

P R E S S I N F O R M A T I O N

nhow Berlin – Stay for Music

Lifestyle hotel with a special focus on music, located directly on the river Spree

After Milan, Berlin is the second location chosen for a nhow hotel. The creativity, dynamism and urban lifestyle of the city on the Spree are in keeping with the innovative concept of the lifestyle brand of NH Hoteles.

nhow Berlin is the only hotel in Europe to offer two professional music studios.

Berlin, April 2012 – Design, art and above all music are the determining features of nhow Berlin, which opened its doors to its first guests in November 2010. The architect of the building is Sergei Tschoban, the interior design bears the signature of star designer Karim Rashid; the lobby and outside area have been designed as a dynamic space solution, offering local and international artists an exhibition venue in alternation. No other hotel in Europe has anything to compare with the nhow Music Sound Floor. Above the roofs of the capital, creative musicians will find two mixing studios here that meet the highest international standards. The emphasis on music was not a difficult choice, seeing that nhow Berlin is situated between Universal and MTV, right next to Berlin's East Side Gallery on the Spree. Countless clubs are to be found close by, as well as The Mercedes-Benz Arena, the biggest concert and event venue in Berlin.

nhow stands for a new generation of hotels, developed by NH Hoteles. Unconventional, life-affirmative, constantly in movement, locally rooted while at home anywhere in the world – an idea, in other words, corresponding to lifestyle of the new creative class. After the successful launch of the brand in Milan in September 2006, the choice of the Berlin metropolis as a second location was deliberate. Creativity, love of change and a powerfully magnetic attraction for international artists characterise the rhythm of the city. The same goes for nhow Berlin, which keeps on reinventing itself and incorporates the influences of its environment to yield an inspiring and refreshingly different hotel ambiance.

nhow Berlin – the hotel

Situated directly on the Spree, nhow Berlin is right at the heart of the creative scene of Berlin's Friedrichshain and Kreuzberg districts. From the hotel you have a clear view of the Molecule Man – a gigantic sculpture in the water at the edge of the city district Treptow – and of the characteristically shaped Oberbaum Bridge which links the areas Friedrichshain and Kreuzberg. In the immediate vicinity you will find a wide range of bars and clubs.

Architect Sergei Tchoban and designer Karim Rashid saw themselves faced with a twofold task – of incorporating the industrial style of the local architecture while at the same time accommodating the contemporary mood of an environment marked by variety, unconventionality and new beginnings. The result has been an overall idea that emphasises contrasts, based on the tension between the rather strict architectural style and the cheerfully playful interior design of the building. The clinker façade and the 8th to 10th floors, which project into space for 21 metres above the banks of the Spree and are rather suggestive of a crane, seem an echo of Berlin's old city port area. When you pass the doors of the nhow Berlin, on the other hand, you are absorbed by the poetic, colourful and almost surreal world of Karim Rashid. His typical amorphous forms and strong colours can be recognised in the specially made furniture and design objects to be found at the nhow Berlin.

Constant development and change is an indispensable part of the Berlin lifestyle and accounts for its fascination. The dynamic spatial planning of the public areas of the hotel takes its cue from this. At regular intervals, a large proportion of the works of art exhibited at the nhow Berlin will be replaced by new ones. The artistic conception takes account of the hotel's outside area, and it has been worked out and refined in close cooperation with highly regarded gallery owners. This makes the hotel an integral part of the metropolis and the Berlin art scene.

nhow Berlin – music studios and nhow music

The nhow sound floor is on the 8th floor of the Upper Tower – a spectacular part of the building that seems to hover over the banks of the Spree and provides superb vistas over Berlin. The studios combine state-of-the-art recording technology with popular vintage equipment. The core component is the SSL Duality console, regarded as one of the best in the world. It marries all the advantages of the successful SSL ranges of the past with current technical requirements. Scores of international hits have been recorded or mixed on SSL consoles.

The studios are linked by way of a vocal and recording cabin, where vocal and instrumental recordings can be made, as well as synchronous takes and recordings of the spoken word. The final touch to the facilities of the nhow music sound floor is the generous lounge, located next to the studios, capable of being divided up into separate areas and offering a superb view of the Spree. The lounge is equipped with the most up-to-date multimedia technology, making it perfect for all kinds of creative and listening sessions, TV interviews or presentations in general, with audiences of up to 100.

But nhow Music stands for more than just services to professional musicians. Located in the heart of Berlin's new centre of the music industry, with companies from record labels to music electronics firms in the vicinity, nhow Berlin aspires to become a magnetic attraction for the capital's music enthusiasts as well as music-lovers among its guests. So as to answer to the priorities of their lifestyle, there will be iPod connections in every room, special offers and events as well as gigs on the Summer Terrace by the Spree. And if you happen to be visiting, and find nhow Berlin and the city so inspiring that you just have to write a song of your own, just call room service and they will bring a guitar to your room.

nhow berlin – rooms and suites

The furniture of the 304 rooms and suites has for the most part been specially made for nhow to designs by Karim Rashid. Guests can choose from different colour styles (pink, blue or grey, depending on whether you are in the East or West sector or in the Upper Tower), 233 nhow Rooms, 25 Premium Rooms, 45 Junior Suites and the Penthouse Suite. Top quality, a high standard of domestic and working comfort and Rashid's designs have come together to produce impressive results, which include some unusual and surprising elements. The IP televisions, for instance, are incorporated in a completely mirrored wall unit and disappear from view when they are switched off. The mirror unit serves at the same time as a working surface and desk. The bathrooms have glass walls that let the daylight through but are tinted so that you cannot see through them from the bedroom. All the rooms have WLAN connections.

Metropolitan feeling in its pure form, coupled with lots of space, an extravagant design and the most up-to-date technology – that is what the nhow Suite has to offer. Divided over two floors and 260 square metres, this comprises a bedroom, a spacious sitting room with kitchen adjoining, a meeting room for up to 12 persons and – the last touch – a roof terrace measuring 111 square metres, offering a magnificent view of the sunset behind the Berlin backdrop of the Sony Centre, the Television Tower and the Red Town Hall. A special feature of the suite is that it is directly and digitally linked to the music studios. This means that instrumental and

vocal recordings can be performed with backup from the complete range of studio technology, making the hotel suite a creative suite as well and a suitable space for exclusive receptions.

nhow Berlin – eating and drinking

Next to the lobby you will find the All Day Restaurant, with a design characterised by bright and friendly colours that are guaranteed to put you in a good mood. Even at breakfast time the down-to-the-floor windows give guests a good view of the river. In fine weather you will be tempted to take meals on the terrace, which measures 400 square metres and offers direct access to the Spree. This is a place for guests to enjoy the sun – the terrace extends around the building on the southern and western sides. Then too there is the 600 square metre terrace on the first floor. If you look up from here, you will see the mirrored underside of the Upper Tower. Altogether the hotel has more than 1000 square metres of terrace.

nhow Berlin – relax and feel good

In a suite extending over two levels and an area of 450 square metres, guests to the nhow Berlin can keep up to the mark with their fitness exercises, or else just relax. As well as a room with fitness and cardio equipment, there are two saunas and a steam bath available.

nhow meetings & events

Windows extending from the floor to the ceiling on two sides of the room, panoramic views of the Spree, ceilings 4.6 metres high and access to an outside terrace – these are just a few of the features that characterise nhow Berlin's biggest events room, which measures 575 square metres. Divisible into rooms each measuring 140 to 150 square metres, it offers the most up-to-date conference technology, with beamers built into the ceiling, a complete range of dimmer settings and an entrance that will even admit a car. Another special feature is the digital linking to the nhow Music Sound Floor. The nhow's standard services thus include concert and conference recordings, sound transfer to external networks and top-quality streaming all over the world. The facility for digital image recording at different points in the hotel, coupled with in-house processing, means that interviews can be broadcast in real time, or else put into circulation after extensive editing. The ground floor offers two further rooms (88 square metres, divisible into 2 x 44 square metres, and 93 square metres respectively). Finally there is the conference foyer, measuring 208 square metres. Altogether the conference areas of the hotel add up to 964 square metres and can accommodate up to 600 persons. If you



find the standard coffee break insufficiently entertaining, try a rendezvous with the Sony Guitar Hero. The appropriate backdrop is provided by a light installation and lounge furniture, all contributing to a relaxed contemporary atmosphere.

About the nhow Berlin

Design, art and above all music define the nhow Berlin, which lies on the River Spree, near the city's former East Docks. The interior design of the music and lifestyle hotel, which has 304 rooms and suites, carries the signature look of star designer Karim Rashid, while the building's architect is Sergej Tchoban. With its two world-class sound studios above the rooftops of the capital, the nhow Music Sound Floor is a unique feature for a European hotel.

About NH Hotel Group

NH Hotel Group (www.nhhotelgroup.com) is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 30 markets across Europe, the Americas and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

www.nhow-berlin.com

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