

## Discover the Berlin Design Scene

Hotels in the German Capital Attract Visitors with Special Packages

**Berlin, December 23<sup>rd</sup>, 2009** - Travelers looking for extravagant atmosphere combined with comfortable furnishings for their stay in Berlin are sure to be pleased with their choices in the most varied hotel scene in all of Europe. The hotel sector of this design capital treats guests from around the world to innovative accommodation concepts, puristic or unusual design, and modern interiors. In the past year, two establishments in Berlin were rated among the top ten boutique and designer hotels in Germany. Out of two hundred such hotels in the country, visitors rated the Lux 11 in Mitte and the hotel Otto in Schöneberg among the top five at the Internet portal Trivago, a forum for hotel price comparisons. The capital outperformed other major cities such as Munich and Frankfurt as the only city to place two of its hotels on the list of top lodging spots.

In the spring of 2010, the Soho House Berlin opens in the Mitte district. The Soho House aims to serve as a meeting place for creative minds: the primary target group is artists from the media, art, and fashion sectors. Posh club-hotels of this sort already exist in London and New York, and the Soho in Berlin will be the first of its kind in Germany. Spacious apartments, modern conference rooms, and a luxurious wellness area are currently being built in the former "Haus der Einheit" in Berlin, a building under historical preservation. On the second floor, the study of former East German President Wilhelm Pieck is being faithfully reconstructed in its original form. With the exception of the exclusive club area, the Soho House Berlin will also be accessible to non-members and fans of the creative scene.

With regard to design, though, the hotels in Berlin have much more to offer than overnight stays in the usual boutique or designer hotels with artistically presented ambience or inimitable architecture. Some of the hotels of the German capital offer exclusive packages aimed at those who love beautiful things and want to explore the diversity of the young design scene in Berlin. These include special packages revolving around art, architecture, and fashion.

### Excursions through Berlin Galleries

The "Art à la carte" package of the three Berlin art'otels is aimed at enthusiasts of design and art. Among other features, it includes a two night stay with breakfast and a tour of the exhibition at the hotel. Each of the three hotels is devoted to a certain artist. Visitors to the German capital can choose from among Vostell, Baselitz, and Warhol. The package also includes a tour of the Berlin art and cultural scene tailored to the individual interests of the guest, with a cost of 109 or 119 euros per night per room.

The hotel Bleibtreu Berlin is inviting all "lovers of beautiful things" to either a gallery tour or a visit to the antique shops of the City West section of Berlin. The weekend package also includes a two night stay with an extensive breakfast buffet, a day pass for Berlin's local public transit in the AB zone, and a personally tailored, three-hour tour with the art and culture experts of

GoArt! During the extensive stroll, design enthusiasts will experience a very special side of the city and learn not only exciting insider information about contemporary art and new design, but also all kinds of interesting details about the history of the district being visited. Included in the price (€532 for a double room) is the three-course meal in the nearby restaurant Weinrot, which will be the perfect conclusion to an eventful day.

The Grand Hyatt Berlin has also put together an attractive package for the design and art enthusiasts among its customers. With the "Explore" package, visitors can choose between a two-hour guided tour through Berlin's diverse gallery scene or a visit to a current exhibition. The hotel handles all the organization of the individual tours and visits. The cost of admission and an exhibition catalog are included in the package price, which starts at 275 euros for a single room and 330 euros for a double room. Through January 2010, guests can choose between a visit to the Thomas Demand exhibition at the New National Gallery or the Emil Nolde exhibition at the Berlin branch of the Nolde Stiftung Sebüll. The package is rounded out with a one night stay, including breakfast, and free admission to the Club Olympus Spa & Fitness as well as late check-out times on the weekend.

## **Design and Architecture Lovers Out And About**

For enthusiasts of architectural design, the ArchitekTOUR package of Hotel Otto in the Charlottenburg district is just the right thing. In addition to two nights in one of the premium double rooms, including breakfast, the package includes an architectural audio guide. With the borrowed iPods, guests can modify the tour according to taste and set the starting point, pace and the breaks themselves. The roughly two-hour walk leads to Prussian architectural monuments, modern architecture, and into the nooks and crannies of urban courtyards. Narrated by Berlin-based insiders, the audio guide tells some fascinating stories and also imparts a great many helpful tips. The package is rounded out with an accompanying city map, a 48-hour Berlin Welcome Card for the AB zone, and bottled water and fruit in the rooms. Subject to availability, the package can be booked for €179 per person, double occupancy; the single-room supplement is €50.

## **Excursion into the Fashion Scene**

Berlin is considered a fashion capital and is famous for its young designer scene. For those interested in seeing the hot spots of Berlin fashion and design, the "Up-and-Coming Fashion" package of Arcotel Velvet is just the right thing. A personal shopping coach who is well versed in design and fashion history will accompany the guests through fashion ateliers, popular showrooms, and exclusive boutiques. After all, who could be better at expounding upon the subject of design in the fashion scene than the creative minds themselves? Following this distinctly out-of-the-ordinary two-hour shopping trip, there is an "after-shopping cocktail" in the award-winning Velvet Lounge. The package includes one night in a Velvet Comfort room and the breakfast buffet in the hotel restaurant Lutter & Wegner and costs 154 euros per person, double occupancy.

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