

HAMPI SCHOOP, MOUNTAIN GUIDE

Born and raised at the foot of the Säntis, the man from Urnäsch now works and lives on the fourth most prominent mountain in Switzerland. As a mountain guide, he leads mountaineers up the high Alpine peaks in all weathers. To do this, he needs a robust physique and a perfect sense of direction. Robustness and focus are qualities that we share with Hampi Schoop. These are traits that shape us and that we owe to the mountain.



*SÄNTIS,
THE MOUNTAIN
THAT SHAPES US.*



JAKOB GÜLÜNAY, ENTREPRENEUR

With his Syrian Orthodox background, he embodies impressive versatility: computer technician, sports mental coach, blockchain pioneer, successful entrepreneur, managing director of the “Säntis cable car” and Appenzeller. He is constantly reinventing himself and never forgets one thing: his roots and his values. Our down to earth attitude combined with an open-minded approach to recognize and seize opportunities inspire us to find new solutions for every project.



*SÄNTIS,
PROVIDES US WITH
INSPIRATION.*



WALTER ALDER, MUSICIAN

As a folk musician in the 4th generation of string musicians Alder and a rebellious avant-gardist, he incorporated new styles into Appenzell folk music and revolutionized it. When he found the range of the dulcimer, the traditional musical instrument from Appenzell, to be too small, he enlarged the body of the instrument, stretched new strings, and installed a pedal damping system. We strive to follow his example and make the best out of every opportunity. Unconventional thinking and courageous action characterize our approach.



*SÄNTIS,
OUR HOME.*



an alps
SÄNTIS

GRET ZELLWEGER, PAINTRESS

The artist, who was born in Teufen, already showed a pronounced love of travel at a young age and broke through traditional folkloristic painting with her art. She cuts traditional subjects out of old tin roofs or prints them as expressive woodcuts. In her long career, she has used almost every conceivable technique. Our roots in rural Appenzell customs and traditions combined with our cosmopolitan and inquisitive approach to experimentation – as well as a long-standing friendship – connect us with this impressive artist.



*SÄNTIS,
KEEPS US
FLEXIBLE.*



AQUILA CHRYSAETOS, KING OF THE SKIES

The majestic «king of the skies», the golden eagle, impresses high above the Säntis. It is the only large predator in Switzerland to have survived the days of ruthless persecution during which many other predators were wiped out in the Alps. Thanks to consistent protection, its population has largely recovered today. The proud bird glides over the peaks of the “Alpstein” and is a dominant symbol of strength and freedom in the fauna. The eagle serves as a yardstick for us: we act prudently, remain strong and preserve our freedom.

*SÄNTIS,
OUR YARDSTICK.*

