

PRESS KIT



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HOTEL

The heritage-protected building of the former Royal Danish Embassy was built in the late 1930s by KaDeWe architect Johann Emil Schaudt. The luxury boutique hotel SO/ Berlin Das Stue is located in the middle of the embassy district - near the Landwehr Canal in direct proximity to the Berlin Zoo - and has an unobstructed view of the Tiergarten, the Zoo and Berlin's western and eastern skyline.

Luxus Boutique-Hotel

78 rooms and suites:

24 SO Stue Rooms with 27 m²

35 SO Embassy Rooms with 30 m²

7 SO Junior Suites with 45 - 50 m²

7 SO Suites with 65 m²

3 SO Stue Suites with 70 m²

1 Penthouse Suite with 80 m²

1 Bel Etage Suite with 110 m²

1 Bel Etage Salon for exclusive events for approx. 60 guests

Prices: from approx. 230 Euro to approx. 2,250 Euro

Public Rooms:

2 restaurants for a total of 80 guests

1 bar for 40 guests with adjoining terrace

1 Bodega (Spanish Wine Gallery)

ADDRESS

SO/ Berlin Das Stue

Drakestraße 1

10787 Berlin-Tiergarten

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ROOMS

The SO/ Berlin Das Stue Hotel has 78 guest rooms and suites in seven categories, ranging in size from 27 to 110 m². The Spanish architects LVG Arquitectura finalised the room and suite design. Each of the rooms has a discreet, modern furnishing made of exclusive materials. The furnishings vary from room to room, some have Hay bedside tables or unique furnishings such as an inviting chaise longue.

The rooms have an impressive view of the Berlin Zoo or the close Tiergarten - 13 rooms have a terrace or a balcony.

To create comfort and clarity, the colours are usually subdued, supported by colour accents and hand-picked textiles. Each room has dark oak parquet flooring and a rain shower, some have an extra-large bathtub. The amenities in the bathroom are by GEZA SCHÖN. The guest rooms also feature a complete Samsung Ultra-HD entertainment system that includes both Internet access and flat-screen TV.

The photographs on the walls are from the private collection of the hotel owner. The artist is André Rival. Many of the rooms have a panoramic view through the large floor-to-ceiling windows.

LIBRARIES

In the historical part of the hotel, each floor has a special atmosphere; the decorations convey the long history of the building. Elegant original parquet floors, French doors, restored wooden inlays and the enormous brightness create a contrast to the immediately captivating, comfortable seating by Spanish designer Patricia Urquiola. Guests are encouraged to look around and pause. The result is a three-storey library with a wide selection of Taschen Verlag books on topics such as art, architecture, creative contemporary culture and animals, as well as catalogues by Berlin artists and galleries.

BEL ETAGE

In the SO/ Berlin Das Stue, the Bel Etage consists of a series of four consecutive suites on the second floor of the front building, which together with a central meeting room will cover up to 390 m². The Bel Etage can be used either for private or public purposes and the central meeting room provides access to the expansive stone terrace directly above the hotel entrance.

INTERIOR DESIGN

Patricia Urquiola, born in Spain, is responsible for the interplay between the historical façade and the modern interior. She has already been named Designer of the Year several times and has received awards for various product designs. She also designed the Mandarin Oriental in Barcelona, for example. The star designer conceives the design of public spaces and works with natural wood materials, muted colours and copper, creating organic movement and at the same time a warm and friendly

atmosphere with clear lines and colour accents. Her work includes selected furniture from Molteni, B&B Italia & Floss Lights. www.patriciaurquiola.com

GASTRONOMY

Paco Pérez, owner and chef of the renowned 2 Michelin star restaurant Miramar in Llànça on the Spanish Costa Brava and the 2 Michelin star restaurant "Enoteca" in the Hotel Arts in Barcelona, will take over the overall gastronomic management of the hotel's own restaurants. The Miramar Restaurant is known worldwide for its Mediterranean avant-garde cuisine.

The heart of the gastronomy concept is the "5 (Cinco) - by Paco Pérez". Paco Pérez, who was awarded a star in 2013 for his avant-garde creations, is an enthusiastic chef. The gourmet area "5" touches all five senses of its guests and amazes with up to 9-course tasting menus. It is located right next to the restaurant kitchen, where the preparation of all dishes can be observed through tinted glass. In the relaxed all-day dining restaurant "The Casual", a high-quality product meets honest craftsmanship. Here, the different tapas variations of the Spanish star chef are in the foreground and can be enjoyed in a pleasant atmosphere. A third room is a séparée belonging to the "5" with a view of the ostrich enclosure of the zoo and oversized tableware by Berlin porcelain designer Stefanie Hering. This room is particularly suitable for private dinners and smaller events.

The restaurant concept is the first project of the exceptional chef outside Spain, but feelings of home are still involved here. Not only are the menus based on the rich and outstanding ingredients of his country, but the cooperation with the Spanish star designer Patricia Urquiola in the interior also contributed to this. For Das Stue, Pérez is managing the overall kitchen concept in all areas of the hotel for the first time. Pérez himself will be there at regular intervals - not least to bring fresh seafood from his home country to Berlin time and again.

HOTEL BAR

The bar of the hotel convinces with its unique view into the enclosures of the Berlin zoo, which creates a unique atmosphere especially at night.

The credo of the bar is "classical bar culture". The menu includes many of Berlin's own creations as well as beverage specialties inspired by Paco Pérez's dishes. With seasonal fruits, the bar adapts to the seasons and at the same time offers a nice selection of high-quality whiskeys and cognacs that can be enjoyed both in the lounge and on the adjoining terrace. Besides the bar, SO/ Berlin Das Stue Hotel also has its own wine gallery. There are always different events like concerts and cocktail parties.

The interior of the bar is spacious and inviting and is made up of the creations of various designers. These include pieces such as the "Bohemian armchair" designed by

Patricia Urquiola for the Italian design company Moroso and the bizarre leather animals of the Omersa Company, which are handmade in Great Britain.

SUSANNE KAUFMANN-SPA

On a total of 260 m², the spa houses an exclusive wellness area with three massage rooms, sauna, gym and pool. The various care products in the spa come from Susanne Kaufmann. The product line Organic Treats is a purely natural active ingredient cosmetic manufactured according to the strictest ecological principles. Susanne Kaufmann also runs her own spa in Bezau in Vorarlberg, Austria, where guests can experience the organic treatments. www.susannekaufmann.com

ART COLLECTION

The art to be seen in the hotel is above all unusual - therefore the range extends from historical to completely bizarre. The first object that guests encounter is an oversized crocodile sculpture by the Parisian artist Quentin Garel.

Numerous breathtaking black and white photographs and portraits by artist André Rival can be seen on the surrounding walls and in the entrance area. Sculptures and paintings are distributed in all other public areas, playfully reminding guests that the SO/ Berlin Das Stue Hotel is adjacent to the zoo. This theme applies to the huge giraffe and gorillas of Milan artist Benedetta Mori in the entrance area as well as to the small leather animals of Omersa. These serve throughout the house either as cushions, footrests or mere decoration.

PLANNING AND CONSTRUCTION MANAGEMENT

The Potsdam Axthelm Architects are responsible for planning and construction management. Among other things, the office realised the headquarters of Condé Nast's publishing house in the Römischer Hof Unter den Linden, the concert building of the Deutsches Symphonie Orchester and the new ZDF studio in Mainz. The historic building in combination with the modern extension and interior design reflects the goal of investors and architects to reinterpret both in a contemporary setting.

One of the special features of the redesign is the photo concrete wall of the new building of the hotel building. A special process makes the photo motif borrowed from a historical English wallpaper pattern visible on the entire wall. By rastering the picture, different grains are achieved, which effectively stage the wall as an art surface on the building. www.axthelm-architekten.de

HISTORY

The KaDeWe architect Johann Emil Schaudt (1874-1957) built the building in the years 1938-1940, and Schaudt was regarded by his contemporaries as one of the most

important conservative architects in Germany. His numerous representative commercial buildings and the underground station Schöneberg were famous.

The Royal Danish Legation, designed in the style of Danish Classicism, is distinguished by its representative appearance. The round street front recalls the commercial building architecture of the 1920s and 1930s. The symmetrical street facade is clad with shell limestone panels.

The design of the entrance area of the building is unusual. Schaudt formed a large entrance hall covered with travertine and granite, which is flanked by lateral staircases. As early as 1907, Schaudt realised a closed facade grid and grey shell limestone walls at KaDeWe.

In 1943, the embassy building was badly affected, along with many other buildings in the diplomatic quarter. In the following period, however, it survived the war without further substantial damage. Shortly after the war, parts of the building were reused by Denmark as a military mission. A comprehensive overhaul took place in 1947.

In 1978 Denmark sold the building to the housing company Neue Heimat and moved into a smaller domicile. Neue Heimat planned new residential buildings on the site. However, the building remained unused and was abandoned. There were also no plans to expand the Berlin zoo on the site. At the end of 1983 the state of Berlin took over the building and finally in 1986 the German Federal Post Office. This established the "training centre for managers". Until a few years ago, the former Danish Embassy was used by Deutsche Telekom as a further education institution.

BUILDER

The investors behind the construction project are three families from Spain, Andorra and Panama, who deliberately chose Berlin as the location for SO/ Berlin Das Stue Hotel. Especially the high popularity of the German capital in Spain and Scandinavia connects the authentic history of the building both with investors and future international hotel guests.

TIME OVERVIEW

Start of construction: March 2009
Foundation stone laid: 12 October 2009
Topping-out ceremony: 15 June 2010
Opening: 03 December 2012

HOTEL MANAGEMENT

Managing Director of SO/ Berlin Das Stue Hotel is Alexander Doerr. Alexander Doerr trained as a restaurant specialist at Hotel Vier Jahreszeiten, Hamburg and gained his first professional experience as Commis de Rang at Doc Cheng's, Hamburg and the

Mandarin Oriental Hôtel du Rhône, Geneva. Afterwards Alexander Doerr attended the Wihoga School for Hotel Management, Dortmund with a degree in business administration and completed the Professional Development Programme with certificate in Restaurant Management of the renowned Cornell University, Ithaca, USA. He passed his examination as an instructor at the Düsseldorf Chamber of Commerce before taking up the position of Chef de Rang at the Adermann Star Restaurant in Berlin in 2001. From there he moved to Four Seasons Berlin as Assistant Manager F&B. After three years in Berlin, he began his international career with Four Seasons, which led him twice to the Maldives, Egypt and Hawaii as Assistant Manager F&B. Back in Europe, he relinquished his position as Assistant Director F&B at Park Hyatt Zurich in 2007 and later as Director F&B.

HOTEL OPERATOR

The hotel is operated by Hotel Drakestrasse Betriebsgesellschaft mbH in Berlin.

FACTSHEET

SO/ Berlin Das Stue

HOTEL

- 78 rooms and suites:
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SERVICE

- 24-hour room service
- In-room check-in / check-out
- Samsung TV with sound system
- Free W-LAN (WiFi)
- Daily washing and cleaning service
- Ultra HD TV & interactive entertainment system with WiFi Internet
- safe
- Selection of daily newspapers
- rain shower
- parquet flooring in all rooms
- Shoe Care Service
- In-house concierge

MEETING ROOMS

- Bel Etage Salon with 65 m², adjoining the historical staircase and the library
- The Bel Etage Salon is connected to a 50 m² terrace overlooking the zoo.
- The Private Dining Salon can be booked for exclusive events (45 m²)

GASTRONOMY

- 5 (Cinco) - by Paco Pérez" with a Michelin star
- Fine dining: Tastings & à la carte
- "The Casual"
- All-day dining
- A total of 80 seats
- Bar with adjoining terrace and view of the zoo
- >
- Wine Gallery

SIGHT SEEING AND FREE TIME

- Picnic in the adjacent park
- Susanne Kaufmann Spa with three treatment rooms
- Covered swimming pool
- Fitness room with personal trainer
- Library on three floors
- Jogging & walks in the park
- Bicycle rental
- mooring for city tours by boat 100 metres from the hotel
- The hotel is located right next to the famous Berlin Zoo
- Five minutes away from the shopping mile "Kurfürstendamm"

INTERIOR DESIGN

Axthelm Architekten

LVG Architectura

Patricia Urquiola

PRICE OVERVIEW

- SO Stue room from 230 €
- SO Embassy Room from 280 €
- SO Junior Suite from 380 €
- SO Suite from 560 €
- SO Stue Suite from 905 €
- Penthouse Suite from 1.550€
- Bel Etage Suite from 2.250 €
- Breakfast € 35
- VAT 7% included

LOCATION

District: Tiergarten

Airport Berlin Tegel: 10 km

Berlin Schönefeld Airport: 23 km

Berlin Central Station: 4 km

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