

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

Let's rock: the music concept at nhow Berlin Recording studios, guitar room service and live gigs on the Spree

Two recording studios equipped with top-notch professional equipment located 36 metres above the River Spree epitomise the first-class service provided by nhow Berlin.

The conference rooms and nhow suite are all networked to the studios, opening up a whole variety of opportunities from team-building events to recording vocals and interviews.

For music fans, the hotel offers a comprehensive variety of services ranging from the guitar room service to live gigs.

Berlin, April 2012 – Rock stars and hotels get along like a house on fire. But musicians can rarely have felt quite as comfortable in a hotel as they do in the nhow Berlin, which opened in November 2010. Everything in the lifestyle hotel is focussed on music, from the nhow sound floor featuring two state-of-the-art recording studios and a music lounge hovering 36 metres above the Spree river, to the room service that will deliver a Gibson guitar or Casio digital piano directly to your room. Partnerships with music professionals ensure that artists get genuine quality, while the hotel services provide every possible comfort – for music makers and fans alike.

Recording studios

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. Studio1 combines 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 outboard gear complements the capabilities of the console, with the collection mainly focussing on internationally coveted units 'made in Germany'. These units are renowned for their exceptional quality and enjoy a unique reputation in the music industry. The gear includes Siemens compressors and equalizers, Neumann and Telefunken tube equipment,

Universal Audio LA 2A, 1167 as well as an Empirical Labs distressor and Manley equalizer and compressor.

The speaker set-up is largely from Adam Audio in Berlin, complemented as is standard in internationally established studios by systems from KRK, Auratone and ProAc.

As an analogue studio nowadays also requires computer-supported equipment, in compliance with global standards, Pro Tools, Logic and Nuendo as well as the most important software programs are also available.

Conventional mixing and 5.1 productions are produced in Studio2, which also boasts a ProTools HD3 system in addition to further DAWs (Logic, Nuendo, Reason and Ableton) in combination with a comprehensive range of plug-ins.

Networked creativity and work zone

The two studios are networked, meaning they can both work on the same production simultaneously. Located between the studios and accessible from both sides is an isolation booth, where voice, synchronised, vocal and instrumental recordings are made.

The nhow sound floor range of services is rounded off by a generous, divisible lounge situated next to the studio that looks out over the Spree. Equipped with the latest multimedia technology, the lounge is ideal for any kind of creativity or listening session, TV interviews and presentations for up to 80 guests. Inspiration is provided by the unrestricted view over the water to the Kreuzberg bank of the Spree.

To link the nhow sound floor to other parts of the hotel and ensure maximum flexibility, all the relevant rooms are networked to the studio complex. The music lounge, conference rooms, and even the nhow suite, with its 258 square metres of generous rooms and 111 square-metre roof terrace, are wired directly to the studios. As such, music stars can spontaneously rehearse their next hit in the privacy of the suite. If the song is a hit, the suite is also available for TV interviews, the advantage being that the interview can be edited on the spot and then sent to the broadcasters.

Hotel guests are also welcome to come and visit the studios and experience the work of sound engineers and producers at close hand. nhow studios consequently offer customised team-building workshops for groups of 10 to 500. The utilisation and networking opportunities presented by the multifunctional infrastructure are truly unlimited.



nhow music – a lifestyle

Those who make music, live music. And the same goes for nhow Berlin. The location of the hotel is also a major advantage – directly on the Spree in the city's Osthafen (eastern harbour) area, a part of Berlin that music makers have made their own. Home to the likes of Universal and MTV as well as small record labels and music electronics companies, the area also boasts countless bars and clubs. In the nhow Berlin itself, music is evident everywhere, from the music-loving team to the iPod terminals in the rooms and the monthly Open Mic Night in the hotel's envy bar. Those who find themselves inspired by nhow Berlin and the city itself can also write their own song there and then. Six junior suites are equipped with a Casio digital piano as standard, while room service will also deliver a guitar, keyboard, amplifier and headphones to rooms free-of-charge. And so that the hefty chords do not disturb the other guests, the Jamhub rehearsal system enables up to 6 musicians to rehearse silently via headphones.

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.

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