

La Perla

fam. Costa

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CORVARA

If you are seeking where the spirit lies, realise that you are the spirit
If you are searching a crust of bread, realise that you are the bread,
Look to understand that which I am saying:
Every single thing is there where you are.

Gialal al-Din Rûmî



Picera presentaziun

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“ *Welcome and hospitality. The traveler seeks simple pleasures.
At times there may be ambitious goals as pushing back the boundaries,
or adventurous dreams as crossing rivers and mountains
However what we essentially seek is a place where body and mind are at ease
In this sense we have our House
Here there is a great extended family
All working day after day to give vitality and purpose to one and all
Values are cherished and there is much know-how
Virtues we look to spread and share on an equal footing.
And as the mystical Persian poet wrote more than eight centuries ago,
'Travel as you are and take on the journey which is within you,
And the gold of the land shall be yours.' “*

The Dolomites

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Nosta Tera nosta Vita



Not only magnificent mountains but also a community of industrious inhabitants.

Geographically our Ladinia, or Dolomite region, is a relatively small area. Yet, a whole lifetime does not seem to be enough to appreciate its beauty and richness. Not for nothing they have become a UNESCO World Heritage Site. Anyone who loves nature and is captivated by the extraordinary human experiences that are associated with it will find their lost paradise here. Not only magnificent mountains but also a community of industrious inhabitants. People here have strived to maintain their unique identity, traditions and harmony making this beautiful landscape look like a fairytale. It is easy to become lost in time but the essence of the Dolomites is that time does pass and that we are only travelers temporarily passing through and whilst we may reflect on our existence and the nature of time itself it is also clear the responsibility we have to preserve this land for future generations to appreciate and be

inspired by the marvel that is mother nature. Casting our gaze wide we see that the flowers on balconies dominate the scenery of ever green meadows, the quaint wooden houses never cease to amaze and the animals grazing on pastures land inspire sweet bucolic dreams among the young and the old alike. Historically we find ourselves at the edge of a territory that had been part of Austria for four hundred years and, as a consequence of the events of the First World War, has become part of Italy since 1919.

The blend of Ladin, Austrian and Alpine traditions becomes a colorful and surprisingly unique deep-rooted melting pot. In sports, many among the leading mountaineers of all times have linked and continue to link their lives with these mountains where jagged peaks and walls of all shapes have offered and still offer memorable adventures at every level.

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The hotel

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La Perla

**great Mountain Manor –
Tyrolean style and with
a lot of Ladin culture
and tradition**



The La Perla Hotel is an example of a great Mountain Manor – Tyrolean style and with a lot of Ladin culture and tradition embedded. The fifty-four rooms have been designed in three different styles using delicate shades and soft furnishings that reflect the true character of South Tyrol. The property is surrounded by a garden area lined with trees, tree house, and solarium next to the vegetable garden. A green panoramic terrace on the first floor allows guests to enjoy time, space, and tranquillity in contemporary luxury. The “Salus per aquam” - spa waters - completes the area dedicated to well-being. Here you can find a range of regenerating treatments like the saunas, Turkish baths,

Kneipp, hydro massage, swimming pool and last, but not least, our health and beauty experts will educate guests about regeneration using local cosmetics, natural products and mountain spa treatments. Right next to the hotel is one of the most important ski slopes of the Dolomiti Superski carousel and sport in the summer is celebrated in a front wing of the hotel developed as the Pinarello Lounge, it boasting a display of bikes of past and present which have been the landmarks of cycling. Pride of place goes to the Dogma F8, the most innovative of racing bikes. Guests have the chance to try out some of the most modern bikes the industry has to offer.

As of May 2005, the La Perla Hotel is the first hotel in South Tyrol - Alto Adige to be a member of “The Leading Small Hotels of the World”, a prestigious group that guarantees the highest standards of hospitality and luxury.

Vision

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Nosta filosofia



**Strawberries in winter
are not for us,
or Californian wine.**

“There will be no fruits of the forest on our winter menu, and apple strudel in summer is out - storing apples in cold rooms requires high energy consumption. We follow a very precise scheme: our first choice are organic products from the Val Badia, our second choice are organic local products from the region. When organic products are not available we opt for organic products produced in Italy, Europe and so on. We avoid importing from overseas, with the exception of Fair Trade products such as coffee, chocolate, bananas. Organic apples from China will not be preferred to "conventional" apples from South Tyrol.

We do not offer actively meat of a Friday for the excessive consumption. It is important to dedicate a thought to the animals themselves, after all they are an essential part of nature too!

Going organic is not a trend, it is a lifestyle choice, a philosophy. It is essential to live in harmony with nature because we ourselves are NATURE. “

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Our style

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Ladinité

Each bedroom is elegantly furnished with antique local furniture and boasts, among precious pieces, several collections of hats, walking sticks, latches, locks, teapots, cutting boards, lids, antique vests, etc. all meticulously looked after by Anni Costa and excellently preserved over the centuries. Attention to detail and the use of reclaimed old wood are the principles of the house: there are six authentic South Tyrolean "Stuben" dating back to 1700, and adapted by Ernesto in 1976 to replace the conventional hotel dining rooms. As soon as you enter the hotel there is an air of something special as your eyes fall on the floral arrangements and the materials used to adorn each and every corner. As you progress through the hotel your impression is confirmed as good taste and decorative flair are pleasant reminders of the loving care dedicated to the ambience.

Our location

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La posiziun Imacolada



La Perla.
Situated in the Upper Badia Valley, surrounded by the Dolomites, the Queens of the Alps.

Located in Corvara in a mountain landscape of unsurpassed beauty the Costa family prides itself in the hospitality offered to clients. A mix of comfort, award winning cuisine, and Ladin culture contribute to a convivial and welcoming atmosphere that only a family run hotel can produce.

The story began when Ernesto Costa, a ski instructor and plumber who was born in 1931, built a six-room house. In 1957, when he sought a license for the hotel he was obliged to choose a name and flicked through a telephone book in the municipal authorities till his eye was attracted by the name – La Perla. Situated in the Upper Badia Valley, surrounded by the Dolomites, the Queens of the Alps, the La Perla Hotel is located in an extremely favorable geographical position in the old core of the village where there was once the church and original Ladin style houses. It is

only 30 meters away from Col Alto, which was the first ski lift in Italy.

Two generations of the Costa family have now run the hotel and they celebrate the Ladin tradition to the full and welcome the guest into a family setting which in its tradition, welcome, culinary aspects is a true manifestation of hospitality. The sons of Annie and Ernesto Costa, Michil, Mathias and Maximilian are all committed to maintaining this hospitality and together with a loyal team of staff their focus remains clear.

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5 Dining Options led by a Special Chef

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Cin' restoranc
y un n scéf ladin

What delights emerge when the flavors and traditions of the south meet the delicacies and traditional menus of the Ladin valleys. It is as if Italy is an open dish made up of the deeps of the sea and the highs of the mountains. The result is an array of simple, genuine, and delicious creations. Such is the expertise of Nicola Laera, still in his early thirties, and his attitude and preparation are a lot to do with the fact of having as father a distinguished chef from Puglia and a Ladin lady determined to show him all the goodness of canederli and Ladin traditions as mother. Nicola's cuisine is not just vaguely attached to his origins as many chefs will dare to claim but it is all to do, body and soul, with his background, upbringing, and attitude. It is as if his creations are very much part of something deep-rooted and special: fertile earth; fantasy; respect; culture; and more than just a touch of class. Nicola not only aspires to quality, but strives to understand what quality is made up of in all its essential parts: a product may be considered excellent but if behind the product there is evidence of questionable practices and treatment then there is certainly no space for it in his kitchen. No discussion, no deliberation, the

Executive chef of hotel La Perla and of La Stüa de Michil.

As father a distinguished chef from Puglia and a Ladin lady determined to show him all the goodness of canederli and Ladin traditions as mother, which explains several things.

approach is set in stone. One hears a lot in the world of cuisine about direct distribution, local produce, and general respect for the environment. It is however one thing to dress speeches with grand sentiments but it is entirely another task to satisfy guests' palates with contemporary choices based on non-compromising criteria. Nicola is not one who speaks a lot or looks to put himself in the public eye. He is more concerned with facts, or should one say with the creation of dishes, and what splendid dishes they are, his track record as a chef speaking volumes for this skill and dedication. As a young chef, he served under the attentive eye of a real star chef - Norbert Niederkofler. Moving on from the glamour of St. Hubertus in San Cassiano he established himself at the bio hotel Hermitage in Madonna di Campiglio. And now the chance to shine in La Perla, a star location that shines brightly in its four distinctive restaurants. Passion and energy will be to the fore as Nicola leads his team in La Stüa de Michil - the gourmet restaurant of Hotel La Perla, Les Stües - the house Stube moving more and more to innovative choices free of animal protein, La Perla bistro - a journey through Italian delights, the L'Murin tavern - a welcoming atmosphere with a touch of chic, and the



Le Stües

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L'restaurant de cíasa



**Once you cross
the threshold, the feeling
that prevails is amazement.**

Style and comfort are the distinctive features of Les Stües, our half board restaurant, where the Ladin tradition and decor will add to your eating experience. There is far more to enjoy than any simple menu can relate. The tables are exquisitely set and the choice of floral arrangement, crystal, and general decor is a joy to behold. It is true indeed that art and authentic setting can add to the dining experience and this is certainly true here. The wood paneled rooms and the choice of color create a wonderfully relaxing ambience where time is no

longer of the essence but pleasure and indulgence are certainly encouraged.

A refined yet friendly service adds to the occasion and the cuisine itself is a treat for the palate. Simple and traditional Tyrolean dishes offer distinctive and memorable tastes.

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La Stüa de Michil

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L' restaurant Gourmet
1* Michelin

The Stüa de Michil is in itself a celebration of art and life. One could imagine to dine as if it were 1600, such is the splendid ambience afforded by the two Stuben of that time. Chef Nicola Laera's cuisine has all to do with creativity, he is never tired of creating special pleasures for guests. At times, it is as if the seasons and the elements are an integral and essential part of the menu choice and each dish is prepared to a magnificent perfection.

The Stüa de Michil was first awarded a Michelin star back in 2002, and the menu is distinctive in that it highlights and celebrates local produce in season, produce selected with an acute awareness of its characteristics and benefits, as well as embracing fair trade products, and bio ingredients of outstanding quality. The passion of the chef and his team finds its expression in the memorable occasion – a dining experience indeed par excellence.



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Bistrot La Perla

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Ciasa da fuch mediterana
y südtiroleja



‘Bistro’ is an Italian synonymous and we do our best in this instance to promote all that is good and genuine of the country, as for example the Norcia salami, the ‘Gianni d’Amato’ spaghetti, or the famous steak from Florence.

The bistro area is indeed special in that it is positioned close to the main bar, an imposing yet elegant structure in fine precious wood and the lighting arrangement provides for relaxation and the whole setting is nicely discreet. There are thirteen tables ideal for guests looking for a snack, a quick lunch, moments to relax over an aperitif, time to indulge and to enjoy an afternoon tea with a pastry selection. ‘Bistro’ is an Italian synonymous and we do our best in this instance to promote all that is good and genuine of the country, as for example the Norcia salami, the ‘Gianni d’Amato’ spaghetti, or the famous steak from Florence.

In the early evening and through to midnight the Bistro comes alive with music and provides the ideal location to enjoy a cocktail, a shooter, a glass of champagne or even a tantalizing long drink of fruit



and vegetable mix. For your pleasure chef Nicola Laera prepares a selection of high quality appetizers, they reach from the Mediterranean kitchen to South Tyrol. And for the after-dinner drink there is a fine selection of rum, cognac, whiskey, and vodka. And for the beer enthusiasts there is a choice of draft beers or even some of a non-alcoholic variety.

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Restaurant Ladinia

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Ostaria da Munt



An alpine restaurant in the heart of the old village centre. One of the oldest, near to L'Murin, and with stunning view on Sassongher. Ladinia represents the history of the village in many ways and stands proud in the sublime position. The interior is full of reminders of how life once was and every shaft of light and suggestive corner seems to tell a tale. More than a house it is a welcome retreat for body and mind and the guest is sure to feel the pressures of daily life melting away. The simple joys as expressed in the decor of the Stube, the tables set in pleasant but not elaborate manner. The menu focuses on Alpine produce, local food taking pride of place in respect of mountain traditions and the wine list stands out for the inclusion of many small and distinctive wine cellars, mostly from South Tyrol, which take pride in producing eco-friendly wines of superb quality.

In the wooden floors which tell of a time passed by, in the few object that speak, in the light which filters through the woodframed windows, it is the intimacy which one can breathe.

The Ladinia is also a mountain hotel. It was 1930 when Cesco Kostner decided to transform the house into a small guest house. It was registered as Licence number 1 in the village records. The bedrooms are few but welcoming and cosy. The bathrooms are small but have the advantage of pure Dolomite water! Here you will feel pleasantly at home, no trappings of luxury and excess but a place full of essential pleasures. It as if the mountain spirit permeates through and gives peace of mind and an air of content to all happenings.

Breakfast is rich in home-made produce, the speck served as a Tyrolean surprise is as fresh as any farmers could be.

Mahatma wine

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La cianô



**More than thirty thousand
bottles originating from Italy,
Switzerland, Austria,
and naturally enough France.**

In the changing world of today where there is much uncertainty and not little consternation it is comforting to have reference points which tell us much of the past and promise good for the future. Mahatma Wine is our much-loved wine cellar. With thirty thousand bottles and three thousand labels the cellar is the centre-piece in this labyrinth of surprises not only associated with the world of wine, but of music, sound, senses, feelings.

The patrimony is of more than thirty thousand bottles originating from Italy, Switzerland, Austria, and naturally enough France. Stepping into Mahatma Wine is a special and memorable experience. In many

ways, it reflects the story of the Costa family for it is all about passion, culture, commitment. It is also all about Sassicaia - in these cellars there is a collection which proves to us why in ancient times it was referred to the nectar of the Gods.

As for the total stock of the cellars there are more than 30,000 bottles, 2,000 labels, and the percentage of wines from South Tyrol reaches 50%.

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L' Murin

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Legend has it that this wooden house right opposite Hotel La Perla was once a mill, hence the Ladin name L'Murin. But no one here has ever seen shovels turn, not even bags of flour scattered around. The fact is that now and for several years now L'Murin has been an authentic institution not only in Corvara but in the whole of Val Badia.

In winter it turns into a very popular *Après Ski*, with lots of music at full volume and skiers of all ages and sexes who have a great time.

In summer, L'Murin was for years a tavern that baked legendary pork ribs and a soup and beans. From this season it becomes a brewery, a meeting place made of music, also played live, soft lights, veranda and seats in the garden surrounding the house. The name is Biraria L'Murin, strictly in Ladin: it is open every day except Monday, when just like the barbers' shops it is closed! You can have an aperitif, you can dine, of course there are also pork ribs with potatoes in foil, but the emphasis is on beers, of a craft type and of excellent quality from all over Europe, served in bottles and on tap.

On Sundays, the Biraria opens from 10 a.m. until 4 p.m. with dishes from Weißwurst, Brezel and Weizen, which here is called Frühshoppen, and those who want to have lunch can choose from the menu. Vives!



The wellness center

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Salus per aquam



One dimension where mind, heart and body can find the right balance and discover the magic sound of silence.

It was the great composer John Cage who noted that absolute silence does not exist in that the body itself gives out its own pulsations and vibrations.

Listening for silence in a certain sense listening to the sounds of rhythms of one's own body – the heart beating, the blood circulating, the lungs dilating, muscles flexing.



In our wellness centre we invite guests to relax and to feel in harmony with their own bodies, assisting them via treatments and massages ideal for both physical and spiritual wellbeing. Our range of skin beauty and health treatments is based on active ingredients such as grape, edelweiss and arnica and we use cosmetics that are produced in Corvara. And of course, there is always the opportunity to relax in the pool after an invigorating day on the slopes or a healthy hike or leisurely walk.

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Mountains to live

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Munts da vire



The Dolomite landscape entices visitors both in winter and summer. Ski slopes and nature trails abound. Choose a snowshoe excursion or a hiking adventure. Ice-skating or a bike ride on the roads which made legends. There is every opportunity to immerse yourself in nature and take in the colors and the smells, the beauty and the magnificence of the mountain landscape. Ladin villages are a delight, they are full of tradition and style.

Dolomiti Superski has 1200 kilometers of slopes and 450 lifts, and in Alta Badia alone there are 132 kilometers of slopes for skiing and snowboarding. In

Here it is possible to immerse oneself completely in the Dolomites, here it is possible to contemplate their real essence.

summer enjoy a game of golf on the 9-hole course at 1700 meters of altitude, complete with clubhouse, putting green, driving range and the assistance of golf professionals. There are literally hundreds of paths for every level of hiking, climbing schools, vie ferrate, themed routes and historical itineraries. Roads connecting to the high Dolomite Passes are ideal routes for lovers of cycling. The Sella Ronda besides there are many possibilities to explore both on-road and off-road routes and discover memorable places and enjoy memorable days.

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The old family home

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La ćiasa vedla



Here one can breathe authenticity from the first step one makes to enter in this own world.



„La ćiasa vedla“ is the old house and birthplace of Ernesto Costa, which stands 80 meters from the hotel.

The Ciasa vedla dates from 1400 and portrays an ancient world that has remained intact, from the Stuben to the old stoves, from the manual tools and commonly used accessories of the time. Guests are carried back in time, observing old clothing, handmade games made by the Ladins of the Val Gardena, kitchen utensils, books, skis, boots, looms, basins... all rigorously original and antique. Wine tasting, country style dinners and aperitifs are organized.

The old house is the ideal location for photographic sessions in an authentic mountain atmosphere.

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Service and courtesy

Sorvisc y jintilëza

The tradition of hospitality is a guiding principle which leads us in our work day after day. A guide is available daily to take our guests on excursions and walks. Room service is available 24/7 and there is a welcome from our hotel patisserie on arrival, a selection of seven different pillows on request, duvets, in-room safe, robe and slippers, hairdryer, wellness-center basket and grape based bathroom products are part of the complementary range we have designed; floor service is available twice a day. All rooms are equipped with LCD, high-resolution, flat screen TV, and Wi-Fi. Concierge services: ski instructors, bike guides, bike renting, para-gliding, excursions, ski pass, babysitting, garage, laundry, dry-cleaning and ironing, taxi transfers and restaurant bookings. Small pets are welcome. Note that there is no minibar in the rooms. We wish to avoid unwelcome and constant noise and not to waste energy unnecessarily. There is always a member of staff on hand to provide for your every need. For whoever loves cycling and cannot wait to bike the Passes which have written the history of cycling, we offer a bike hire and assistance service, and we also organise excursions whereby you are accompanied by guides who know every bend, every climb, and every downhill in the Dolomites.



Common Welfare Economy

CWE

In these years of crisis, crisis not only in economic and financial terms but also in the sense of ecology, of depleted resources, of concern about democracy and the lack of values generally, there has been a movement in creating a new interpretation of entrepreneurial activity and consideration. The goal is a different type of business organism which does not view profit as the sole indicator of performance, this reasoning because it has become clear that often improved financial results go hand in hand with labour cuts, with damage to the environment generally and the land in particular, not to mention greater poverty, criminality, and worsening of health care provision. In simple words the search for profit and the obsession with competition create undesirable behavioural patterns, and there is an absence of values, trust is missing, responsibility is not willingly taken on, and mutual help and cooperation are seen as a weakness.

Selfishness, bitterness and irresponsibility are the flaws the system produces. To attempt to right this wrong in 2011 a group of pioneering companies chose to pursue the common welfare economy model. And



today there are more than six thousand companies all over the world which support this model of an alternative economic reasoning. Which are the fundamental principles of this system created by Christian Felber, an economist now enjoying an international reputation and author of the Common Welfare Economy? Above all there needs to be a new strategic dimension: the primary objectives of a company are no longer profit and financial competitiveness, but cooperation and the common good are placed at the top of the priority list. As an instrument of company performance the Common Welfare Economy replaces the emphasis on profit by a common welfare balance analysis. This indicator measures social responsibility, ecological sustainability, democratic shared management, and company solidarity. Self interest is avoided and money is no longer the objective but the means



necessary to enable that it is the person and persons who are at the centre of a new society based on ecological dimensions.

In 2012 Hotel La Perla, together with three other South Tyrol companies, Hotel Feldmilla, Hotel Drumlerhof and Lüsnerhof, developed a balance of activity following new parameters. The entire process of analysis is being followed by a team from the Terra Institute in Bressanone, it being a research centre for innovation and ecosustainability of companies and society in general. The experience so far has been a very positive one. In the hotel one can note a new form of energy which encourages and stimulates the development of this new approach based on an understanding of the Common Welfare Economy and that it is one of the ways forward which presents an alternative to the traditional economic system and structure.

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Costa Family Foundation o.n.l.u.s

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La fundaziun dla gran familia



The Costa Family Foundation was set up in 2007 with a very clear aim: to protect and promote the rights of youngsters in all the world in keeping with the UN convention on minor's rights. It operates thanks to the direct participation of the Costa family, of the hotel staff and various volunteers. Hard work, commitment and tenacity are necessary to take the work of the Foundation forward. Behind all is a knowledge which pushes us forward in our daily chore: too many are the stories we hear of political repression, cultural suppression, and language denial. In certain countries, the level of alphabetization does not exceed 8% of the population. Add to this the examples of human rights being denied, of violence

and of rape and the picture is not a happy one. The Foundation carries out its activity in the sector of cooperation in favor of the populations of countries in phase of development. Emphasis is on psychological, training and social service support and with particular regard to support of children living in disadvantaged or dangerous situations.

From Togo to India, from Uganda to Tibet there are many examples of projects completed and others in operation. We can cite as examples the construction of schools, support for nutrition and irrigation projects as examples of the work being carried out. The Foundation seeks to work on several levels as it believes in the values of human dignity, solidarity, ecological sustainability, active participation of the community at large and transparency of action. In taking forward the work of the Foundation it is not only the Costa family but the entire 'La Perla' community which is committed and involved.

*Enhancing wellbeing in full awareness
of and focusing on the value of the human individual
as consideration of others is pleasure itself.*



La Perla

fam. Costa
CORVARA

A member of The Leading Hotels of the World

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