

ice Q GOURMET RESTAURANT

James Bond Location 'Spectre' & Alpine pleasure at its very best

JAMES BOND LOCATION 'SPECTRE'

The filming of the new James Bond movie 'SPECTRE' has taken place in Sölden, Austria. The ice Q restaurant was exactly the location that they were looking for. There are already people visiting the restaurant who want to be in the same place as James Bond was – when asked if they have a reservation, the answer may be: 'Yes, my name is Bond, James Bond' or 'No, but I would like a table next to Daniel Craig please'. The waiters are being asked for martinis 'shaken, not stirred'.



Being a location for a James Bond production is a huge opportunity to reach new tourism markets and to advertise in countries where Sölden isn't known yet. There will be different ways of integrating the James Bond experience during a Sölden visit. Brainstorming on how to use the 'Bond location' for tourism has already started. It will take time until it will be obvious for the visitor that James Bond has been in Sölden, as everything that is planned always needs prior approval by London. Jack Falkner, the CEO of the Bergbahnen Sölden lift company, wants to be a dependable and fair partner who uses the James Bond name only in a manner that is permitted by the production company. There will be a lot of people watching this movie and many fans want to see in real life where the film was made.

JAMES BOND LOCATION 'SPECTRE' The behind the scenes footage (Source: YouTube JAMES BOND 007 channel) has been viewed 2.8 million times already and shows the mountains around the ice Q restaurant in Sölden, the glacier road and the Rettenbach glacier. The press conference interviews were done at the ice Q restaurant and Léa Seydoux welcomes the viewer's with the words: 'We are in Austria in the Mountains in a beautiful place called Sölden'.



Dave Bautista alias 'Mr. Hinx' describes the scenery as 'very surreal' because it 'looks like a painting'. The press conference at the ice Q was his first time ever on a mountain. Gregg Wilson, the Associate Producer, describes the scene as one of the major action sequences of the movie – 'a jewel in the crown, so to speak – it's going to be spectacular and Austria seemed to offer everything that we needed to pull it off'.



Martin Joy, the Production Manager for Austria, describes the filming in Sölden: 'There are all the difficulties of filming somewhere that is so cut off coupled with the weather possibilities, the altitude, all

those things. It's a real challenge to be up there but the pay-off is stunning scenery and an incredible location'.

Dennis Gassner, the Production Designer, describes the ice Q: 'We found a very unique and modern facility that we were looking for - we are going to continue the history of the Bond films in making things that are exciting to look at'.



'What could be more exciting than
being on top of the world?'

GOURMET RESTAURANT ice Q



The ice Q gourmet restaurant, which opened in December 2013 at the peak of the Gaislachkogel in Sölden, is probably one of the most spectacular buildings in the Alps.

Sölden, a vibrant hotspot in the Alps, impresses every time with its three-thousand metre mountains, superb slopes and unique attributes – and this

dreamy alpine experience has never been as impressive as the new ice Q - the stylish, contemporary temple of indulgence on the summit of the Gaislachkogel.

Our ice Q gourmet restaurant is located at 3,048 metres altitude, glistening like a diamond in the sparkling winter sun; through its puristic glass facade your gaze is opened up to the spectacular scenery all around. The ultra-modern 4.5 million Euro gourmet restaurant, which stands on a hydraulically moveable high-tech foundation, was designed by Innsbruck architectural firm Johann Obermoser. In 2010 the same architects designed the new Gaislachkogel cable car, which brings visitors from the valley up to the mountain in a record time of just 12 minutes. The glazed building, located right next to the Gaislachkogel cable car, consists of four levels atop of each other, and impresses with its clear, linear forms. The building work was conducted using steel, wood and glass, with the spectacular 900-m² glass facade lending the project a unique and impressive appearance. The interior is dominated by local materials, as expected, like natural stone from the glacier and solid wood for the furniture, wall, floor and ceiling coverings. An Alpine experience in a unique atmosphere is the focus – with regard to both the nature and the cuisine.



This culinary summit meeting brings together 'Alpine Cuisine' and sophisticated wine culture to form one harmonious and inspiring whole. Fine produce from the alpine area is to be found on the excellent menu, which, accompanied by select wine, inspires real gourmets. One very special wine is the PINO 3000, a full-bodied, three-country wine. This wine matures here on the Gaislachkogel in the cask wine cellar designed

especially for it. The incomparable atmosphere and the sophisticated ice Q lounge also invites you to enjoy private celebrations, company events, presentations and small parties.

The ice Q LOUNGE & SUMMIT DINNER

Off with the winter boots or ski shoes and into some cosy sheep's wool slippers; enter a realm of relaxation, contemporary alpine lifestyle and inspiration. Your whole day will be enjoyable and relaxed in this superb mountain panorama - fine Alpine tapas, great choice of Champagne & Wines and sunshine on the 100 m² panorama terrace.

The romantic highlight is the fine dining **'Summit Dinner'**, under the glistening stars. Every Wednesday there is music to accompany your dining experience, and fine wines too. Exquisite food from this realm of alpine indulgence - presented by our team of chefs, with Patrick Schnedl at the reins.

SUMMIT DINNER – FINE DINING IN THE GLORY OF THE STARS

- Summit Dinner at over 3,048 m above sea-level beneath the sparkling stars
- Every Wednesday during winter season
- Ascent at 6 pm / Descent at 10 pm / Meeting point at the Gaislachkogel cable car station
- € 118.00 per person

YOUR HOSTS



Passion and conviction, a shared vision and a common goal are attributes which link host Valentino Schwarz and Maître de Cuisine Patrick Schnedl. The interaction of their talents has given rise to a unique pleasure space, which provides sophisticated indulgence, celebrates a young lifestyle and re-defines the traditions of Alpine Cuisine. What results is exceptional; there is a great deal of esprit, re-inspiring the much-travelled connoisseur; all finding a brilliant home in ice Q at 3,048 metres altitude. In the specially constructed wine cellar on the Gaislachkogel and in the restaurant, the lounge and the panorama terrace, you will enjoy an unforgettable experience.

Responsible for the ice Q management is the 5-star hotel 'Das Central - Alpine . Luxury . Life'.

Press:

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