

Press Release

Lana/Cologne/Berlin, 9.10.2017

“From the guests’ point of view” - four emotional films for the sustainable 5-star vigilius mountain resort in South Tirol

Based on the creative concept “simply: be.”, developed by Petershagen Kommunikation in 2015, four emotional films that turn the hotel’s philosophy into an experience were now realised for the vigilius mountain resort. All of the films take on the perspective of the guests and address the core groups of interest of the house. The realisation for Petershagen Kommunikation took place with Dagmar König as director and creative director as well as with partners from South Tirol and Austria.

With the four films “Rhythm of nature”, “Immerse yourself”, “Unwind”, and “The essence”, the 5-star vigilius mountain resort is showcasing the experience of life it is providing for its guests on the Vigiljoch near Merano. The films are part of the overarching concept with the claim “simply: be.” with which the special value proposition of the house is being transported. The concept was developed by Petershagen Kommunikation in 2015. Three of the films are dedicated to hotel guests, while the film “The essence” is pointing to the house as a location for creative meetings and conferences. “We are the one island in the mountains that is offering sophisticated people the peace and quiet, the space, and the sensory experience to be very close to themselves. Based on different facets, the recently finished films reflect exactly this feeling that we are offering our guests each and every day at an altitude of 1500 metres”, the hotel’s director, Claudia Tessaro, is explaining the objective of the measure, adding: “Petershagen Kommunikation now has also convincingly set into scene in film our claim of ‘simply: be.’” At present, four films were produced for the sustainable and motor vehicle-free luxury resort that is accessible only via a cableway. Two more will be following in the coming winter season. The release of the films will take place gradually.

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“simply: be.” - Identity-based communication for a sustainable luxury hotel

In 2014, Ulrich Ladurner, owner of the vigilius mountain resort, contracted Jens Petershagen and his business consultancy Petershagen Kommunikation for an identity analysis of his hotel opened in 2003. Based on this foundation, Dagmar König (creative design) and Jens Petershagen (strategy and systemic consulting) developed, jointly with design professionals, an overarching concept that placed the culture of the hotel, its organisation, as well as the communication on a new foundation. In addition to various measures that integrated both the employees as well as the partners and suppliers of the house, the creative concept “simply: be.” was created in 2015, with which the hotel has repositioned itself since.

Creative design: “Thinking, and feeling from the guest’s perspective”

The creative design of the new films consistently pursued the perspective of the guest and is therewith scoring for the identity of the vigilius mountain resort which is summarising what’s expecting the guest with the claim “simply: be.” “We have to think, and feel from the perspective of the guest. Und fühlen. Seeing through the guests’ eyes, perceiving through their senses - that was the underlying thought for the films. With this, we are intentionally setting this special location apart from the image films that are to be expected in the industry, even in communications,” Dagmar König explains the film concept. As the director of the films, the resident of Berlin is, also responsible for the creative direction of the overall communication concept for the vigilius mountain resort in close cooperation with Cologne-based Petershagen Kommunikation.

Implementation with partners form South Tirol, Austria, and Germany

“The vigilius mountain resort is, quite naturally, identifying itself with the South Tirol region, but at the same time we are also very cosmopolitan,” Claudia Tessaro said on the occasion of the release of the films. As such, it wasn’t even a question to gain South Tirol partners for the implementation of the project and to also rely on know-how from Austria and Germany. For the casting of the films, South Tirol actors were contracted, selected by Merano-based Bibiane Oldenburg Casting.

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Petra Rohregger, from Bruneck, has already been in front of the camera for various cinema and TV productions for the German-speaking regions and gained stage experience with theatre productions in Germany, Austria, and Italy. Peter Dorner has been living in South Tirol since 2012 and already had various roles, including in cinema films. Subsequent to working as a consultant and businessman, the native of Bavaria took over an old family property in South Tirol in 2012. The project was realised with Merano-based film production firm F-TECH under the direction of Peter Prantl and Martin Gruber in cooperation with Innsbruck-based art director, composer and sound designer Christoph Egger of Ch2 media.

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About the vigilius mountain resort

The vigilius mountain resort is a 5-star design hotel on the car-free Vigiljoch in South Tirol, near Merano. With its special architecture, the vigilius mountain resort is consequently following a sustainable overall concept, for which it has received multiple awards internationally, including as the first hotel in Italy with a ClimateHouse A certification. The hotel features more than 41 rooms and suites, a beautiful view of the Dolomites mountain range, is open all year round, and accessible only via a cableway. The vigilius mountain resort was designed by its owner and South Tirol businessman Ulrich Ladurner in close cooperation with the architect Matteo Thun, under the motto: "eco, not ego". The house, opened in 2003, is employing a staff of 45 from the most diverse of nations and is being led by the hotel's director, Claudia Tessaro.

More information at www.vigilius.it

About Petershagen Kommunikation

Petershagen Kommunikation is an identity-based marketing consultation partnership with headquarters in Cologne, Germany. Founded in 2008, Petershagen Kommunikation is mainly active for mid-sized and family-owned companies. Its service portfolio encompasses branding projects, programmes for positioning, and communications consulting in acute situations. The focus of its strategic consultation services is, a systematic analysis of identity for companies and marketing-based areas of action derived from this. Customers of Petershagen Kommunikation come from highly diverse sectors such as industry, energy, waste disposal, recycling, the food industry, traffic, commerce, insurance, law offices, consultation companies and the hotel industry.

More information at www.petershagen-kommunikation.de

Photographic material/films:

The films as well as high-resolution photographic materials are available under this [Link](#).

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