

# HENRI Hotels:

A new hotel concept +++ born from tradition +++ with a contemporary feel

## HENRI IS A MODERN TRAVELLER STANDARD

### How it all began...

The HENRI Hotels' success story started with the HENRI Hotel – Hamburg Downtown on 1 January 2013. The first HENRI opened here on Bugenhagenstrasse 21 with 65 studios, a spa, gym, lounge and a merchant-house-style kitchen in the centre of Hamburg, just five minutes' walk away from the railway station.

Its enormous success led to an ongoing quest for more sites. The existing Hotel Residenz near to Berlin's Kurfürstendamm was turned into a HENRI Hotel in summer 2016.

A new hotel in Düsseldorf's centre is planned to be up and running by 2018. A new HENRI Hotel with 79 rooms is to be established here in a former office building.

### Who is HENRI?

A house. A hotel. A temporary home. If Henri were a person, you'd immediately seek his company and wonder whether you hadn't met him somewhere before. He would already be sauntering over to you with an impish grin. While you'd still be gazing and pointing your finger in his direction, he would already have taken a seat opposite you and be crossing his legs with a smile. He wants you to solve the puzzle, after all there's nothing we like better than a nut we've cracked. When the shell breaks and you hear his voice, everything makes sense, just as if you've walked through your own front door. You receive a warm welcome in a beautiful backdrop.

Welcome to the moment. Welcome to Henri.

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## **What makes HENRI Hotels so special?**

### **Henri is a host...**

HENRI Hotels offer hospitality of the kind only ever otherwise experienced in family-run establishments. A small, motivated team treats every guest like a family friend.

### **Henri is a local**

Henri is a seasoned traveller who has seen a lot of the world. He's put down roots in the big cities in carefully selected locations and in buildings steeped in history. Henri fully identifies with the places where his hotels are situated. This affection towards the neighbourhood primarily expresses itself in the hotel's style and atmosphere.

### **Henri is authentic**

Henri's architecture, communications and design reflect his desire for a personalised and unique touch. Familiar design conventions are disrupted, with old and new cleverly combined. Henri's style is exceptional for that slight twinkle in the eye that makes us smile.

### **Henri is for individuals**

Henri residents come from all generations and all over world. They're seeking that special something, whether they are on private or business trips. They feel at ease in a relaxed place way beyond the mainstream and become part of the family.

### **As simple as Henri**

Henri foregoes complicated and expensive features – such as a restaurant or huge team. The hotels' motto is to achieve more with less, making those few things all the more perfect.

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## HENRI Hotel – Hamburg Downtown



### The location

The HENRI Hotel – Hamburg Downtown opened its doors for the first time in Hamburg’s city centre on 1 January 2013. HENRI is where the action is, with its finger on the pulse. HENRI is very knowledgeable and also offers somewhere to retreat from the big-city jungle: a place for business travellers, Hamburg visitors and long-term guests. Aficionados of urban life will find a temporary home here right in the middle of Hamburg. Theatres, museums, shops, galleries, the railway station, the port, HafenCity and the Binnenalster lake are just around the corner.

### The style

The mix of a slightly nostalgic merchant house atmosphere, a 1950s feel and a home-like appeal set the hotel apart from the sterile, modern design concepts of many hotel chains. The merchant house world that prevailed along Bugenhagenstrasse for decades is interpreted in a contemporary, cosy and relaxed way. Nothing at HENRI is off the peg. Instead of standardised, cold and dull design, custom-made furniture, HENRI wallpaper, wooden floorings, hand-crafted rugs and a whole host of characteristic details ensure HENRI exudes its typical atmosphere that you can’t help but embrace.



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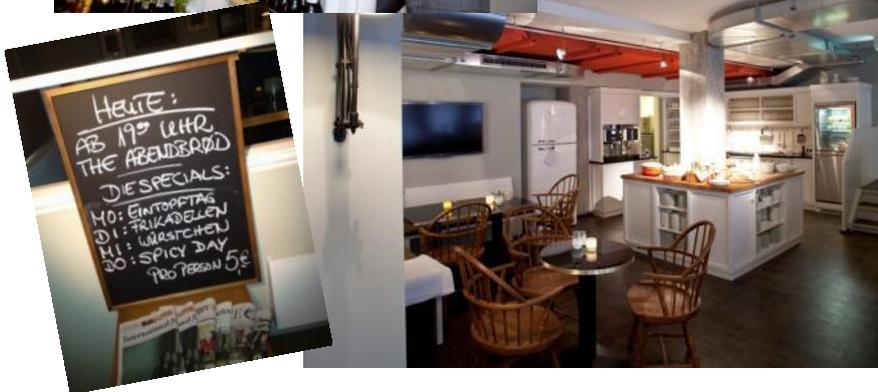
## The atmosphere

Enthusiastic hospitality and a cosmopolitan atmosphere create a universal, familiar appeal called HENRI. Despite its lean service concept, guests are offered a temporary home for a fair price.

Upon entering the spacious lounge, guests start to unwind and feel transported to another age. Dark wooden flooring, comfortable sofas and armchairs, hand-woven rugs and details such as a Triumph typewriter produce a lounge atmosphere in 1950s design.

The adjacent KontorKüche (quite literally merchant house kitchen) is a popular meeting place. Breakfast is presented on a big kitchen block every morning. Large retro fridges are available during the day for guests to help themselves to drinks, soups and snacks. In the evenings HENRI invites its guests to Abendbrød (or supper) from Monday to Thursday. Fresh bread with tasty spreads are on offer and guests feel as if they're part of an exclusive club because HENRI is only available to hotel guests. Anyone with a bigger appetite can also book specials like the home-

made meatballs, or sausages in addition to the Abendbrød.



## Facts about HENRI Hamburg

- 65 studios on seven storeys
- Studios in three categories: M-studio (20 sq m), L-studio (30 sq m), suites and loft suites (40 sq m), some of which have kitchenettes
- Spacious lounge area to have breakfast and enjoy snacks
- HENRI's gym and HENRI's spa with a view over Hamburg's rooftops

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## HENRI Hotel – Berlin Kurfürstendamm

### The location

The HENRI Hotel – Berlin Kurfürstendamm is located right in the centre of the old west of the city. Meinekestrasse is within walkable distance of Kurfürstendamm and Bahnhof Zoo and therefore equally enticing as a point of departure for both business travellers and tourists.

### The style and atmosphere

In line with the tried-and-tested HENRI concept, the Berlin hotel is 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 grand setting. The late 19th century charm of this magnificent hotel building, which is steeped in tradition, underscores the personalised design of HENRI's interior. Interior designer Marc-Ludolf von Schmarsow confidently translates elements of the Belle Époque to modern day and creates surprising accents. Guests have three different room categories to choose from. They can pick the cosy and compact Kabinett rooms (14 to 17 sq m), to the classically comfortable Chambres (17 to 22 sq m) to the exquisitely spacious Salon rooms (24 to 34 sq m). The Roter Salon, Blauer Salon and Damenzimmer are available for guests to take breakfast in, enjoy a drink or a sociable chat.



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## Facts about HENRI Berlin

- 68 rooms and 9 apartments for long-term rent
- HENRI rooms come in three categories: Kabinett rooms (14 to 17 sq m), Les chambres (17 to 22 sq m), Salon rooms (24 to 34 sq m)
- Residenz rooms: Komfort and Kabinett (refurbished to HENRI standard in 2017)
- Areas accessible to the public: Roter Salon, Blauer Salon and Damenzimmer



## Contact HENRI Hotel – Berlin Kurfürstendamm



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## HENRI Düsseldorf

The blueprint for the HENRI Hotel in Düsseldorf is also based on the typical success factors. In a top location in Düsseldorf-Pempelfort, the concept again promises to be typically HENRI. The hotel's kitchen and lounge will feel like being at home with friends. These aren't just places where the breakfast buffet is set up, but somewhere where visitors can easily serve themselves with drinks and snacks from the fridges around the clock. The design is very much classic and modern urban architecture. The former office high-rise will be remodelled and pepped up in the style prevalent at the time it was built in the 1960s and 1970s. Despite the different looks, the result will be a room concept similar to that in Hamburg's HENRI with comfortable studios in different sizes.



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