

# XHIBITION

Saar Zafrir | Top Hotel News | May 2018 |



## Brand new Berlin hotels for Bar Convent 2018

*With 31 million overnight stays in 2017 and a hotel occupancy level of 78%, Berlin has experienced significant visitor growth over the past ten years. In order to meet the demand, the city has welcomed a raft of new hotels in the last decade, doubling its capacity to around 60,000 rooms. Here are the best new hotels to have opened their doors in the past twelve months, arriving just in time for this year's Bar Convent.*

*If you are attending #BCB18 you can access the [official hotel deals from HotelMap here](#).*

***Berlin's best new designer hotels***



*Renowned designer Saar Zafrir is responsible for the plush interior at the Provocateur Berlin*

One of Berlin's most lavish recent openings, **Provocateur Berlin** is a new hotel from Alex Urseanu and Mickey Rosen—named Hoteliers of the Year 2018 by AHGZ. The plush interior comes courtesy of revered Israeli designer Saar Zafrir and brings together bold reds, golds and blues with seductive textiles, high-end furnishings and burlesque artworks to create 'Berlin's first shamelessly sensual hotel'. The hotel is also home to the Golden Phoenix, a French-Chinese restaurant headed up by The Duc Ngo, known for Kuchi—Berlin's first trendy Asian restaurant—Cantina, Moriki (Frankfurt) and Madame Ngo. His latest venture sees the Hanoi-born chef combine French techniques and complex Asian flavours in Paris meets Shanghai surroundings.

With a more understated take on interior design, **Orania.Berlin** manages to exude style and luxury while still retaining a casual demeanour. Housed in a beautifully restored building that dates back to 1913, the property spices up the German capital with an exotic décor that marries subtle oriental touches with a warm colour palette. Wood and textiles from Europe, Africa, America and Asia sit alongside both modern and vintage furnishings while the main lounge area, which is also home to an open kitchen, restaurant and bar, features two open fireplaces and views of the city's skyline. The hotel is located on Oranienplatz in Kreuzberg—one of the city's most atmospheric neighbourhoods—so there are plenty of bars and cafes on its doorstep, but the venue's own programme of live music is likely to tempt you to stay put.



Open since summer 2017, four-star boutique hotel **The Yard**, which is also located in the trendy Kreuzberg district, sits around a specially designed garden. Inspired by a lush green courtyard that the hotel's architect, Peter Külby, stumbled upon while in Milan, the garden offers a tranquil escape from the city centre with a beautiful design by Swiss landscape architect Enzo Enea. Inside, the hotel has a minimalist aesthetic with sleek wood and black furnishings and muted colours.

### *Berlin's best new large hotels*



The majority of Berlin's hotels are on the larger side—more than 45% have over 250 rooms—and one of the biggest openings of late is the **Motel One Berlin Alexanderplatz**. Opened in late 2017, the 708-room hotel is the Motel One group's tenth addition to Berlin and brings a 'fashion meets street art' theme to the city's busiest square. Inspired by the German capital's unique streetwear and quirky artworks, the fun and colourful interior sees pieces by Italian furniture brand Moroso—known for their unusual colours, shapes and materials—sit alongside original post-urban artworks by the Klub7 artist collective.



*The Meiningen East Side Gallery has been designed with the nearby Berlin Wall in mind.*

Another sizeable opening is the **Hampton By Hilton Berlin City Centre Alexanderplatz**, which, housing 344 guestrooms over nine floors, is the group's largest hotel in the world. Rooms are functional and there is an on-site business centre and fitness room, making it ideal for business guests. Later in the year, the group will open the **Hampton by Hilton Berlin City East Side Gallery** opposite the Mercedes Benz Arena. Another hotel taking its name from the East Side Gallery—the longest open-air gallery in the world, found on the longest remaining stretch of the Berlin Wall—is the **Meiningen East Side Gallery**. Opened in August 2017, the 245-room hotel takes inspiration from the wall with an interior that blends exposed concrete with bright graffiti and slogans based around the theme of reunification. In summer 2018, the Meiningen group will open a sixth Berlin hotel in Turmstrasse, Moabit.

*Berlin's best new hotels for millennials*



*The Moxy Berlin Humboldthain Park has social spaces designed to encourage both work and play.*

Like the Meininger, the new **Moxy Berlin Humboldthain Park** is targeted at the next generation of travellers with affordable accommodation that boasts a vibrant, playful design. Promising to give guests everything they want and nothing that they don't, the no-frills brand—part of the ever-growing Marriott group—offers the latest technology and a large number of social spaces in order to encourage both work and play. The hotel is one of 50 **Moxy Hotels** expected to open in Europe by year end 2020.

Similarly, Frasers Hospitality has striven to meet the rising demand of millennial travellers, who currently spend an average of \$200 billion on travel each year, with the opening of **Capri by Fraser Berlin**. Tapping into the desires of this younger generation, the brand was created especially for the 'always connected' traveller, and this German branch puts a focus on design, technology and socialising with a stylish, vibrant lobby, a launderette equipped with the latest games consoles and a technology-led business centre.



*The rooms at Lulu Guldsmeden take advantage of their four-metre high ceilings.*

With a sleek Nordic design and a focus on sustainability, the new **Lulu Guldsmeden** is another hotel that's sure to appeal to the Instagram generation. According to the Danish company, Guldsmeden stands for 'relaxed boho eco luxury', and this inaugural German opening—billed as Berlin's first 'hygge' hotel—is in keeping with the theme with attractive loft-style rooms that take advantage of their four-metre high ceilings. Wood furnishings, bright fabrics and monochrome bathrooms make up the décor while swings and hammocks add a playful twist. There's also an on-site restaurant that specialises in seasonal and organic Nordic dishes.

**Link to article:** <https://tophotel.news/brand-new-berlin-hotels-for-bar-convent-2018/>