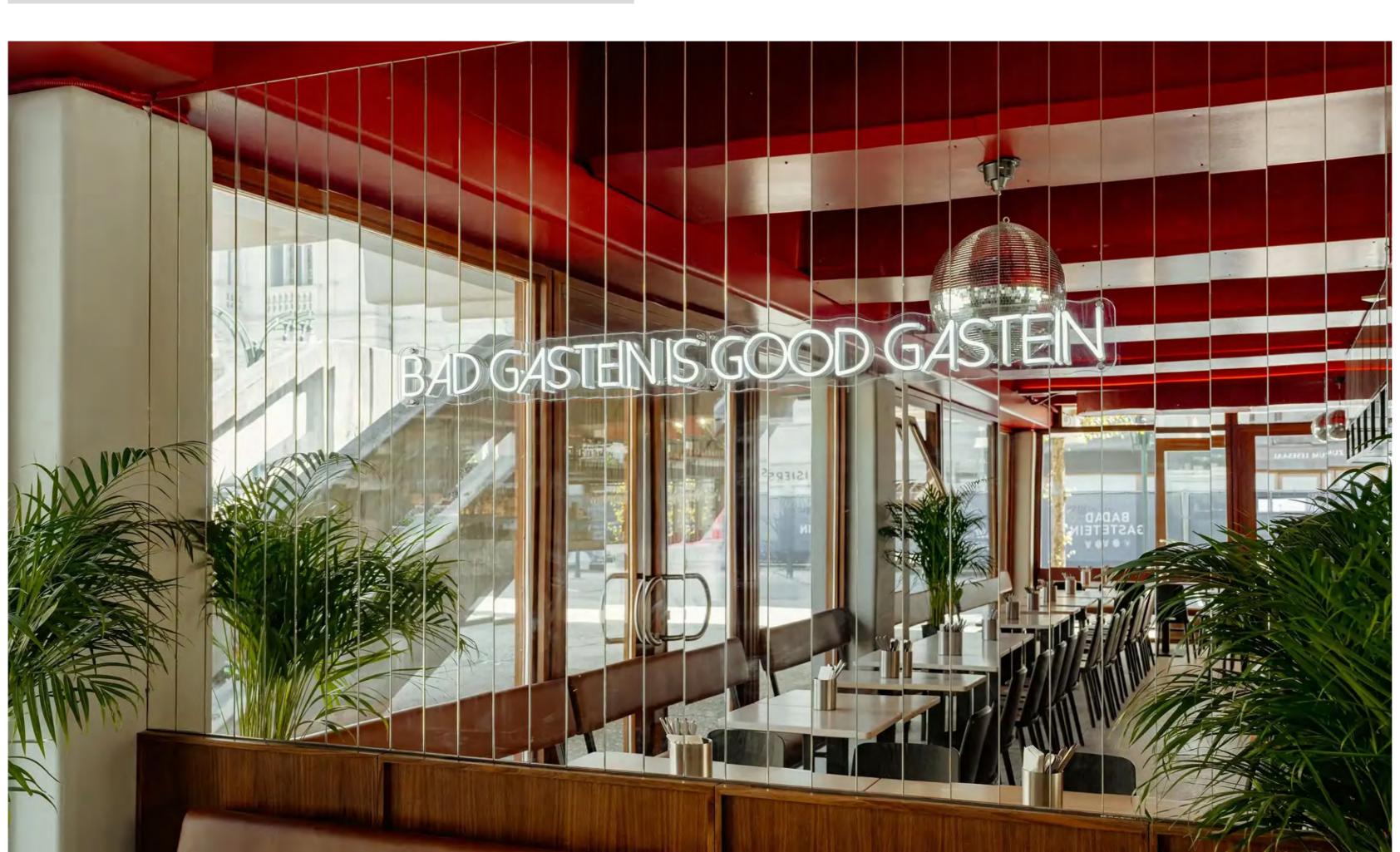
GOOD GASTEIN: BWM Ignites Bad Gastein's Glam Spirit with Bold Italo-Disco Pizzeria & Bar

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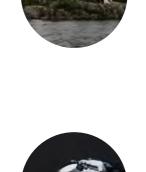
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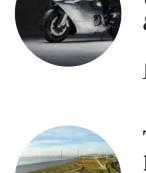
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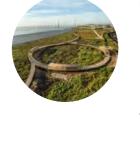
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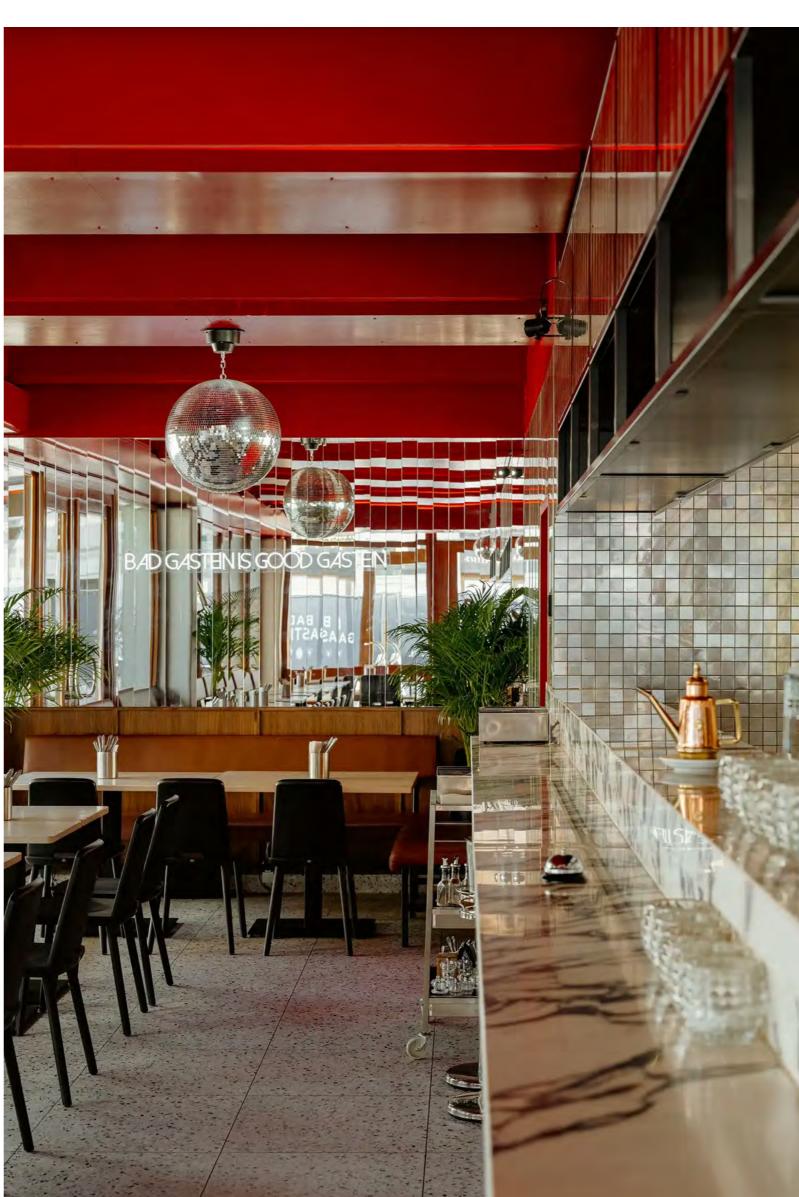
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resort finds a vibrant, contemporary heartbeat. BWM Designers & Architects have masterfully transformed a dormant section of the town's convention centre into GOOD GASTEIN, a pulsating pizzeria and bar that resurrects the golden days with a hefty dose of '70s glam and Italo-disco energy. This isn't just a new venue; it's a dynamic day-and-night concept where the crisp mountain air meets the thrum of the dance floor, proving that Bad Gastein is Good Gastein.

In the heart of the iconic Austrian Alps, Bad Gastein's storied legacy as a posh ski



BWM Designers & Architects ignite the concrete convention centre with a bold red interior, coffered ceiling, and terrazzo flooring—transforming it into a day-and-night pizzeria & bar.

Stepping inside GOOD GASTEIN is an immediate sensory shift. BWM boldly

confronts Gerhard Garstenauer's signature, imposing concrete-heavy architecture with a rich, enveloping deep red colour. This audacious choice bathes the entire space, transforming the original coffered ceiling into a dramatic, bold red canopy. Integrated lighting within the ceiling adds a dynamic touch, setting the stage for the venue's transformative nature. This striking red interior creates a visceral contrast to the surrounding concrete, instantly warming the vast hall and signalling the venue's playful spirit.



embodying GOOD GASTEIN's retro-metallic vibe by BWM.

The Italo-chic vibe permeates every detail. Faceted mirrors catch and multiply the light, while the definitive neon statement – "Bad Gastein is Good Gastein" – glows with retro-futuristic confidence, visible both inside and out. And, of course, no homage to disco's heyday would be complete without the literal ultimate highlight: shimmering disco balls suspended from the ceiling, ready to scatter light as night falls.



A surreal melted disco ball—the literal ultimate highlight—drips above GOOD GASTEIN, symbolizing BWM Designers & Architects' playful reinvention of Bad Gastein's golden days.

Materiality reinforces the retro-metallic look. Behind the bar, stainless-steel tiles gleam, complemented by the sleek **metal cladding** of the bar structure itself. Underfoot, terrazzo flooringprovides a fresh, modern touch, grounding the space with its timeless speckled texture. Dark wood tones used in the furniture and subtle wall panelling introduce essential warmth and balance, preventing the bold red and metallic elements from overwhelming and ensuring sophisticated comfort.



BWM's transformative vision: The convention centre's original coffered ceiling reimagined in bold red paint with integrated dynamic lighting, casting a warm glow over GOOD GASTEIN's Italo-disco revival.

it functions as a welcoming <u>pizzeria</u>, offering authentic Neapolitan pizza to approximately 54 seated guests. As dusk settles over the Alpine valley, the space undergoes a metamorphosis. Furniture is reconfigured, the energy shifts, and GOOD GASTEIN becomes a standing-room clubbing spot, pulsating with DJ beatsand accommodating up to 90 revelers sipping cocktails.

True to its concept, GOOD GASTEIN effortlessly morphs with the time of day. By day,



Remarkably, this day-and-night concept extends even into the restrooms. Here, a foundation of white tiles and a suspended white metal grid ceiling provide a crisp backdrop. The magic lies in the integrated LED lighting, capable of shifting colour – from the venue's signature red to cool blue or vibrant yellow – depending on the time of day. Golden details, including hand dryers and elegant wall lights, inject a consistent touch of glam, ensuring every corner of the experience feels considered.



Integrated LED lighting shifts colour in the restrooms, complementing GOOD GASTEIN's day-to-night concept with white tiles and golden details for Alpine glam.

BWM Designers & Architects haven't just designed a restaurant or bar; they've crafted a multi-sensory experience within a challenging, existing structure. GOOD GASTEIN is a triumphant celebration of Bad Gastein's illustrious past, reinterpreted for a modern audience. It's a place where history meets hedonism, concrete meets colour, and a simple slice of pizza by day effortlessly transitions into dancing under disco balls by night. This bold convention centre transformation is a beacon of Alpine cool, proving that the spirit of the golden days is very much alive and kicking.

Images courtesy of <u>Ana Barros</u>

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