

# Stieg'nhaus: Where Quiet Luxury Meets Dramatic Landscapes

## — Press Release



Surrounded by striking mountain peaks and peaceful Alpine meadows, the newly opened six-suite hotel Stieg'nhaus in Austria offers a serene, intimate experience deeply rooted in its surroundings. High-quality, natural materials and a personalized approach to hospitality complement luxury amenities, including two suites with in-room saunas, a rooftop wellness area, a terrace with a warming fire pit, and a casual fine-dining dinner experience. Thoughtfully conceived by a design-conscious couple, Stieg'nhaus is a place where guests are immersed in calmness and refined seclusion.

Click [here](#) to view Stieg'nhaus on [designhotels.com](#).  
To download images of Stieg'nhaus, [click here](#).

When *Originals* Maria and Tom Heidenreich decided to build a life in the Austrian Alps, they wanted more than to just relocate: They wanted to build something of their own, something shaped by a sensibility for design, atmosphere, and thoughtful hospitality. After many years of dedicated work, the couple has opened the doors to Stieg'nhaus, a six-suite hotel in the quiet village of Mühlbach am Hochkönig, Austria, where understated elegance and high-quality materials are complemented by personalized service and attention to detail to cultivate an intimate, private residence experience. Surrounded by peaceful meadows and dramatic peaks, the historic Alpine village remains secluded, providing a true sense of stillness and authenticity—a direct reflection of the hotel's ethos. At Stieg'nhaus, everyday rhythms slow down and guests can truly unwind and feel at home.

“Stieg'nhaus was shaped by the idea of presence and purpose. We wanted to create a place that feels calm, intentional, and inspiring—for ourselves and for others,” Maria and Tom say. “It is a place rooted in its surroundings, with thoughtful design, natural materials, and a quiet kind of hospitality.”

The hotel, which opened in mid-June, was designed with the guiding principle of “pure and present.” Housed within a building from the 1990s, architect Carolyn Herzog of H Kollektive worked alongside Maria and Tom to develop a concept based around the building's original *stiege*, a beautiful spiral staircase with textured walls and antique hammered-metal handrails. Rather than highlight it as a singular feature, the resulting design concept lets the essence of the staircase flow into the otherwise fully renovated house, with its form echoed in rounded corners, curved walls, and grounding brass elements.



The design philosophy is also naturally connected to the principles of wabi-sabi, valuing simplicity, imperfection, and allowing materials to age and transform. As a result, Stieg'nhaus showcases entirely custom, locally crafted furnishings as well as textured surfaces in muted tones and an abundance of natural materials, including stone, linen and other fine fabrics, and warm woods.

A sense of warmth and quietude extends throughout each of the six individually designed suites. Intentionally coarse wall textures are paired with oak floors, soft lighting, and luxury bed linens by Douxe. The standout Pergola Suite features a sauna with mountain views, terrace, and outdoor whirlpool, offering a fully private spa experience. Also providing a secluded wellness experience, the Circular Suite has a sauna built into the space's central, oval-shaped architectural element. Bathrooms in all suites are designed to encourage relaxation and recentering: Every suite has a freestanding soaking tub and custom stone basins with fittings by Italian design brand Gessi that act as functional art pieces, highlighting the natural beauty of the materials and reflecting the curvature of the *stiege*. Additional

amenities include beauty fridges stocked with premium Woods\_ Copenhagen skincare products and Dyson hair styling tools.

At Stieg'nhaus Restaurant, guests take a seat in elegant Linteloo chairs designed by Sebastian Herkner, covered in bouclé and with legs and armrests in a shimmering, hammered bronze material—a subtle interplay of texture and form that echoes the building's architectural language. From the kitchen, an à la carte brunch is followed by lunch, afternoon aperitifs and snacks, and a casual fine-dining dinner service. The overarching concept centers on origin, authenticity, and clarity of flavor. The dinner tasting menus draw inspiration from five elements: pastures, water, earth, fire, and nectar. Every afternoon, the feuerring, or fire pit, on the terrace comes to life, preparing for the signature Feuerring Experience, where cooking over an open fire becomes a shared moment.

Beyond the in-suite amenities, the hotel's terrace and rooftop provide further spaces of tranquility and comfort. Guests can soak in the surrounding views from the terrace with a glass of wine next to the meditative fire pit

or from the rooftop wellness area, where a whirlpool, cold plunge, and sauna look out onto the Hochkönig massif. Downstairs, there is a room awash in soothing sounds where massages and beauty treatments are carried out with luxurious Omorovicza products, as well as a fitness studio for those seeking more active recovery.

“Our goal was to establish a place for people who appreciate design, pay attention to quality, and are looking for a special atmosphere,” Maria says. “Our standards are high, in the choice of materials and in how we interpret hospitality.” The result is a hotel that embodies the concept of quiet luxury, where an intimate experience prioritizes personal wellbeing and a deep, holistic connection to the surrounding environment.

### **Location**

Stieg'nhaus is located in the heart of Mühlbach am Hochkönig, a small mountain village at the foot of the Hochkönig massif, one of the most striking regions in the Austrian Alps, renowned for its hiking, climbing, skiing, and panoramic trails. Positioned directly in front of the village church, the hotel is part of the village center and a grocery, bike and ski rental services, and traditional alpine restaurants serving regional specialties are within walking distance. The hotel is a one-hour drive from Salzburg and 40 minutes from the well-known recreational area of Zell am See.

**About Design Hotels**

Design Hotels represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

In 2017, Design Hotels launched Further, a traveling laboratory for experiential hospitality that transforms hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing Promad, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing Promadic movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels offers its members insightful travel industry knowledge, from market trend consultancy to

international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. In 2019, Design Hotels joined forces with Marriott Bonvoy, enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program.

**Marriott International, Inc.** (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of nearly 8,000 properties under 30 leading brands spanning 139 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company offers Marriott Bonvoy®, its highly-awarded travel program. For more information, please visit our website at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com). In addition, connect with us on Facebook and @MarriottIntl on Twitter and Instagram.

**Notes for Editors**

For high resolution images and more information on our member hotels, please register in the Design Hotels Virtual Press Office [press.designhotels.com](http://press.designhotels.com)

**Notes for Editors**

For high resolution images and more information on our member hotels, please register in the [Design Hotels Virtual Press Office](http://DesignHotelsVirtualPressOffice.com).

For additional information, please contact us via email [press@designhotels.com](mailto:press@designhotels.com) or phone at +49 30-8849 400 70.

For reservations, please refer to our website [designhotels.com](http://designhotels.com) or find the appropriate Design Hotels toll-free number [designhotels.com/toll-free-numbers](http://designhotels.com/toll-free-numbers).

© Design Hotels 2025

Design Hotels GmbH  
Rummelsburger Seeblick 1,  
10317 Berlin, Germany

[designhotels.com](http://designhotels.com)

**The Culture Journal:**

[www.designhotels.com/culture](http://www.designhotels.com/culture)

**Join the Journey:** [www.designhotels.com/about](http://www.designhotels.com/about)

**Further:** [www.designhotels.com/culture/further](http://www.designhotels.com/culture/further)