



GWANDHAUS for Bavaria and Austria

Gössl's *Gwandhaus* (German for "cloth hall"), located at Morzger Strasse 31 in Salzburg, is a grand estate that offers guests and visitors alike an exceptional experience: every month, the main Gössl store presents timeless as well as innovative models of the dirndl, the traditional Austrian dress, which is ideally suited for everyday wear. Whether classic models or different garments for ladies and gents for work, leisure or special occasions, the Gössl collection offers customers a wide variety. The wedding collection features most graceful and precious models.

In the museum, unique historical pieces tell of times long gone by. A glimpse behind the scenes in the spacious tailor shop unveils a world of artistic needlework and premium fabrics.

The *Gwandhaus* Restaurant delights visitors' taste buds with Austrian and Bavarian regional delicacies.

For cultural events, weddings or corporate celebrations, the *Gwandhaus* offers a splendid ballroom – a most popular choice for any special occasion.

The property's name is infused with rich history: in the late Middle Ages, magnificent *Tuchhallen* (synonymous with *Gwandhäuser*) existed mainly in northern Germany and in Flanders. These well-appointed halls were used by the tailor's guild as warehouses and sales stores as well as for representative events and celebrations.

The *Gwandhaus* in Salzburg forges a bond between a century-old, yet increasingly rare tradition and today's dual purpose: commercial sales and cultural events. Under the *Gwandhaus* roof, clients, visitors, employees and guests meet to sample, taste, purchase, celebrate or talk – just like they did centuries ago.

What presents itself as a magnificent estate was renovated in 2005 in a labor of love, lots of dedication and attention to detail. In the late 17th century, the elegant path that lead from the city of Salzburg to the Hellbrunn Palace was lined with fantastic buildings belonging to members of Salzburg's high nobility. At the time, the property known as *Rupertihof*, built in 1677, was one of the most successful estates in the area. Between 1722 and 1844, the property was beautifully decorated, and it received a grand interior. In 1867, Rupert Baron von Imhof acquired the property which was taken over by his son Max in 1904, a passionate collector and art lover. When the *Rupertihof* had to be sold again in 1931, it wound up in the hands of the wealthy Steinbacher building magnate-family from the city of Wels. The *Rupertihof*, which was in serious need of renovation, was converted into a villa. During World War II, the building was severely damaged. In 1945, the widows of officers residing there were forced out and the Americans moved in. It was not until the 1950s that the *Rupertihof* was renovated and turned into a hotel.

In 2004-2005, Gerhard Gössl took over the project and revitalized the former hotel and castle St. Rupert and added a new wing. In May 2005, the *Gwandhaus* for Bavaria and Austria opened in grand



style. Mr. Gössl restored the former Ruperti property to its former glory and once again gave it its distinguished place in the long row of castles on Hellbrunn boulevard. Today, the *Gwandhaus* is a public place that invites visitors and guests to indulge in new encounters. It comes as no surprise that the *Gwandhaus* carries its host's signature: this is where Mr. Gössl is and feels at home. This is where one can see his brand, smell it, taste it, and live it.

The groundwork for the sophisticated ambience of the *Gwandhaus*, cherished by both visitors and employees, was originally laid by Grete and Leopold Gössl in 1947. They started manufacturing and distributing blouses in the small town of Grödig. Their success story of traditional shirts and blouses culminates today in collections of high-quality traditional garments – most of which are still made by hand and highly popular in the alpine world and beyond.

***Gwandhaus* for Bavaria and Austria**

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GÖSSL STORE at the *Gwandhaus*: open daily from 10 am to 8 pm, even on Sundays and holidays

***Gwandhaus* RESTAURANT & CAFÉ:** The terrace with a fantastic view of the Alps and the comfortable vaulted indoor rooms await visitors as early as 8 am for a delicious breakfast and later in the day to indulge in traditional cuisine.

GWANDHAUS EVENTS: Monthly specialty events, including concerts, theater, film, comedy as well as fashion shows.

GWANDHAUS BALLROOM: The ballroom comfortably accommodates 350 guests and is the ideal venue for balls, weddings, celebrations, conferences, seminars, congresses, and much more.

For further information, please visit: www.gwandhaus.com

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