

nhow

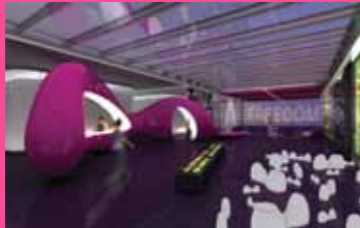
The Music and Lifestyle Hotel Berlin



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in to the
world of •
music

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nhow

The only Hotel where Music lives.

Get into the beat. Europe's first music hotel is here – in the heart of Berlin. Directly on the banks of the river Spree, and at the epicentre of the music, fashion and creative scene, a new lifestyle hotel is opening in November 2010 that is absolutely unique in Europe: the nhow Berlin.

Cosmopolitan business travellers, international jet-setters, party animals and the hottest bands – what unites them all is a love of music. It's a passion that we uncompromisingly share and which is reflected in every aspect of our hotel. That's why we have our own nhow music manager and nhow staff partly from music colleges. There's also our integrated high-end recording studio with panoramic views of Berlin – in cooperation with the legendary Berlin Hansa-Studios. Let's get rockin'.

The nhow restaurant also shows perfect pitch with its international cuisine, which ranges from simple to fine dining. You have high expectations? So do we. Upon request, room service will bring a Gibson guitar to your room – just one call will do it.

For those who like to go digital, all of our rooms are kitted out with the latest technology: iPod connections and over 30 TV and 100 music radio stations integrated in a state-of-the-art entertainment system. After all, music deserves a little luxury, too.

Rounding things off, there are regular live events and concerts in our event spaces or on one of the terraces and first-rate DJs spin their beats in the bar. And at the end of the night, you can sink into one of our exclusively designed beds that are more than simply music for your back.





The Soul of Music in the Heart of Berlin.

Welcome to the music capital. In recent years, Berlin has been at the cutting edge of the global music and culture scene. No other city in Europe offers more when it comes to music and lifestyle – film festivals, like the Berlinale, and fashion events, like the Mercedes-Benz Fashion Week and the Bread & Butter trade fair, have made the city on the river Spree to an Eldorado for trend-setters.

Berlin's media and creative scene also adds to the city's unique vibe. Over 700 music companies flourish in a city boasting countless museums, theatres, clubs and concert venues – a creative environment that attracts people from all over the world.

And what could be a better fit for this dynamic scene than a hotel inspired by music? Like a symphony for the senses, the now Berlin is a sophisticated composition of design, music, and culinary and cultural temptations. It brings together everything that has made Berlin the creative capital that it is today. Feel the rhythm – and become part of it.

Music for the Eyes.

None other than New York designer Karim Rashid is behind the interior design of the nhow Berlin. His visionary style strikes a perfect chord with the building's exterior, designed by star architect Sergei Tchoban – making the nhow Berlin one of the capital's modern architectural and design highlights.



Karim Rashid's vision is a radical design movement, whose core principle is to break with old ways of seeing and living, and thereby to create a world free of nostalgia. Fresh colours, rounded forms and clear lines create spaces that are much more than simply four walls and a ceiling. The design of the nhow Berlin is a manifestation of a philosophy that allows guests to enter another world for the duration of their stay.

A trip to Berlin turns into a sojourn in a new dimension –

a positive experience that takes you to the edge. In this ambience, the inspiration of the nhow Berlin becomes tangible. Perfectly composed chords combining aesthetic harmony and continuous stimulation of the senses change our perception of ourselves and everything around us. Everything seems more intense, making this electrifying atmosphere the ideal breeding ground for creative energy. Words and images cannot do justice to something that needs to be experienced first-hand – because great design begins at the point where language has reached its limit.

Where Music finds itself at home – and you can, too.

A place where colour, and the colour of sound, come alive. In the nhow Berlin, every room has its own creative energy. Thanks to the spectacular design and cutting-edge technology, every one of the 304 rooms is a source of inspiration and at the same time the perfect retreat from city's hustle and bustle. The spectrum ranges from 23-square-metre standard rooms to 48-square-metre superior rooms and the breathtaking 258-square-metre nhow Suite, which has two floors and its own 100 square-metre roof terrace.

Sixty per cent of the rooms have a view of the river Spree. Colour codes help guests find their way around the hotel and also serve as a design element in the rooms. The rooms in the East Tower are pink, whereas blue dominates in the West Tower and the Upper Tower is decorated in a subdued grey.

Wireless Internet and over 5,000 videos-on-demand are available in every room – along with all current connection cables and charging stations for PCs, Macs, iPods, etc. Some of the TVs are integrated into the mirrors. A high-end sound system provides unbeatable audio quality – while special, 30-cm-thick mattresses are luxuriously relaxing. The windows can be totally blacked out, ensuring a deep, rejuvenating sleep. Wooden floors give the rooms a warm atmosphere and are ideal for allergy sufferers. There is also air conditioning in all rooms and an exclusive body-care range from La Bottega in the bathrooms. For a perfect stay, now the only thing missing is you.




The background of the entire page is an abstract, futuristic composition. It features several large, highly reflective, metallic spheres in shades of purple and magenta. These spheres are interconnected by a network of thin, glowing green and blue lines that create a sense of depth and movement. The overall aesthetic is sleek and modern, with a dark, almost black background that makes the vibrant colors and reflections stand out.

Meet and greet to the Beat.

Welcome to Conference 3.0 – the nhow Conference Centre! In seven different meeting rooms and Berlin's only conference hall with a direct view of the river Spree through floor-to-ceiling windows, as well as direct access to the terrace, you will find a spectacular and unique location for your event. There is room here for up to 600 people in an area of 964 square metres. Whether you're planning a conference, celebration or product presentation – at the nhow Berlin it is sure to be an exclusive event. The presentation technology is top-notch – with a high-end projector and five further projectors that can be flexibly controlled from a computer. Whoosh! Almost everything pales in comparison to the state-of-the-art sound system.

Setting the highest standards. All meeting rooms have a ceiling height of 4.6 metres and can be completely blacked out. The large hall can even be directly accessed by cars. Another special feature is the direct cable connection to the nhow Music Suite on the 8th floor of the Kranhaus. Modular seating with high-end Bakura designer chairs provides flexible seating arrangements. Special tailor-made conference packages – including the booking a block of rooms, the restaurant or reserving the 258-square-metre nhow Suite with its exclusive roof terrace – are of course possible. We look forward to composing the perfect conference for you!



You think
you're
something
special?
So do we.

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ore beats per minute. Our exclusive nhow specials range from the nhow Suite to the nhow restaurant and the limousine service. The hotel's own jetty for water taxis makes it possible to explore the city from the water. Our bar regularly hosts international and local DJs, and there is loads of room for chilling out on over 1000 square metres of terrace space.

A composition of steam baths and saunas awaits you in the spa area. The adjoining fitness area is equipped with the latest-generation Precor exercise machines, putting your body and soul in the right tempo. The hotel's own bike and Segway rental means that it is easy to set out on spontaneous adventures in Berlin.

And for all other desires – whether musical or non-musical in nature – our 24-hour concierge service is there to help.

Change is the only Constant.

On the banks of the river Spree, everything is in motion. The spatial design concept 'dynamic space' is a constantly moving space. Art and special design installations are hereby shown inspirable in certain areas of the hotel.

Another highlight is the collaboration with Berlin graffiti artists, who are designing one of the walls of the hotel with a mural inspired by the Berlin Wall and the East Side Gallery.

Paintings, sculptures, design objects and multimedia installations are arranged into exciting ensembles within the framework of changing exhibitions and events.

As a result, the interior design of the nhow Berlin is permanently in flux and constantly provides guests with new stimulation. The programme changes three times a year and is celebrated each time with a special party. Supplemental music and fashion events add to the buzz of excitement.

Dynamic space gives the philosophy of nhow tangible form – always at the cutting edge and, above all, always different. In tune with the times.



Restaurant.

A restaurant is like a good beat: emotional and always à point. Head chef Patrick Rexhausen is a true Berliner who learnt his craft locally and cooked his way from junior chef at the Adlon and Ritz Carlton hotels to chef at the Aspria Berlin and the Grand Hyatt Berlin. Until 2010, he was executive chef at the hotel NH Berlin Friedrichstrasse, where he discovered the avant-garde as a modern interpretation of his classic take on cooking. You can look forward to modern German-French cuisine of the highest quality – made from carefully selected ingredients and with a regional accent. Soul and funk for the taste buds.





nhow
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