

High style in the Alps

TheObserver Escape

The Observer Sunday May 13 2007

<http://travel.guardian.co.uk/article/2007/may/13/escape.architecture>

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Heidi wouldn't recognise the place - today even Alpine supermarkets are at the cutting edge of design, writes Tom Robbins.

MPREIS Supermarket

Wenns, Austria

Forget identikit out-of-town warehouses, in Austria, even the supermarkets are cool. MPREIS bills itself as 'the seriously sexy supermarket'. This has nothing to do with its products, but is because each of the 130 stores are designed by up and coming architects, and are even becoming tourist attractions. Most famous is the shop perched half-way up a mountain outside the small town of Wenns, but you'll see them throughout the Austrian Alps.

www.mpreis.at