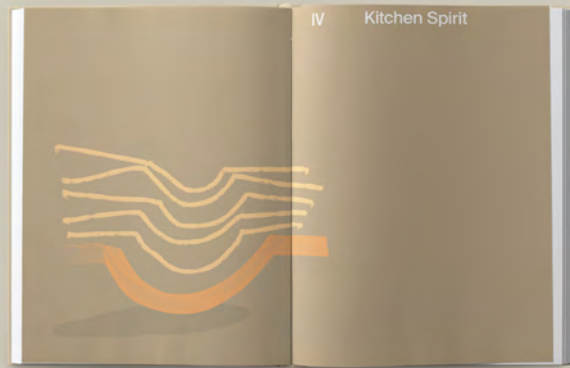
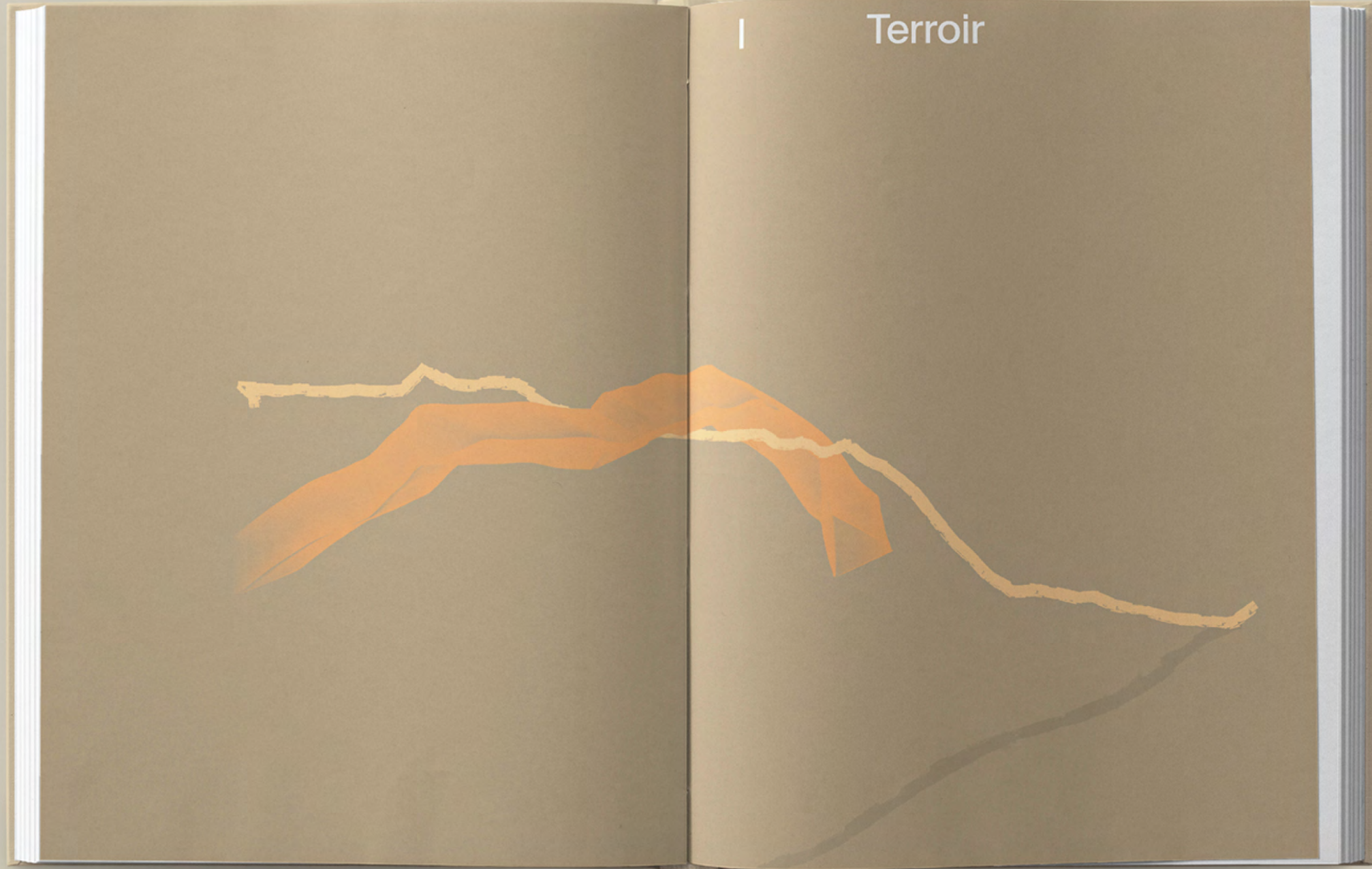
Hospitality

Taste and Place: The Design Hotels Book is a broad and inclusive exploration of food, an integral part of purposeful travel.

The illustration of the cover touches on the topics of food, circularity and connectivity.

Additionally to the cover I created 8 illustrations for the Chapters from ,Terrior' to ,Island Ways' from ,Homegrown' to ,Waste Not'.

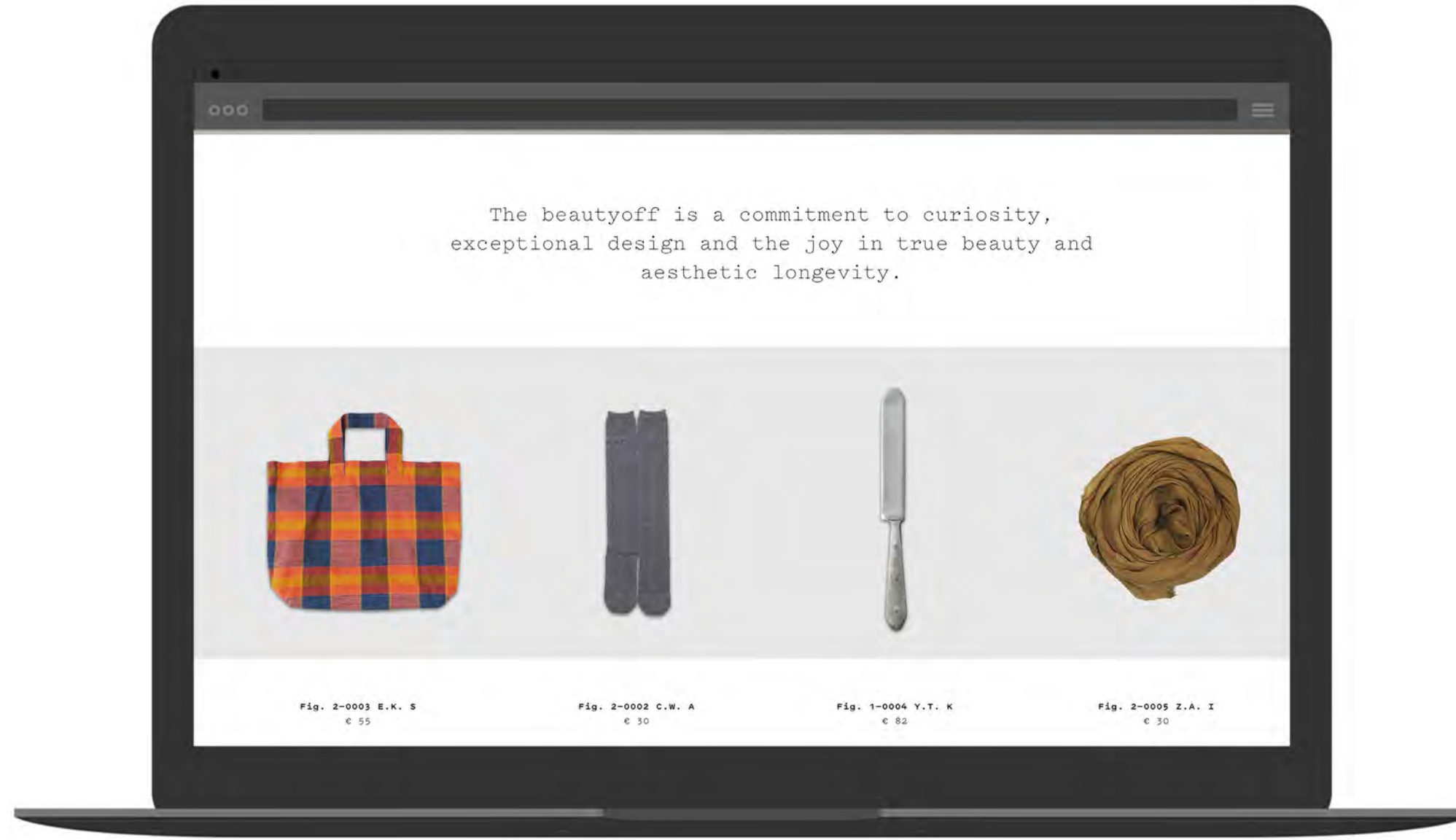
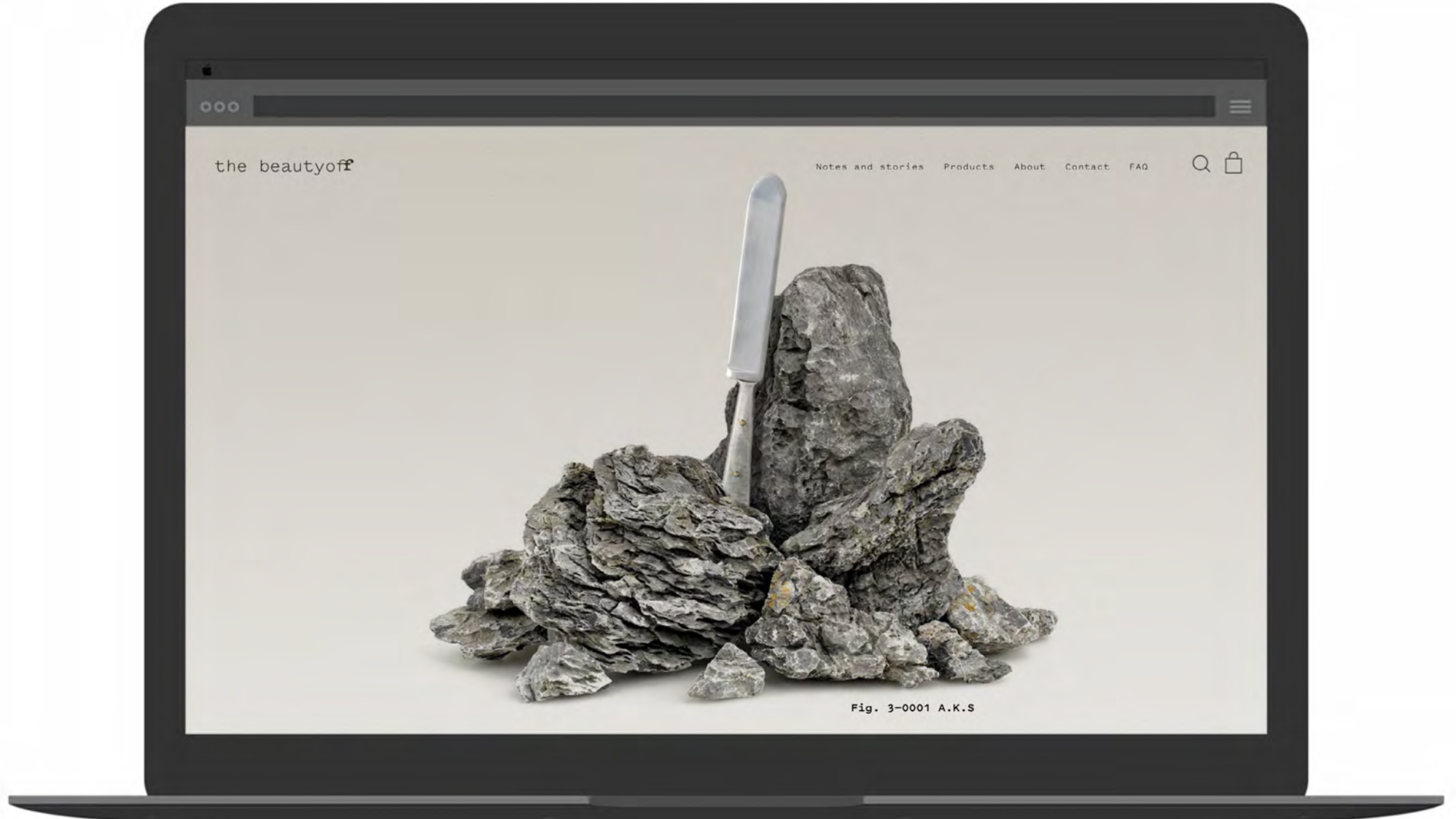
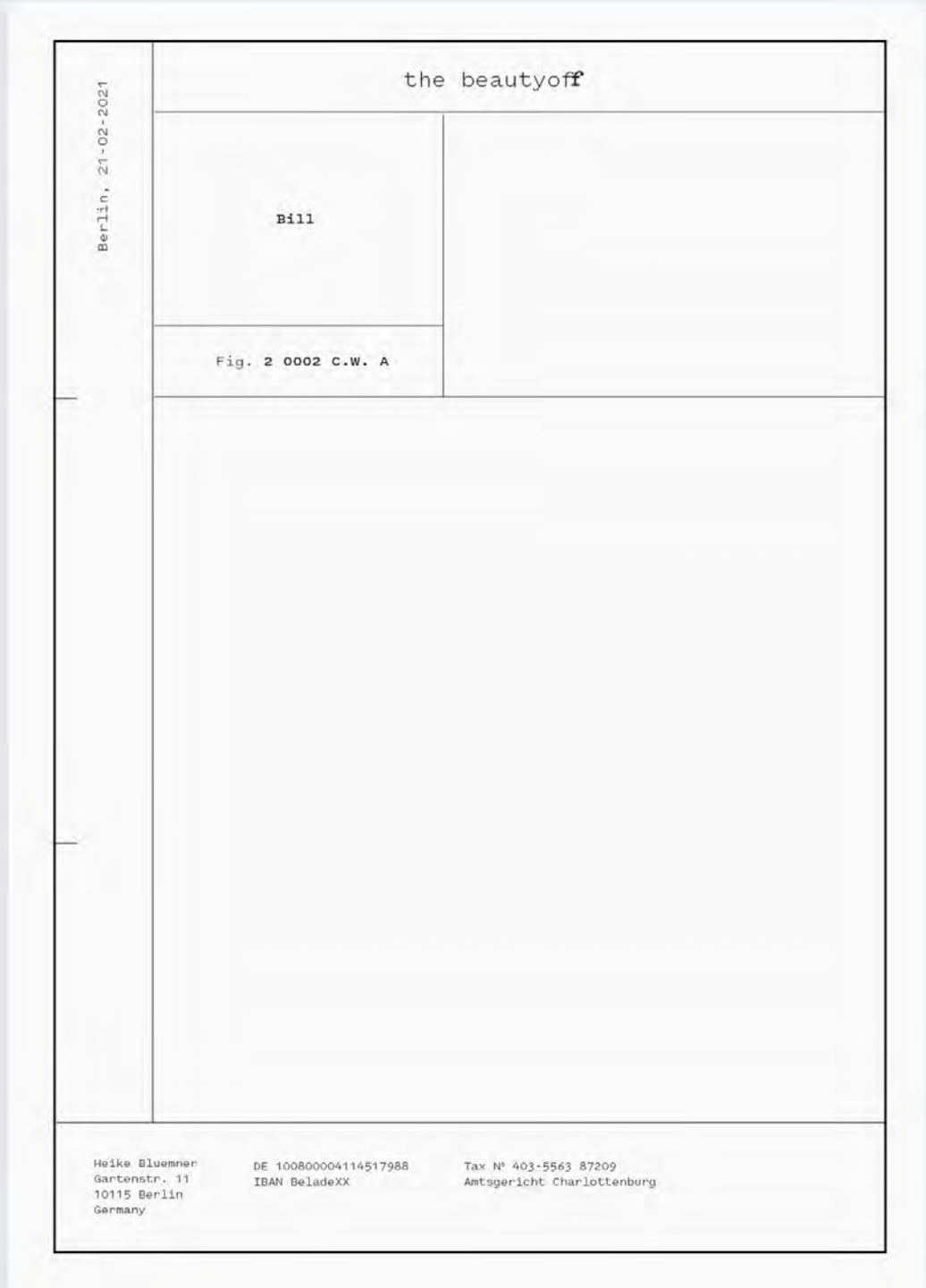


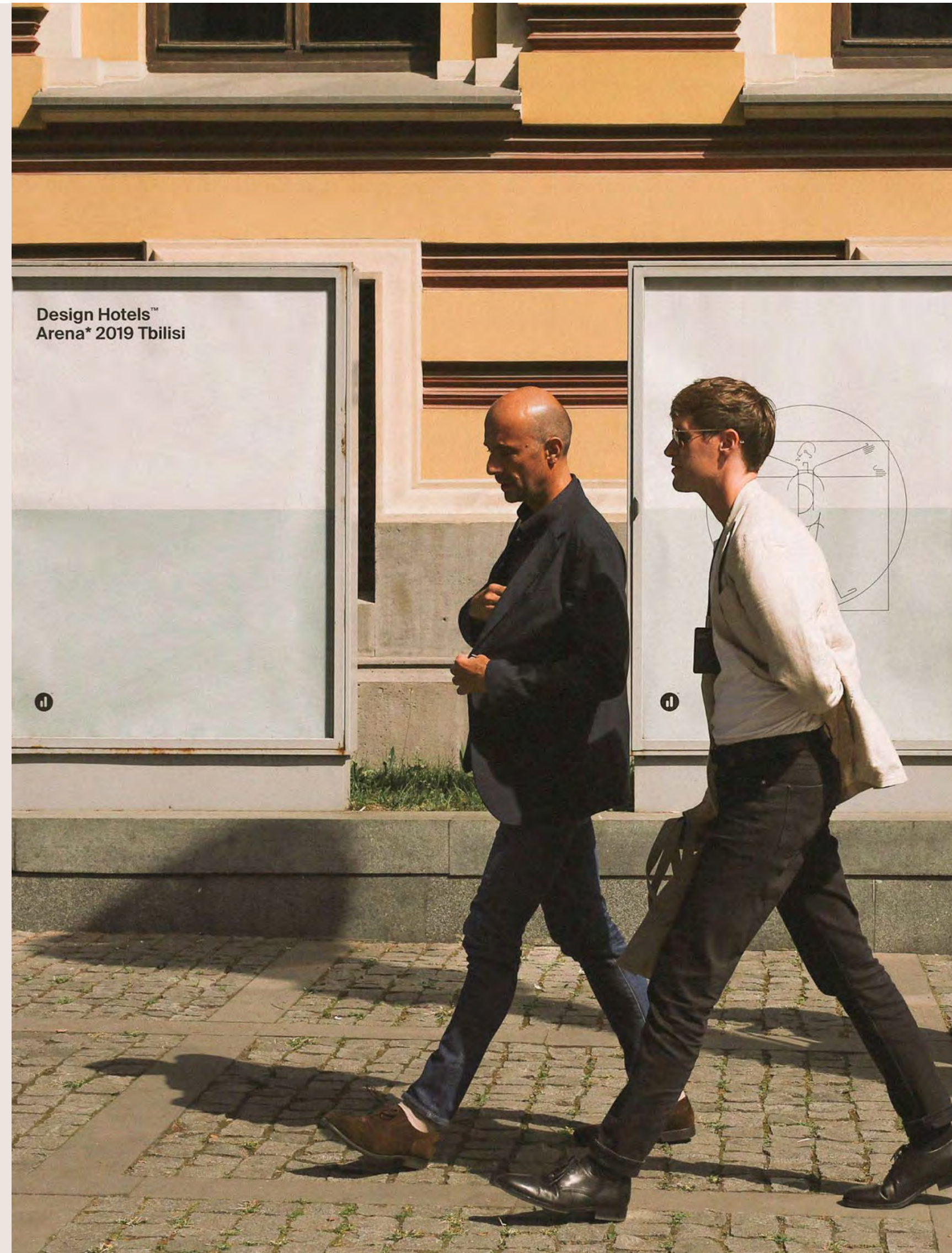


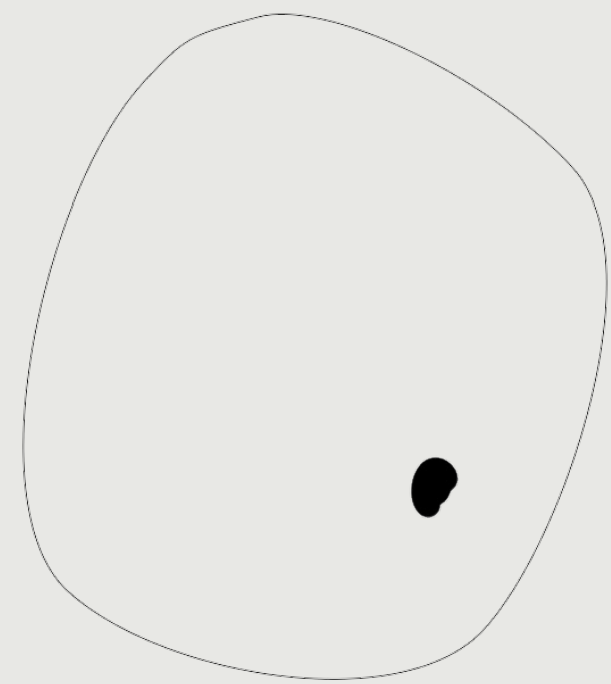
ARCHIVE

Fragments from earlier
chapters of my work— for
those who still wonder where
the story began.

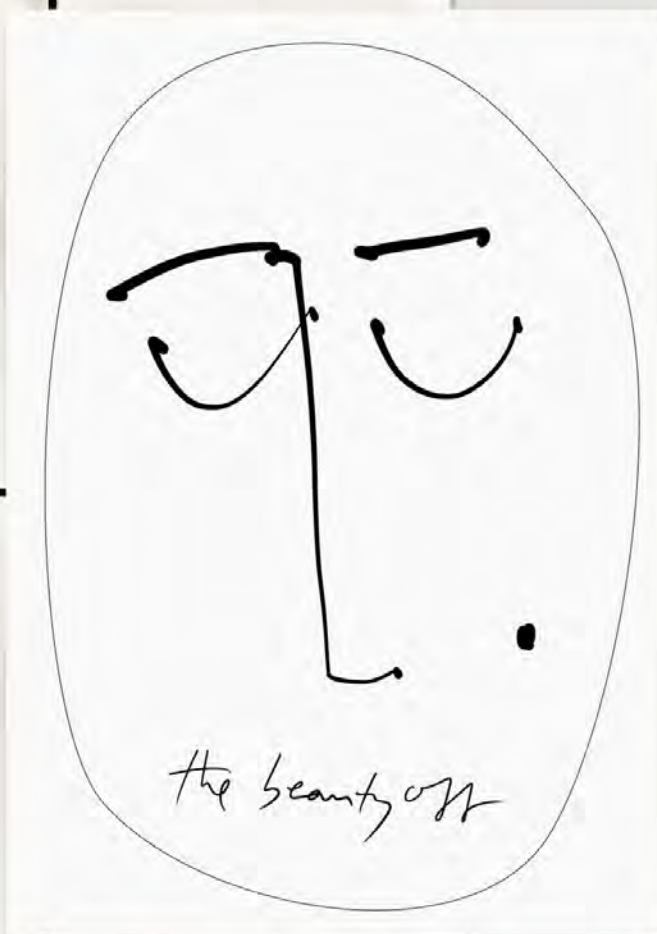
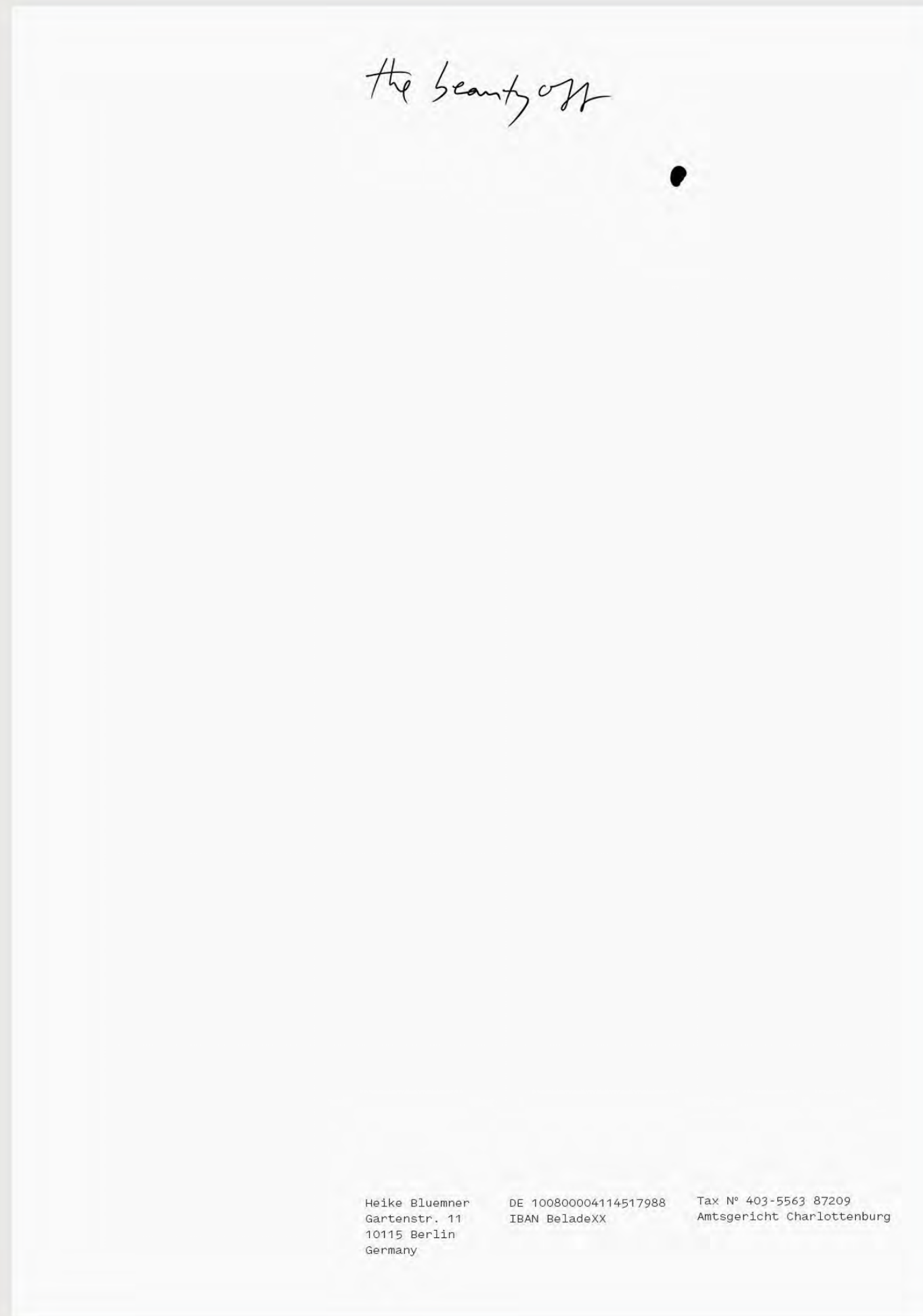
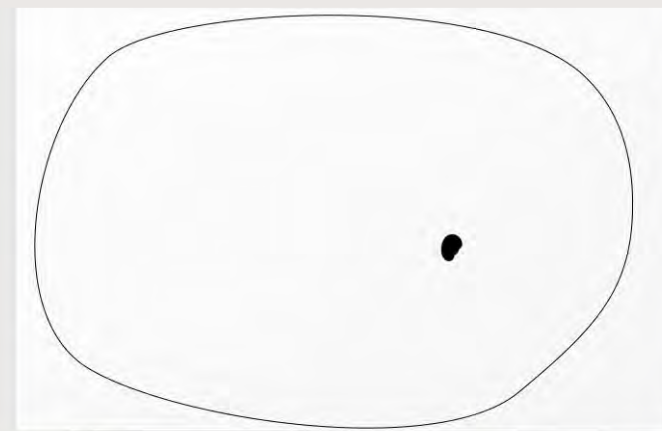
the beautyoff

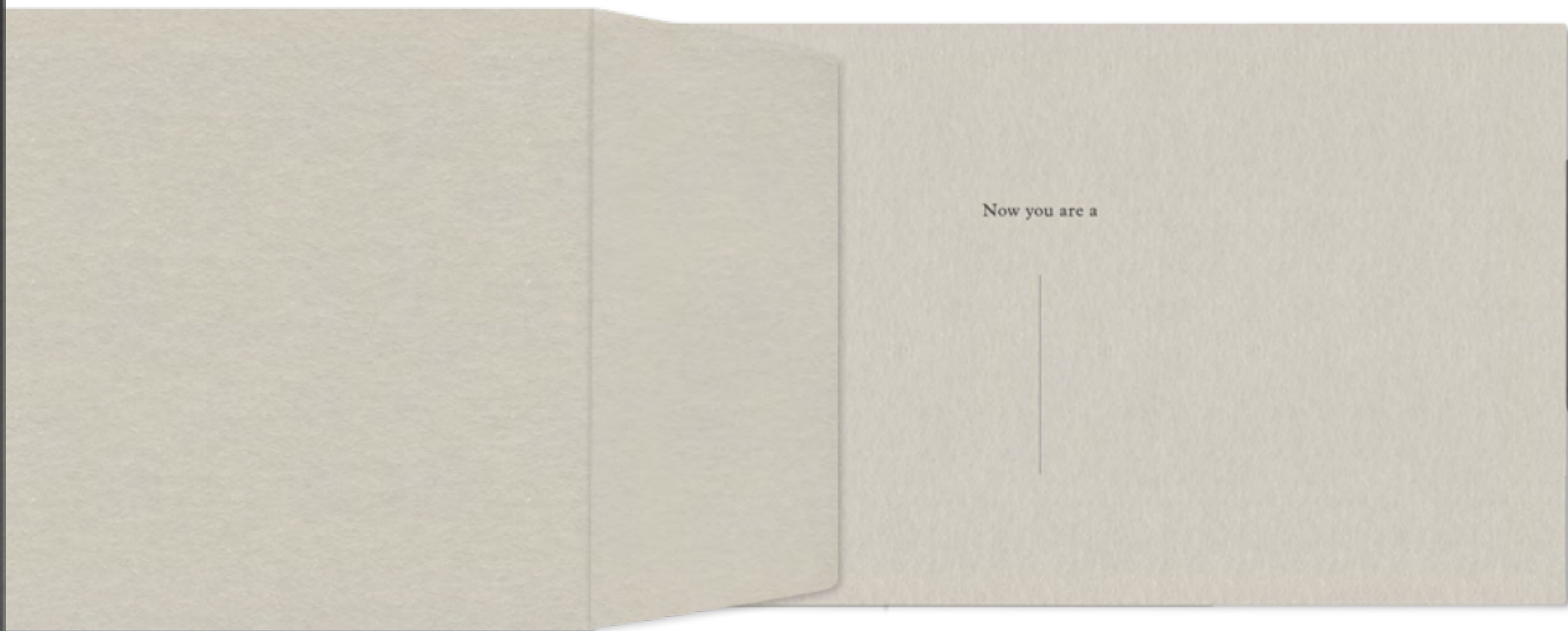
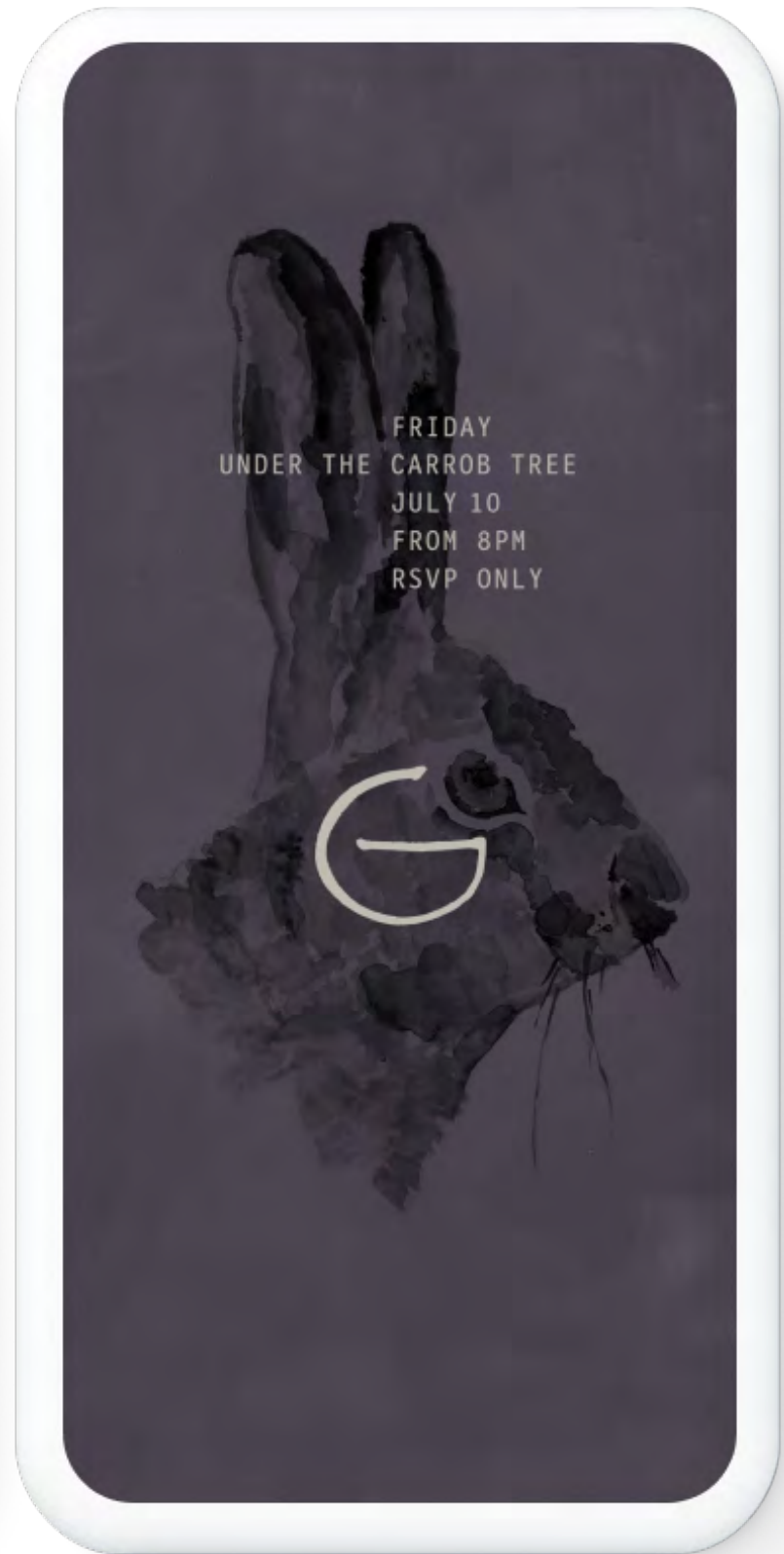
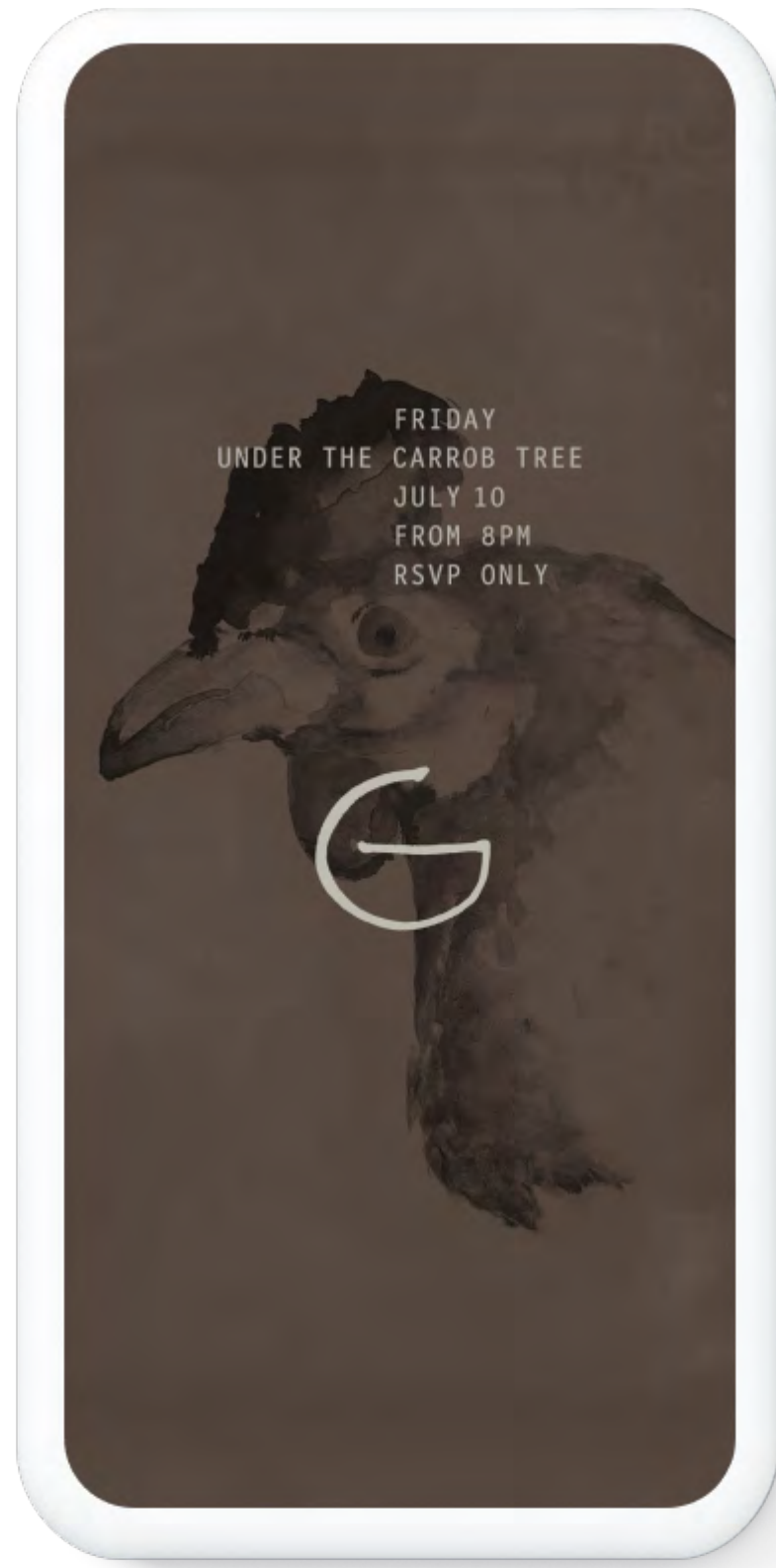






the beauty off







Büro Hanni Pannier

hanni@hannipannier.de

+49 163 2494 757