

HENRI to expand to Berlin

Rostock / Berlin, July 2016. Hamburg's very successful HENRI hotel brand, which belongs to Deutsche Hotel und Resort Holding, will open the second HENRI Hotel in Berlin in August 2016. The new hotel will occupy the premises of the previous Hotel Residenz and is very close to Berlin's famous Kurfürstendamm and its shops. In the meantime, the public areas and 24 rooms will be fully refurbished. A further 44 rooms will be renovated when the hotel is up and running.

The new HENRI in Berlin will feature aspects that also set the hotel in Hamburg apart. The central location on Meinekestrasse 9, in the middle of former West Berlin and close to the shops on Kurfürstendamm, is bound to appeal to business travellers and tourists. The new HENRI in Berlin will be both a cosmopolitan and attractively personal place to retreat to from the hustle and bustle of big-city life – a temporary home from home in a stylish setting. The customised HENRI interiors reflect the charm of the hotel building which dates back to the mid to late 1800s. Interior designer Marc-Ludolf von Schmarsow confidently translates elements of the Belle Époque to modern day and creates amazing accents. Guests have three room categories to choose from. They can pick the cosy and compact Kabinett rooms (14 to 17 sqm), or the classically comfortable Chambres (17 to 22 sqm), or the exquisitely spacious Salon rooms (24 to 34 sqm). Guests can meet in the Red Salon, Blue Salon or Ladies' Drawing Room for breakfast, drinks or a sociable get-together.

Eckart Buss (previously marketing director of Hamburg's Hotel Louis C. Jacob) has been managing the HENRI projects and their expansion since 2009. Under his stewardship, the HENRI Hotel – Hamburg Downtown, opened in January 2013, quickly became successful and very popular. "Authenticity and characteristic local flair are just as important to us as the high quality of the services we provide. Our Berlin hotel will also be typically HENRI. We create the atmosphere of a friend's home. This feeling will be underscored by the public areas and the adjacent hotel kitchen. This isn't just the venue for the breakfast buffet, but where drinks and snacks in the self-service fridges will be available around the clock. In other words, we take an uncomplicated, relaxed approach. And of course our staff, who we took on from the former Hotel Residenz in Berlin, will play a major role in ensuring this is the case. We've got to know these people as hosts who love what they do and like the new concept," explains Eckart Buss.

The customised rooms and salons will include numerous antiques from the mid to late 1800s without any guest having to forego modern comforts. It goes without saying that powerful WiFi as well as coffee and tea-making facilities will be available. Warm colours, high-quality fabrics and handmade rugs round off the picture and echo the almost wanton extravagance of past eras. The reference to the Belle Époque is also evident in the staff uniforms. "From the minute they tried on the apparel, custom-designed by Oliver Kresse, who also made the uniforms for HENRI in Hamburg, our staff were bowled over", explains Eckart Buss. "We'll be keeping to the style here too, without looking old fashioned".

HENRI Hotels are a temporary home from home in inner city locations. Enthusiastic hospitality and a cosmopolitan atmosphere create a universal, familiar appeal called HENRI. The HENRI HOTEL – Hamburg Downtown opened in January 2013 and reflects the look of the city's old merchant-style buildings. HENRI Berlin will open in the newly interpreted design of the late 1800s in August 2016.

Deutsche Hotel & Resort Holding with its headquarters in Rostock was founded at the beginning of 2016 as a joint venture of DSR Hotel Holding and arcona Hotels & Resorts. The joint goal is to boost the strategic growth of the two groups with particular emphasis on the A-ROSA, arcona LIVING and HENRI brands and to create synergy effects. Alexander Winter is the joint venture's CEO.

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