

The George HAMBURG

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THE GEORGE HOTEL HAMBURG!



PRESS KIT

THE GEORGE HOTEL HAMBURG

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Opening: October, 1st 2008
Investor: HPV, Hamburg
Managing Director: Kai Hollmann
General Manager: Ulrike Fohr

Architect: GRS Architekturbüro Reimer + Partner, Hamburg
Interior design: SynergyHamburg, Hamburg
Sibylle von Heyden, interior architecture & design
Lighting design: Tom Schlotfeldt, Schlotfeldt Licht

Location: Hamburg St. Georg
near Außenalster/Lange Reihe
bus stop AK St. Georg (Linien 6, 37)
main train station 900m
airport Hamburg Fuhlsbüttel 9km

Hotel: 4-stars
Member of Design Hotels™
Spa-Area with Rooftop
English Garden, Underground carpark

Rooms & prices:	64 S-Rooms	21 m ²	from € 150,21
	8 S-Rooms with Alster view	20 m ²	from € 171,28
	46 M-Rooms	28 m ²	from € 171,28
	5 Junior Suites	40 m ²	from € 222,35
	2 The George Suites	58 m ²	from € 334,49

Meetings/events: 2 Clubrooms (max. 40 people)
1 Private Library (16 people)
1 Library (6 people)

Catering: **Breakfast:** Mon-Fri 06:30 a.m. - 11 a.m., Sat-Sun 06:30 a.m. – 1 p.m.
Restaurant DaCaio with a terrace - fine Italian cuisine
Mon-Fri noon – 3 p.m. and 6 p.m. – 11 p.m.
Sat 6 pm. – 11 p.m., Sun closed
Bar DaCaio with lounge and terrace (120 m²)
Open daily from 10 a.m. – 1 a.m.
Campari Lounge on the 7th floor with view to St. Georg and the Außenalster
Open during Summer when the weather is good



Story

New British Style: Reinventing the Classics

Hamburg's The George sets a "New British" style and attitude in scene. With a decidedly modern and light-hearted twist to English tradition and design, The George transports the best of an era into our own.

Afternoon Tea, Harris Tweed and Gentlemen's Clubs...the elegance and etiquette of a bygone era have found their way into modern British style and design. With strong visual effects and contemporary forms, designers like Terence Conran, Kit Kemp and Paul Smith have given a fresh new look and attitude to classic English style. Tradition mixes with vibrant textures and colours to create a low-key "New British Style".

Inspired by this style, The George brings an air of London to Hamburg. The Four-Star Hotel in Hamburg's St. Georg quarter opened its doors in Autumn 2008. The project was initiated by hotelier Kai Hollmann who already counts Hamburg's Gastwerk Hotel and the 25hours Hotel Number One (now Superbude Paradise) to his achievements.

The George - An Introduction

Buzzing harbours, international commerce, global wares: The cities of Hamburg and London have much in common. Each is cosmopolitan and modern while maintaining a strong history and tradition. And exactly these characteristics are reflected in The George!

Inspired by the tradition-rich social clubs of England, The George offers handsome public spaces in which to socialize and lounge. Membership is not required and the library, the restaurant with attached English Garden, as well as the lounge and bar are set to become neighbourhood hub for locals and hotel guests to meet and exchange. What's more: All of the public rooms are available for private hire. Overnight guests will also find the utmost in privacy in the 118 well-appointed guestrooms and 7 suites.

St. Georg and The George - In Perfect Synergy

Attracted by the unpolished, avant-garde flair of the St. Georg quarter, trendy boutiques, restaurants and street cafes are settling next to quaint relics of earlier times. The George is a mirror of its neighbourhood: charming, cosmopolitan and lively. At the same time it is pushing forward the areas reinvention, adding a touch of new urban elegance.

Guests of The George profit from the vibrant pulse of metropolitan life without its hectic pace. People are as integral to the concept as the various venues. A cosmopolitan crowd of Hamburg residents and guests from abroad will find The George has the perfect environment to make new friends of a comfortable corner to read or work.



Architecture and Design

Inspired by the New British Style

The Georges unpretentious facade melds into the districts urban scene. Once inside, guests are warmly greeted by friendly staff and a welcoming atmosphere. “The design is meant to be fund” says Managing Director Kai Hollmann. “Stylistic contradictions here and there are absolutely intentional.” The primary design scheme is held in black and white, yet the contrast is softened with warm dark woods and spots of colour. These heavier elements are skilfully balanced with gauzy fabrics, glass and an intelligent lighting design. Craftsmanship plays an important role in the interior design and handmade fabrics, carpets and unique pieces were selected by Hollmann during his travels.

A tour through the hotel is like a stroll through London: inspiring and visually varied. Exotic influences dating back to colonial times make a striking contrast to modern classics. Indian saris are colourful highlights as bedspreads while an oriental Marrakech style reigns in the spa. In the Library, modern interpretations of Chesterfield furniture, cosy niches as well as lavish carpets give the space a clubroom feel. It’s the perfect spot to relax or read and of course indulge in The Georges own rendition of Afternoon Tea.

The hotel developer Kai Hollmann invests much dedication and commitments to his projects including sourcing unusual design pieces for his hotels through fine antiques dealers and specialist furniture boutiques. Fusing design with traditional craftsmanship, Hollmann engaged local cabinetmakers for custom woodwork at The George including DaCaio’s elegant bar. Counting “interior design” and “hotel development” to his hobbies, it is no wonder that in 2003 Hollmann was named the German Hotelier of the Year as well as the Businessman of the Year in 2008.

Like in Hollmann’s other hotel, Hamburg’s Gastwerk, The George has a distinctly individual character. Design enthusiasts see The George as another exciting alternative to the city’s chain hotels.

The Rooms

Sweet Dreams

Offering 118 impeccably dressed guestrooms, five junior suites and two suites, The George is ideal for the discerning traveller. The design theme is carried through in the rooms where understatement and comfort prevail. Visual appeal and variety is ensured by differing night tables and lampshades as well as indigo-hued walls that set off the vivid sari bedspreads. Each room and suite is outfitted with modern technology (like flat screen TVs and sonorORADIO's) for practical needs while luxurious textiles and spacious baths are designed to indulge.

S-Rooms

The George Hotel Hamburg's cosy, standard rooms are 21 m² and have queen size beds. The windows with a view of Hamburg's St. Georg district can of course be opened wide. There is an Eames rocking chair in every size S-Room.

S-Rooms with Alster view

These rooms impress with a fantastic view of the Alster Lake during sunset, while having the same equipment and size as the S-Rooms. Guests enjoy the view from the sitting area on terrace and from the bed.

M-Rooms

The spacious M-Rooms offer 26 m² of space. Some M-Rooms have a balcony, providing a view of the English Garden. In addition to the extra-long, king size beds, there's a lounge area with a cosy leather armchair.

Junior Suites

The 41 m² Junior Suites feature lots of light and a pointed balcony with a view of Hamburg's St. Georg district. For a relaxing stay there are extra-long, king size beds, a Chesterfield armchair with a 32-inch flat-screen TV. The spacious bathrooms are furnished with a shower and a spate bathtub. Every Junior Suite is furnished with a Leysieffer coffee machine.

The George Suites

Two living areas of approx. 58 m², a spacious bathroom with bathtub and separate shower and a wonderful view across the Alster Lake make The George Suites an exceptional retreat for your visit to Hamburg. In addition to extra-long, king size beds and 32-inch flat-screen TVs in the living-room and bedroom, individual design elements add luxury and comfort. Both of the The George Suites are equipped with a Leysieffer coffee machine.

Gastronomy

Shaken, not stirred

Highlights of The Georges gastronomy concept are its fresh fine Italian cuisine as well as its extensive selection of fine whiskeys. The food and beverage offerings delight hotel guests and also attract the local crowd of lively St. Georg. Room service is also available for hotel guests from 06:30 a.m. – midnight.

Bar DaCaio

The bar and lounge invites with soft leather chairs to sink into or classic stools at the elegant custom woodworked bar. In the afternoon we serve Afternoon Tea while the evenings entice with martini specials and a fine selection of whiskeys for the connoisseur.

Restaurant DaCaio

A catwalk connects the bar to the restaurant where fine Italian cuisine dishes are reinterpreted. The refined menu is complemented by top-notch Italian wines. Restaurant DaCaio is open for breakfast, lunch and dinner.

Rooftop Terrace - St. Georg from above

Although it's not the highest spot in Hamburg, it's certainly one of the most attractive ones. The rooftop terrace offers fascinating views of the pulsating urban life below.

Meetings & events

Private Library

Get inspired by our cosy and light-flooded Private Library, located in the middle of our English Garden, and enjoy your exclusive event, meeting, photoshoot or a fireside chat.

Library

A fine and cosy room with deep armchairs and small niches to relax or read. The perfect spot to unwind.

Clubrooms

Business customers and private guests may take advantage of the two Clubrooms. With a size of 35 and 40 m² they can be booked separately, or combined as one large meeting space. They are equipped with latest technology and equipment.

DaySpa

Wellbeing high over the city

The modern DaySpa area is located on the 6th floor of the building. The DaySpa has a mix between new British and oriental Marrakech design and provides an outdoor roof terrace with fantastic views of St. Georg. The large-scale windows also offer additional views of Hamburg.

The people behind The George



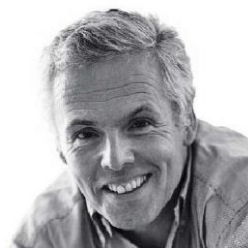
Ulrike Fohr has been instrumental in developing the concept and positioning of The George. The appointed General Manager of the hotel looks back on a varied career in the hospitality field. Her training began with an apprenticeship in hotel management at a 4* German hotel with additional qualifications as a tourism expert. Following different positions in Germany and abroad, she brought her love for the hotel business to Hamburg where she has lived since 1988. She held various positions at the Hotel Hafen Hamburg over a 10 year period where she also headed its sales department since 1990. With the opening of Gastwerk Hotel in 1999 – Hamburgs first Design Hotel - she followed former General Manager Kai Hollmann to take the role of Director of Sales and Marketing. In 2003 her responsibilities also extended to the sister hotel, the 25hours Hotel Number One (now Superbude Paradise).



Kai Hollmann is an integral part of Hamburg's hotel scene. With the Gastwerk Hotel Hamburg, the German Hotelier of the Year 2003 and Businessman of the Year 2008 created a milestone in industrial design and defined the trend of "affordable style" with the 25hours Hotel Number One (now Superbude Paradise) in Hamburg. Hollmann is the Managing Director of The George. Hollmann, a trained chef, completed his apprenticeship in hotel management at the Hotel Intercontinental Hamburg. He first caused a sensation when he took on the position of General Manager of Hotel Hafen Hamburg at the age of 24. Under his direction, the hotel expanded to include 150 additional rooms and the Hotel Residenz Hafen Hamburg was built. As Owner and Managing Director he opened the Gastwerk Hotel Hamburg in 2000, followed by the 25hours Hotel Number One (now Superbude Paradise) in 2003. As shareholder in the 25hours Hotel Company, Hollmann also operates twelve 25hours Hotels in four countries. In 2021 additional 25hours Hotels will open all around the globe.



Sibylle von Heyden is responsible for the interior design of The George in cooperation with Kai Hollmann. She is an experienced interior architect with a focus on hotel design. Her creativity is particularly influenced by the long-term periods she spent working abroad. Her previous accomplishments include the Gastwerk Hotel Hamburg where the existing traditional brick building is complemented with modern accents. She was also involved in the whimsical design of the 25hours Hotel as well as the 25hours Guesthouse, both in Hamburg. For the interiors of The George she has taken inspiration from British classics and fine quality materials for creating contemporary ambience.



Tom Schlotfeldt puts the spotlight on The George. With his company Schlotfeldt Licht he has completed lighting design projects ranging from hotels to flagship stores of well-known designers. The company was also involved in the Master plan of Luchao Harbour, Shanghai. In addition to lighting design, Schlotfeldt is also busy as a product developer and as a product designer. The George features interior and exterior lighting that is customisable according to the time of day and ambience required.