

ALCHIMIE FOREVER

OF SWITZERLAND



National Geographic, April-May 2019

DOWNTIME GENEVA

On the Town

Locals reveal how to let loose in the Swiss center of finance

By Kelly DiNardo

Chocolate, cheese, and watches. Geneva, a capital of commerce (considered the sixth largest financial center in Western Europe), is often dismissed as a sleepy metropolis, but the Swiss city—home to a staggering number of international organizations that include the World Health Organization, World Economic Forum, Red Cross, and Doctors Without Borders—is shaking off its buttoned-up reputation.

There is an energetic undercurrent of cocktail bars, creative ethnic fare, and unique museums mixed in with the classic grande dame hotels, luxe boutiques, and impressive churches. This, along with the backdrop of Lake Geneva and the Alps, makes it increasingly appealing to stick around after-hours. For a mix of colorful and classic, posh and slightly bohemian activities, we turned to a few Genevois.



ADA POLLA

**CEO, ALCHEMIE
FOREVER**

TIMOTHY OULTON

For a business lunch, I love Timothy Oulton. It has the best service, excellent food, and is somewhat surprising in its decor. I always want to buy a gift for my husband there. Their furnishings and accessories are curated and masculine.

TIFFANY HOTEL

I always recommend the Tiffany Hotel to my friends. I can never decide what I love best—the art deco feel, the amazing breakfast buffet, or the central location.

FOREVER INSTITUT

For all of my beauty needs, I head to Forever Institut, which my father runs. He is the best dermatologist in Switzerland, although I may be biased.

THE MIRROR BAR

When I need to think, write, or strategize, and I prefer to be outside the office, I head to the Hotel Metropole. The Mirror Bar is calm yet social, the coffee is as good as the champagne, and somehow the red color scheme helps my creativity.