



LUXURY PUNK MEETS URBAN COOL THE WEINMEISTER BERLIN-MITTE OPENS IN GERMANY'S CAPITAL

Berlin, 20 July 2010 – Oversized beds, a buzzing location and a 24-hour mindset combine spectacularly at The Weinmeister Berlin-Mitte, Design Hotels™ member hotel, which opened on 6 July 2010. Situated in the city's central district, Mitte, this 88-room hotel is from the owners of Lux 11, Tom Tänzer and Elmo Hagendorf. Aimed at business travellers from the music, fashion and creative scene, as well as leisure travellers, the hotel focuses on what is truly important in life: rest, comfort and simplicity. Tänzer and Hagendorf have created a property which is more than a hotel, it's a whole concept. With a luxury punk aesthetic, round-the-clock services and spacious rooms, guests are certain to feel part of the true Berlin – a creative, large, and thrilling city which never sleeps.

“We wanted to create a hotel which reflects the city of Berlin” says Tänzer. “The Weinmeister Berlin-Mitte will mirror the excitement of Mitte's street life, from the 24-hour clubs to the large gallery spaces. We wanted to capture the essence of modern cool and what it means to enjoy the good life – the hotel will exude style and elegance portrayed with both restraint and opulence.”

The Interior

The room décor focuses on a single piece of furniture: the bed. With large mattresses measuring two by two metres and oversized cloth-covered frames, the beds take centre-stage. The effect created is a floor-to-ceiling, room within a room, complemented by muted colours and luxurious materials. Every room features Apple iMacs instead of television sets and there are also iPad laptops for hire. These give guests access to social networks, music and games and reflect the hotel's synthesis of luxury and technology. To create a cosy environment, rooms also come with a large Asprey London cosmetics box, fluffy bathrobes and tailor-made pyjamas. There are also handmade furnishings and quirky designs which use organic materials, including bathroom shelves made from slabs of natural oak wood and handcrafted lamps which seem alive through their organic design.

The Experience

The phrase ‘whatever guests desire’ is foremost at The Weinmeister Berlin-Mitte, with a range of services which are all 24-hour. Instead of uniforms, staff wear exclusive clothing from the new Ellesse heritage collection, reflecting the hotel's connection with the fashion industry. On the ground floor the ClubLounge and Schwarz bar provide a buzzing space for guests and locals to mingle. The bar is named after the German film actress Jessica Schwarz and will exclusively serve a herbal liquor made according to her family's secret recipe. Guests can also dine in the restaurant serving traditional German cuisine with a modern twist. An invitation-only rooftop area with bar adds to the chic and exclusive ambience, with stunning vistas of Berlin and the iconic TV tower. There will also be a whirlpool, sauna and 24-hour room service menu and breakfast.

The Location

The Weinmeister is located at the intersection of Weinmeisterstrasse and Rosenthaler Strasse in Mitte, a Berlin hotspot for art, culture, fashion, shopping and clubbing. Close to the hotel is the shopping street of Friedrichstrasse, the cultural delights on Unter den Linden, the art on Museum Island and Alexanderplatz.



The Weinmeister is offering a special opening rate of EUR 129 until the end of August.

www.designhotels.com/weinmeister_berlin_mitte

-Ends-

NOTE TO THE EDITORS

Should you require additional details, please contact:

press@designhotels.com or tel: +49 30-8849 400 91

High resolution images and hotel fact sheets are available from our Online Press Office:

www.designhotels.com/press

Design Hotels™ Best Rate Guarantee

For reservations, please refer to the webpage: www.designhotels.com/weinmeister_berlin_mitte or the appropriate Design Hotels™ toll-free number:

EUROPE

Austria, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK: 00 800 37 46 83 57

Belgium: 000 800 37 46 83 57

Finland: 990 800 37 46 83 57

Hungary: 06 800 1 22 36

Russia: 810 800 20 74 10 49

ASIA/PACIFIC

Australia: 0011 800 37 46 83 57

China, New Zealand: 00 800 37 46 83 57

Hong Kong, Japan, Singapore, Thailand: 001 800 37 46 83 57

AFRICA

South Africa: 09 800 37 46 83 57

ALL OTHER COUNTRIES, not listed above

+49 30-8849 400 40 (regular international rates apply)



ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of more than 190 independent hotels in over 40 countries across the globe.

More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Perth.
