

# Gastwerk

HOTEL HAMBURG

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PRESS KIT 2017  
GASTWERK HOTEL HAMBURG

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## FACTS AND FIGURES

### **Gastwerk Hotel Hamburg GmbH & Co. KG**

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Web [www.gastwerk.com](http://www.gastwerk.com)

Opening: 17<sup>th</sup> January 2000

CEO & Owner Kai Hollmann

General Manager: Tina Schulz

Architecture: Klaus Peter Lange, Hamburg

Interior Design: Hotel: Regine Schwethelm & Sibylle von Heyden, Hamburg  
Restaurant: Dreimeta, Armin Fischer, Augsburg

Location: Hamburg West, in the district of Altona - Bahrenfeld  
6 km to the city centre and main railway station  
2 km to Altona railway station and River Elbe, 18 km to Hamburg airport; 5km to Congress Centre Hamburg and fair grounds  
Bahrenfeld S-Bahn urban railway stop (lines S1 & S11)

Hotel: 4-stars, Member of Design Hotels™  
141 rooms & suites, Free Wi-Fi  
Business lounge with business centre  
Gastwerk DaySpa (sauna, steam bath, massage, cosmetics)

Rooms: Atrium (25m<sup>2</sup>), Small Loft (20m<sup>2</sup>), Business Loft (30m<sup>2</sup>), Loft (30m<sup>2</sup>),  
Junior Suites (40m<sup>2</sup>), Suites (90m<sup>2</sup>)

Prices: Atrium (from €120), Small Loft (from €120) Business Loft (from €130),  
Loft (from €150), Junior Suites (from €180), Suites (from €210)  
\*All prices per room & excluding breakfast. Breakfast buffet € 19 per person.

Meetings & events: 7 conference rooms from 50 to 268m<sup>2</sup>  
5 break out rooms, each 20m<sup>2</sup> - 30m<sup>2</sup>  
Conservatory with seating for 80 people

Dining facilities: **Restaurant Mangold** with large summer patio  
Mon - Fri from 12 noon to 3 p.m.  
Mon - Sa from 6 p.m. to 10:30 p.m.  
**L.BAR**  
Mon - Fri from 10 a.m. to 1 a.m.  
Sat - Sun from 12 noon to 1 a.m.

## PROFILE: KAI HOLLMANN CEO AND OWNER

Kai Hollmann was born in 1957 and grew up there with five brothers and sisters. He spent his schooldays at boarding school. Following his apprenticeship as a chef at the Hamburg Intercontinental hotel and a training as a hotel manager, he moved to the Hotel Hafen Hamburg to become the assistant manager. After just one year, he took over the management there, and at the age of 24 years, he became Germany's youngest hotel director. In 1995, the Hotel Residenz Hafen Hamburg was built under his management, and in 1996, Kai Hollmann also took over the role of general manager at the Lübecker Hof hotel.



Under the management of Kai Hollmann, the Gastwerk Hotel Hamburg was developed in the year 2000 as Germany's first loft-style hotel. "At the age of about 40, I felt that the time had come for fundamental change", says Kai Hollmann, who took the step towards entrepreneurial independence by taking his long-standing idea for a hotel of his own and putting it into practice. Three years later, with 25hours Hotel Number One, Kai Hollmann created a hotel as an answer to the demands of creative cosmopolitans who appear to be uncompromising in their devotion to aesthetic trends, but who also attach great importance to moderate prices. With 25hours, Kai Hollmann once again presented himself as a pioneer in the hotel industry who sees the market's current demands as being both a business challenge as well as an aesthetic challenge, and who systematically goes about meeting this challenge at the right time and with foresightedness.

In 2008, his family of hotels grew and was joined by the uncomplicated Superbude – a hotel/hostel/lounge concept for backpackers and night owls. Since then, the Hollmann hotels have also been presented under the collective name of Fortune Hotels. Towards the end of 2008, a further addition was to be expected. In Hamburg's Sankt Georg district, The George Hotel developed and now serves a design-oriented and discerning public in a very british environment.

With the Gastwerk Hotel, 25hours Hotel Number One, the Superbude St. Georg & Superbude St. Pauli as well as The George Hotel, Kai Hollmann is now running five hotels in Hamburg. The buildings were financed by HPV Hollmann und Partner Vermögensgesellschaft, which Kai Hollmann owns together with his brothers and sisters.

For his entrepreneurial foresightedness, Kai Hollmann was crowned "Hotelier of the Year 2003" by members of his own industry and also "Entrepreneur of the Year 2008" for the trade associations "The family entrepreneurs" (ASU) and "The young entrepreneurs" (BJU). In year 2011 he also received the highly esteemed "Brillat Savarin-Plakette", which is honouring personalities who have rendered outstanding services to the guest and dining culture.

## FROM GASWORKS TO GASTWERK

Approximately 120 years ago, the old gasworks first bestowed light upon the streets and houses of west Hamburg. Today, on the same site, the Gastwerk Hotel is bestowing the city's guests with a very special kind of hotel: Hamburg's first designer hotel. The imposing industrial landmark of this gasworks is the perfect backdrop for a surprisingly harmonious presentation of new design within old architecture. In the 800 m<sup>2</sup> former coal warehouse, which is bathed in natural light, a unique hotel was created in January 2000 with the character of a loft, plenty of room in which to hold meetings, and an atmosphere which is surely unique.

The hotelier, Kai Hollmann, did not allow himself to be deterred in his plans by either the considerable restrictions associated with the protection of a historic building or the property's unfavourable location, far away from the tourist centres of Hamburg. With lots of light and air and a convincing symbiosis of industrial romanticism and modern design, the result was a loft-style hotel which, within a very short space of time, managed to establish itself at the very pinnacle of Hamburg's hotel trade.

Since its opening, this successful design hotel has been extended twice and now has 141 rooms and suites between 25 and 90 m<sup>2</sup> for the most varied types of customers.

Some further developments include the opening of the Gastwerk Spa and the redesign of the dining area and subsequent relaunch as Mangold – The Restaurant at the Gastwerk Hotel in the summer of 2008. In spring 2011 the bar of the hotel was also restructured and is now known as L.BAR.

## ARCHITECTURE AND DESIGN

With the opening in January 2000 the Gastwerk Hotel Hamburg set new standards in terms of designer hotels and hotel design. It is not simply due to the warm tone of the brick walls, the high lattice windows or the dark-brown wooden floors that Hamburg's first designer hotel conveys a relaxed, cosy atmosphere above and beyond that of a loft's ambience.

Anybody entering the lobby of the Gastwerk Hotel is stepping back outside again, or at least that's what it seems like at first. A 600 m<sup>2</sup> large and five-storey high room welcomes the hotel guest with exemplary openness and breadth. Where previously 5,000 tonnes of coal were stored, bridges now lead freely through the former industrial construction, linking up different levels and sections of the building. Daylight streams in through the entire hall and gives the structure a certain transparency. Every so often, the bare brick walls are in evidence, and yet they do not isolate anything. The Hamburg Gastwerk Hotel is not an enclosed space – it is the architectural expression of spaciousness. In spite of this expansiveness, you can feel structure and harmony in the spatial compositions wherever you look. In keeping with a sophisticated dramatic composition, visual and spatial fixed points were positioned, such as the large church clock behind the reception, which permanently shows “five to twelve”, the video screens or the monstrosity of an animal feed milling machine from the intervening period when the building was used as a factory for animal feed. Even the lift, which is freely built into the hall, is pure orchestration of a vertical structure.

It is due in particular to the Gastwerk's own understanding of shapes, materials and colours – and the individual and also harmonious combination of all its elements. The aspiration to give the hotel a special charm has been put into effect with a great sense of sensuality, clarity and functionality, and the resolute renunciation of the typical hotel design has successfully been achieved. Sterile boredom doesn't stand a chance here. From the impressive hall via the numerous areas of sojourn and retreat to the spacious atrium, loft and business rooms and suites: wherever you look, the guest is provided with an ambience full of light, air and aesthetic self-conception.

The charming and surprising interior furnishing of the Gastwerk in no way fall short of its extraordinary architecture. Design classics are combined with curtains made from lengths of felt, rattan-woven furniture with steel lamps, and wood is interspersed with carpets in warm earthy tones. In this hotel, items of furniture are transformed into objects, and works of art into furniture. Pure practicality intermingles with strategically positioned antique artefacts.

In addition to the open areas and many of the guestrooms, the 400 m<sup>2</sup> ‘Denk.Mal’ meeting area also possesses a loft-like character. High windows ensure brightly lit rooms, and the practical as well as exquisite furnishings do not distract you from your creative thoughts. Seven rooms ranging in size from 20 to 268 m<sup>2</sup>, flexible in their layout, and a business lounge provide ample comfort. In addition, the atrium also incorporates small group and break-out rooms.

The fact that the Gastwerk is also an imposing building from the outside goes without saying, and in the summer of 2000, the Gastwerk was crowned the most attractive facade by the city of Hamburg.

## RESTAURANT MANGOLD

Frank Neumann, Executive Chef, and his competent team present a creative and varying cuisine with focus on a mixture of international and regional ingredients.

“This cuisine is in itself quite uncomplicated” says Neumann, “the guest should on the one hand recognize the products clearly but on the other hand should be open to a surprisingly new combination of ingredients.” Those who prefer the clear, straight line instead of a surprise can delight in daily changing fresh fish and seafood or in classics from the grill.

The friendly service team welcomes the guests in a pleasant ambience, which underlines the width and cosy atmosphere of the typical Gastwerk-loft-style. The restaurant is equipped with exquisite items of furniture and is indirectly illuminated in warm tones. Especially the listed industrial brickwork of this historical gasworks building provides harmonious atmospheric surroundings for a tempting gastronomy-experience.

The redesign of the restaurant in year 2008 has been guided by Armin Fischer and his Dreimeta design division.

The Mangold offers a light lunch menu Mondays to Fridays from 12 noon to 3 p.m. Furthermore there is a three-course quick-lunch for € 19.50 available which makes the restaurant a real tip for a special lunch break that has become quite popular with local businesspeople.

Six days a week the restaurant opens at 6.00 p.m. for dinner and has become the meeting place for locals from Ottensen, Altona and suburbs along the river Elbe. Moreover many guests come from Hamburg's entire city region. Some guests even stay for the night at the Gastwerk Hotel even though they only wanted to dine in the restaurant.

## L.BAR

In May 2011 the bar in the Gastwerk Hotel was redesigned and since then it is known as L.BAR. It now emits a rather modern look, even though the ancient brick walls have been kept, of course, and make sure that the typical loft style atmosphere stays retained.

The modern light concept, that changes according to daytime, as well as the combination of cozy furniture pieces ensure that you immediately feel comfortable. It is easy to your favourite spot: whether you choose to sit on a stool directly at the bar, in one of the armchairs or on the bench in front of the brick wall, furnished with soft pillows.

The L.BAR service team welcomes hotel guests and residents alike. Open Mondays to Fridays from 10 a.m. to 1 a.m. and during the weekend from 12 noon to 1 a.m. The bar offers a variation of snacks Mondays to Fridays from 11 a.m. to midnight, Saturdays and Sundays from 1 p.m. to midnight.

## DESIGN HOTELS™

The Gastwerk Hotel and its partner hotel The George are affiliates of Design Hotels™.\*

As a marketing platform, Design Hotels™ represents a global collection of individually managed hotels and functions as a mediator between affiliate hotels and cosmopolitan travellers who are looking for self-determination and individuality.

The affiliates in the Design Hotels™ portfolio are connected in their creative understanding of the modern hotel trade and its approach to personal customer orientation. With their individual interpretations of luxury and the integration of local lifestyles, in addition to intelligent design and high-quality architecture, the hotels provide the guest with an authentic and unique experience.

Design Hotels™ represents and markets a curated selection of more than 240 independent hotels in over 40 countries across the globe. The brand, with its main office in Berlin, has further representatives and subsidiaries in London, Barcelona, New York, Singapore and Perth.

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