

HOTEL AM

STEINPLATZ

otel am

THE SOUL OF CHARLOTTENBURG

PRESSKIT



HISTORY

Originally designed by August Endell, architect of Berlin's celebrated Hackesche Höfe complex, **HOTEL AM STEINPLATZ** has had an eventful history. The building has served as a stately private residence, a grand hotel, an officers' mess, an artists' watering-hole, and a retirement home. At the end of 2013, after three years of renovation work, a new chapter has begun for one of Berlin- Charlottenburg most distinctive historic buildings.

In December 2013, the historical **HOTEL AM STEINPLATZ** opened its doors once again and has since then developed into Berlin's most private lifestyle hotel. A jewel of Berlin's Art Nouveau heritage was given a new shine, as West Berlin celebrates an exciting new high-class hotel. The 87-room hotel was the first in Germany in the Autograph Collection – a group of highly-individual boutique hotels across the globe.

TSARS, GOATS AND CHAMPAGNE – BERLIN' S HISTORIC HOTEL AM STEINPLATZ WELCOMES GUESTS ONCE AGAIN

The building first opened as a luxury hotel in 1913 and soon took its place in Berlin's cultural history. Following the October Revolution, many Russian aristocrats and intellectuals occupied the stately suites, while the hotel became a meeting point for prominent Berliners and travelers such as Vladimir Nabokov and Zarah Leander. During the Second World War, it was business as usual at the hotel, albeit in an improvised fashion – complete with tomato patches on the roof and a herd of goats in the courtyard.

1950 saw the opening of the voguish basement bar, when Steinplatz became a rendezvous and private stage for artists, actors and intellectuals. Literary greats such as Heinrich Böll and Günter Grass, as well as film stars like Brigitte Bardot and Romy Schneider were regular guests. A century after its first opening, new life has been breathed into the historical rooms and **HOTEL AM STEINPLATZ** welcomes guests once again since winter 2013.

ARCHITECTURE

Having stood at No. 4 Steinplatz for over 100 years, the six-story Art Nouveau building still captivates passers-by today. With its olive-green facade, featuring two bays, geometric decorative elements and casement windows in various designs, August Endell's architectural masterpiece itself is once again the talk of the town in today's elegant residential area of Charlottenburg.

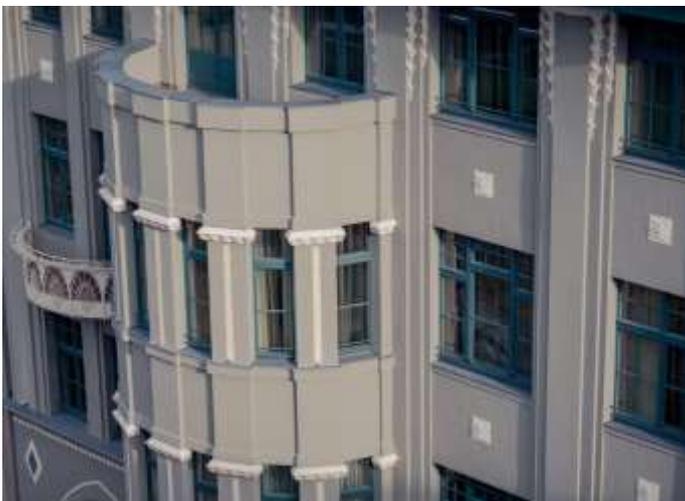
The hotel's new allure is the result of extensive renovation work: "Meeting the requirements of a distinguished and modern luxury hotel in a landmarked building was an exciting challenge," explains the architect in charge, Claudia Dressler. "We worked closely with art historians and architectural preservationists during the project." The original windows had to be replaced by architecturally appropriate reproductions. Fortunately, it had been possible to save other features such as the vaulted ceiling in the entrance area and parts of the exquisite stucco, which were used as a template for the restoration work.

INSPIRATION FROM FLORA AND FAUNA

Dressler's approach to the restoration work on this historical monument was marked by the greatest sensitivity. Yet this was matched with a readiness to incorporate new elements, such as the sweeping ornamentation on the entrance canopy, or the balustrade. Following Endell's example, she drew inspiration from the wealth of shapes and patterns found in nature. If you look closely, you will discover shells, bats and fern in motifs throughout the hotel.

Yet there are even more surprises awaiting guests at **HOTEL AM STEINPLATZ**: Behind the geometrically arranged facade hides a leafy inner courtyard, reminiscent of a cloister garden with its gothic arches. A stroll around the ground floor will lead you to this unique, light-filled space, or perhaps to the striking, narrowing passage between the restaurant and bar.

Guests will discover an exciting yet harmonious ensemble of rooms – in keeping with the original design.







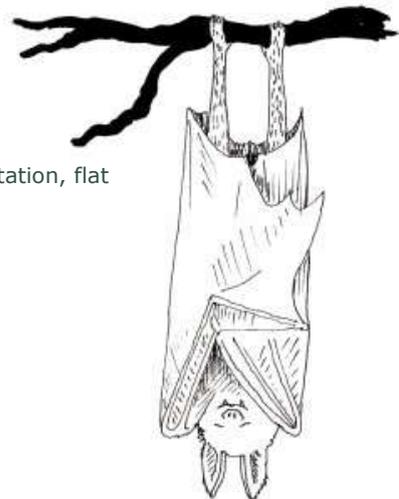
ROOMS

Throughout its **68 INDIVIDUALLY DESIGNED GUEST ROOMS** and **19 SUITES**, the hotel boasts exceptional and award-winning interior design: a contemporary interpretation of 1920s flair, with a particular focus on natural materials (winner of the International Hotel & Property Awards 2014 in the category Hotel 50-200 Rooms). Interior designer Tassilo Bost has managed to create an atmosphere that welcomes guests with a sense of luxury, combined with intimate comfort. Inspiration was drawn from 1920s Berlin, a time when artists, literary figures and intellectuals had made the city their home – with parallels to the present day, where Berlin once again attracts creative minds from all across the globe.

Their individual and expressive spirit is also reflected in the guest rooms at **HOTEL AM STEINPLATZ**, all of various sizes and layouts. The variety of arched and casement windows gives each room its own particular atmosphere. Clear shades of grey, brown and black feature throughout the interior, punctuated by details such as chrome light fittings; a homage to the 1920s.

The bathrooms in a black-and-white design have a floor-level shower, large wash stand and toiletries from the Italian brand Etro. Some of the bathrooms offer double access.

Further concessions to the modern world include high-tech features such as an iPod docking station, flat screen TV, wireless internet and a video camera disguised as an iPhone on the door.



RESTAURANT

With passion and perfection, our culinary team at **RESTAURANT AM STEINPLATZ** puts their special mark on every dish. Experience clarity and concentration with seasonal-regional cuisine. Highest craftsmanship and excellent products from Germany combined with influences of the variety of Nordic cuisine. A culinary journey inspired by nature.

The open show kitchen allows guests of the **RESTAURANT AM STEINPLATZ** to watch while Chef **JEAN-MARC KOMOPRT** and his team prepare the food and arrange each plate with finesse and love. Your host **YANNICK KERN** and his team accompany your culinary experience with individuality and personality. In addition to the 50 seats inside the restaurant, guests can also dine in the conservatory area surrounding the green courtyard, or even on the terrace at the front of the hotel.



BAR

BAR AM STEINPLATZ - home to a unique drinking culture. The bar team, led by Willi Bittorf, lives an exceptional drinking culture in the award-winning bar, which has been awarded "Hotel bar Of The Year 2017 & 2018". The bar is well known for distinctive drinks, which led e.g. to the award for "Most Innovative Bar" at the Fizz Award 2018.

Maximum pleasure without regrets! Let us introduce you to the first German hotel bar to present a sophisticated alcohol-free bar menu. Forget all the juicy virgin versions and look forward to unusual olfactory and tasty stimuli that challenge your curiosity. Only the best non-alcoholic distillates ensure the right mouthfeel as well as a certain weight and depth in the drinks. The bar team combines these with homemade kombucha, rose water, syrups and of course herbs, spices, and juices. Try, discover, taste- uninhibited enjoyment without side-effects. True to the motto – #pleasurewithoutregrets

Those who feel like having an alcoholic drink are of course just as welcome at the **BAR AM STEINPLATZ**. The world's most exciting sparkling wine menu, a wide range of beers with national and international beer rarities as well as classic cocktails await guests at the **BAR AM STEINPLATZ**.

In April 2017, the **BAR AM STEINPLATZ** set a new trend. It is one of the first bars not serving any gin to their guests. Following the slogan: "Back to the roots", the bar team offers true German juniper schnaps and a variety of Genever. A selection of innovative bar food completes the bar menu and wins every foodies heart!





ROOFTOP SPA

The bright and airy **SPA AM STEINPLATZ** is located on the top two floors of the hotel, offering views over the city. Spread across 330 square-meters, the Spa boasts two saunas (a bio sauna and a Finnish sauna), three treatment rooms, an open-plan gallery, a rooftop balcony and a fitness area with "Excite" machines by Technogym – here you can take in Berlin's skyline and the TV tower while you work out.

See, hear, smell, feel, taste – the spa menu offers something for all the senses. The range of treatments draws inspiration from the hotel's history and reflects its motto: "luxury with local flair". From the 25-minute "Romy Schneider Express" massage including a glass of artisanal sparkling wine, to the "Greta Garbo" pampering package with champagne and fresh fruit – there is something to tempt every modern diva. A "Gold Massage" with gold dust promises pure decadence, while those in search of the exotic will be transported by treatments that draw on rituals from Hawaii or India.

For cosmetic treatments, the Spa therapists use high-quality products by the French company Thalgo based on marine algae extracts. These gentle and natural ingredients contain minerals, trace elements and vitamins that can be easily absorbed by the skin – for a customized health and beauty treatment with visible and lasting results, even after just a few applications.

The **SPA AM STEINPLATZ** not only welcomes hotel guests but also day guests, who can access the saunas and fitness area when they book a treatment. During your visit to the Spa you can choose from an excellent range of international magazines on art, architecture, design, travel and lifestyle.

Those who are planning an extra special spa weekend, or who would like a massage in their own room, can reserve one of the two Spa Suites. The two suites are located on the same floor and offer the ultimate in tranquility.



EVENTS

Whether for presentations, meetings, or private celebrations – our elegant, naturally lit **MEETING ROOM** on the hotel's ground floor is the perfect space for a variety of events. Measuring 969 sq. ft., the room comfortably accommodates up to 70 guests, and can be divided into two separate spaces of the same size if required (484 sq. ft. each). A conservatory area links the room with the hotel's leafy inner courtyard – an ideal spot for a break in the fresh air.



NEIGHBORHOOD

The re-opening of **HOTEL AM STEINPLATZ** was a milestone in West Berlin's current renaissance. After years of hype over East Berlin districts, the focus is gradually changing direction.

A stroll around the neighborhood will take you past the home of the C/O Gallery for contemporary photography in Hardenbergstraße. You will brush shoulders with lifestyle journalists at breakfast in Giro Coffee Bar and pass students from the University of the Arts on their way to their ateliers.

Located near to Berlin's magnificent Tiergarten-Park, the Deutsche Oper, and KaDeWe – the Department Store of the West – **HOTEL AM STEINPLATZ** is both a living witness to a fascinating past, as well as a modern icon in the metropolis of Berlin.





PEOPLE AT HOTEL AM STEINPLATZ



ANDREA LUDY – GENERAL MANAGER

With Andrea Ludy as general manager, **HOTEL AM STEINPLATZ** is run by an extraordinary woman. With feminine charm, a mind for business and a good measure of intuition, she ensures the wellbeing of her guests and employees. "I live and love the hotel industry," says the hospitality expert, who has been with Marriott International for 28 years; started as a hotel manager apprentice, she collected experience in all areas of the hotel industry and was finally responsible for 34 hotels in Germany, Austria and Switzerland as "Area Director Sales & Distribution" for Central Europe. She has a straight answer of what drives and motivates her: "My knowledge, which has grown over decades, my experience in managing and promoting exceptional personalities, as well as my unchanging passion for the most beautiful industry in the world, all of this makes my motivation endless. Together with my excellent team, we will continue to develop our outstanding **HOTEL AM STEINPLATZ, AUTOGRAPH COLLECTION**, welcome the world to our house and inspire them with our exceptional service."



WILLI BITTORF – BAR MANAGER

The young savage! Since September 2019, Willi Bittorf has the secret chapter of the award-winning **BAR AM STEINPLATZ** in his hands. One thing is clear: Willi Bittorf knows what bar enthusiasts are looking for, knows what he is doing and he does it damn well. For several years he gained outstanding experience in renowned bars such as the Metropolis Bar of London and the Gong Bar at the Shangri-La Hotel. He continued his career in Berlin at the Waldorf Astoria before taking over the role at the **BAR AM STEINPLATZ**. The **BAR AM STEINPLATZ** is well-known for unusual and courageous ideas, so is Bittorf. The first non-alcoholic signature bar menu definitely reflects the courage of our bar team. One thing is clear: the **BAR AM STEINPLATZ** will remain a place where people think intelligently, courageously and creatively.



JEAN-MARC KOMFORT – HEAD CHEF

Komfort- Food at the **RESTAURANT AM STEINPLATZ**. Born in Berlin, Jean-Marc Komfort is a passionate chef and well-known at the gastronomic scene. Besides his long-standing experience in the cookies and Cream universe, stops at NOMA Copenhagen and Forsthaus Strelitz are part of his career. Jean-Marc Komfort's kitchen stands for clarity and concentration with seasonal-regional cuisine. Highest craftsmanship and excellent products from Germany combined with influences of the variety of Nordic cuisine. A culinary journey inspired by nature.

PEOPLE AT HOTEL AM STEINPLATZ

CLAUDIA DRESSLER -ARCHITECT

Hotels are her calling: As managing director of the general contracting firm DSH, architect Claudia Dressler can be counted on for rooms with character, and projects with planning reliability: From Trianon Palace Versailles – a Waldorf Astoria Hotel, and the Radisson Blu Resort & Spa in Dubrovnik, all the way to the Westin Grand Hotel Berlin. With her many years of experience in residential new-build and renovation projects, what excited the architect most about **HOTEL AM STEINPLATZ** was the area's history and the challenges of monument conservation: "Restoring this Art Nouveau building, with its exceptional history, and giving it back to the neighborhood was a wonderful challenge, and a very fulfilling task." Starting with the concept, followed by structural work and restoring ceiling beams, all the way to the finer points of finishing: "In close cooperation with the authorities and with art historians, we were able to develop a concept for the reconstruction and restoration, which was ultimately realized with great attention to detail."

TASSILO BOST - INTERIOR DESIGN

"The hotel of the present day can be transformed into the hotel of the future by adding the lessons we've learned from the functional, architectural and social aspects of the hotel's past," says interior designer Tassilo Bost of Bost Group. Tassilo Bost has worked on a long list of hotel projects – from private hotels to major chains: from the Westin Grand in the Elbe Philharmonic Hall in Hamburg, or Ketschauer Hof in Deidesheim, all the way to rock star Udo Lindenberg's "living room" in the Atlantic Hotel. Winner of the "European Hotel Design Awards" (2004), Bost's dedicated approach is to carefully consider every hotel concept in terms of appropriateness, intrinsic value and timeless – paying particular attention to the expectations of the guests. "The unique nature of Hotel amSteinplatz is largely owing to its individualism, combined with the luxury and aura of a 1920s grand hotel. In those days, **HOTEL AM STEINPLATZ** offered Berlin's international guests the perfect home from home – a role it is ready to take up again," Bost believes. For the interior design of **HOTEL AM STEINPLATZ** Bost won the International Hotel & Property Awards 2014 in the category Hotel 50-200 Rooms.

INFORMATION AND FACTS

HOTEL AM STEINPLATZ

AUTOGR APH COLLECTION®

Steinplatz 4
10623 Berlin
Germany

OPENING

December 2013 (Soft Opening)

ROOMS

84 individually designed rooms (39
Deluxe Rooms, 29 Superior Rooms, 16
Junior Suites, between 23 and 37 sq. m)
1 Suite (55.5 sq. m)
2 Spa Suites (45 and 57 sq. m, one with
its own sauna)

FACILITIES

Wireless free internet
Flatscreen TV
iPod docking station
Mini-bar
Complimentary tea and coffee making
facilities
24-hour room service
Complimentary newspapers and
magazines
1 complimentary bottle of water per stay
Bathrobes and slippers
Ironing board and iron
Safe

COURTYARD WITH CONSERVATORY

Valet parking, underground car park

PRESS CONTACTS

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Tel +49 (0)30 55 4444 6020

RESTAURANT & BAR

RESTAURANT AM STEINPLATZ

A German seasonal-regional cuisine
with Nordic influences

Open kitchen
Approx. 44 seats
Approx. 20 seats in the conservatory
Approx. 30 further seats on the terrace
facing Uhlandstraße

BAR AM STEINPLATZ

Cocktails
Berlin spirits
Bar food
34 indoor seats, further seating on the
terrace

MEETINGS & EVENTS

90 sq. m meeting room, can be divided
into two sections

SPA & FITNESS

With views over Berlin
2 saunas
3 Treatment rooms
Fitness room
Wellness area with heated seating

ARCHITECTURE

1906/07: August Endell
2013: Claudia Dressler (DSH Berlin)

INTERIOR DESIGN

Tassilo Bost (Bost Group)

RATES

Deluxe Room from 195 EUR

RESERVATIONS

Phone: 49-30-554444-6300

SOCIAL MEDIA

www.fb.com/hotelamsteinplatz
www.instagram.com/hotelamsteinplatz

COOPERATIONS

GO Berlin

cookies

niche
ART &
ARCHITECTURE
TOURS BERLIN

**do
you
read
me
?**

KONPLUTT
Miranda Konstantinidou

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