

PRESS KIT



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HOTEL

Located in the former Danish Embassy Building, tucked at the edge of the leafy Tiergarten and neighboring the Berlin Zoo, SO/ Berlin Das Stue is the city's first luxury boutique hotel. The name refers to the Danish word "Stue", which means "livingroom". The 78 rooms and suites, which are among the city's largest, welcome guests with an invigorating, yet harmonious ambiance. The Spanish design icon Patricia Urquiola created the interior that blends high quality with traditional and contemporary design. Guests and locals alike are taken on an aesthetically captivating journey that stimulates all senses. Representing the Mediterranean dining and bar culture, the culinary delights evoke creatively inspiring yet authentic sensations of taste. The SUSANNE KAUFMANN boutique spa is a place of beauty, relaxation and holistic comfort. Welcome to SO/ Berlin Das Stue – a bohemian oasis.

Luxury Boutique-Hotel

- 78 rooms and suites:
- 24 SO Stue Rooms, 27 m²
- 35 SO Embassy Rooms, 30 m²
- 7 SO Junior Suites, 45 - 50 m²
- 7 SO Suites, 65 m²
- 3 SO Stue Suites, 70 m²
- 1 Penthouse Suite, 80 m²
- 1 Bel Etage Suite, 110 m²

Rates

From approx. 230 Euro to 5.200 Euro

Public Areas and Event Space

- Restaurants The Casual and The Casual+ for a total capacity of 80 guests (seated dinner), 85 m² each
- Stue Bar and Terrace for a maximum capacity of 40 guests (cocktail reception), 30 m² + 130 m² terrace
- Bel Etage Salon for exclusive events for approx. 30 guests (seated dinner), 65 m² + 50 m² terrace
- Private Dining Salon for board meetings and private dinners for approx. 30 guests (seated dinner), 45 m²
- SUSANNE KAUFMANN boutique spa featuring 3 treatment rooms, indoor pool, sauna and gym, 260 m²

ROOMS

SO/ Hotel Berlin Das Stue features 78 guest rooms and suites in seven categories, ranging in size from 27 to 110 m². The extravagant rooms and suites are decorated in a beautifully unusual, yet highly personal manner, with the Spanish architects LVG Arquitectura being responsible for the interior design. Furnishings vary from room to room; in some, guests will find Hay bedside tables, others boast with unique design pieces such as an inviting chaise longue.

The rooms offer impressive views of the Berlin Zoo or the close Tiergarten, many of them even panoramic views through the large floor-to-ceiling windows; 13 rooms have a terrace or a balcony. To create comfort and clarity, the main color scheme is subdued, but playfully supported by color accents and handpicked textiles. All rooms are laid with dark oak parquet flooring and feature a rain shower, some have an extra-large bathtub. The bathroom amenities comprise a selection of GEZA SCHÖN products. The guest rooms also feature a complete Samsung Ultra-HD entertainment system that includes both Internet access and flat-screen TV.

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-story 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

On the second floor, SO/ Berlin Das Stue offers the “Bel Etage”, consisting of a series of four consecutive suites, 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 colors and copper, creating organic movement and at the same time a warm and friendly atmosphere with clear lines and color accents. Her work includes selected furniture from Molteni, B&B Italia & Floss Lights.

www.patriciaurquiola.com

GASTRONOMY

In the relaxed all-day dining restaurant "The Casual", a high-quality product meets honest artisanship. The only thing casual is the ambiance. After all, whether breakfast, lunch or dinner, every meal carries an artful signature. You can also enjoy them on the terrace in the green courtyard. In the restaurant, daylight is illuminating the venue through the ceiling windows. Patricia Urquiola arranged the luxurious interplay between the deep, soft carpet, furniture from Moroso and B&B Italia as well as wall lights to a flawless room.

Tom Dixon lights illuminate the adjacent "The Casual+" and an iconic collection of copper pots and pans is draped over the central table from the ceiling. Guests have an insight into the open show kitchen and can observe the preparation of the food at the kitchen counter looking through cleverly positioned ceiling mirrors.

Both restaurants, the All-Day-Dining Restaurant The Casual and The Casual+ can be booked exclusively and can be combined to create space for up to 80 people.

STUE BAR

In a familiar salon atmosphere guests feel the glamour of the old Berlin, enjoy newly interpreted cocktail classics while having a good conversation. The Stue Bar is located on the ground floor and creates a casual living room atmosphere. It could almost be interpreted as a laid-back lounge, but its playful, sophisticated interior concept, coupled with soulful jazz and swing events, breathtaking views of the zoo and an impressive range of whiskey and vermouth, leaves no doubt that this is a first-class bar.

The Stue Bar has direct access to the large terrace in the courtyard. The interior design is characterized by playful sequences of different textures. Carpets have the pattern of traditional parquet floors, counters and columns are equipped with copper clad.

SUSANNE KAUFMANN BOUTIQUE 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 Christian Thomas 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 as either cushions, footrests or mere decoration.

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. 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. From 2005 to 2009, the building was abandoned and was only used occasionally for events.

2009 the planning and construction of the new building started and the hotel was opened on December 3rd 2012 as "Das Stue". On March 06th 2018 the hotel has been relaunched as "SO/ Berlin Das Stue" and is managed by Accor since then under the SO/ brand.

PLANNING AND CONSTRUCTION MANAGEMENT

The Potsdam Axthelm Architects are responsible for planning and construction management. Among other things, the office realized 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

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

Dario Pithard has been managing SO/ Berlin Das Stue since February 8, 2021. Pithard previously held several management positions at The Ritz-Carlton in Asia before moving to The St. Regis Tianjin in China in 2017, where he became general manager for the first time. Most recently, he led the W Guangzhou (Hotel and Serviced Apartments) in China since April 2019. As German native, he began his career in 1996 at the Park Hotel Bremen, followed by positions as banquet and F&B manager at luxury hotels across Germany.

HOTEL OPERATOR

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

FACTSHEET

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 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

- "The Casual" - all day dining and adjacent "Casual+"
- A total of 75 seats
- Bar with adjoining terrace and view of the zoo

SIGHT SEEING AND FREE TIME

- 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 meters from the hotel
- The hotel is located right next to the famous Berlin Zoo
- Five minutes away from the famous shopping mile "Kurfürstendamm"

INTERIOR DESIGN

- Axthelm Architekten
- LVG Arquitectura
- Patricia Urquiola

RATE OVERVIEW

- SO Stue room from 230 €
- SO Embassy Room from 280 €
- SO Junior Suite from 380 €
- SO Suite from 610 €
- SO Stue Suite from 940 €
- Penthouse Suite from 1.650€
- Bel Etage Suite from 2.300 €
- Breakfast 35€
- VAT 7% included

LOCATION

District: Tiergarten
Berlin Schönefeld Airport: 23 km
Berlin Central Station: 4 km

ADDRESS

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