

## Press Release

# GRAND OPENING OF ASPRIA HOTEL IN BERLIN

## Germany's Smartest City Retreat

Berlin, 24 September 2009. Berlin is modern Europe's cultural capital city, drawing visitors with its captivating blend of recent history and the dynamism of its artists and architects, full of wide-open boulevards and creativity. On 6 November 2009, a new and unique refuge from the bustling city will open behind the trees and noble façades of Berlin's affluent Charlottenburg district: the Aspria Hotel, a 42-room retreat connected to a renowned 14,000m<sup>2</sup> state-of-the-art spa and sporting club. The result: the ultimate city health and wellness resort.

"Aspria never stands still. We're always looking for ways to improve and continuous growth is part of our philosophy." says Brian Morris, CEO of Aspria Group. "That's why it is a priority for us to provide visitors to Berlin and our Club members with a truly special accommodation experience – the new Aspria Hotel. There's really nothing in the city that will compare with this hotel, it will be a real "escape" and we're very proud of it."

It was a golden opportunity for the UK-based group to acquire the five storey neighbouring building in the Karlsruher Strasse, which they could adapt to become part of the Aspria Club. Berlin-based designer, Michael Brown of NAU, redesigned the former industrial space: all accommodation – 39 rooms, 3 apartments and 2 conference rooms – bears the signature of this up-and-coming design team, internationally renowned for their forward-thinking concept of "The Immersive Cocoon". The result is an innovative series of calming, highly modern spaces, full of light and thoughtful design touches.

The generously sized open plan rooms have nearly 30 m<sup>2</sup> of usable space, 3.5 m high ceilings and elegant furniture by Vitra and Walter Knoll. Guests enter their accommodation with a clear view of a panoramic window and a tailor-made pedestal bed that seems to float in the middle of the room. Along the length of the window stretches a desk with the same grey surface as the bed. It varies in height and can be used as a writing desk, a bench or an area to open suitcases. In order to bring natural light into the bathroom, frosted glass has been used extensively, separating the shower area and toilet from the open sink and dressing room. The lighting design, featuring Moooi and Linea products, allows for flattering 'mood lighting' or brighter, concentrated light for working, playing off elegant Vescom 'Brora' wallpaper on one wall and, in a special touch, a gold shimmering bedhead upholstered in 'Sudden' fabric from Kvadrat. Even the television has not gone without a rethink: the cutting-edge Philips Ambilight screens are ceiling-mounted at an angle that corresponds perfectly with the bed's backrest.

The three larger apartment suites contain the same mix of harmonious lines, soft colours and modern materials. Intended for guests who need more space, or might be planning a longer stay, these suites are larger, have a kitchenette and dining table, a sitting area with a sofa that can fold out to be a second bed, and have an expanded bathroom with separate bathtub and shower.

The two conference rooms (45m<sup>2</sup> and 60m<sup>2</sup>) provide a modular format that adapts to any business need.

Equally as important as the rooms, however, is the hotel's setting: in place of a standard lobby and a tucked-away afterthought of a gym, the Aspria Hotel allows guests to take advantage of 14,000 m<sup>2</sup> of fitness and wellness space - that's 358m<sup>2</sup> per room! The spa has been extended and refurbished, adding a hamam, a salt inhalation room and a wave dream installation relaxation room to the saunas, whirlpool, kneippbaths and the amazing rooftop terrace. Treatments and massages by the professional spa team complement this range of almost endless wellness opportunities. The club's sporting offer includes state-of-the-art fitness equipment, an extensive class timetable, innovative training methods such as Power plates and highly qualified Personal Trainers.

"Staying at Aspria Hotel in Berlin will be like staying in a private member club. It's intimate and friendly and there's more engagement – a large number of guests will use the club facilities and feel like members of the extended family" says Brian Morris "Whatever you come to us for, you should leave us happier, healthier and more together than when you arrived."

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For reservations, please reference the website: [www.aspria-hotel.com](http://www.aspria-hotel.com)

The Aspria Hotel Opening Special, valid until 31 January 2010:  
Room rates start at 89 EUR per night!

General Room Rates:  
Room rates start at 119 EUR per night.  
Apartment rates start at 144 EUR per night.

### NOTE TO THE EDITORS:

Should you require additional information, a company press kit and high-resolution images, please contact Birgit Schmoltner Communications:

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### ASPRIA

The Aspria Hotel in Berlin, part of the Aspria Group, offers members and guests real escape in the centre of the city just moments from the Ku'damm. Combining an extensive, contemporary day Spa and stylish hotel rooms, members and visitors can enjoy the ideal 'home from home' in the city. From spa to sports programmes, from events to conferences, from old to young: Aspria offers a wide range of activities to suit everyone, for individuals, families and businesses.

Aspria is a growing collection of the finest Member's sports, health, family Clubs and Spas in Europe and is now also offering overnight accommodation in both Hannover and Berlin. All clubs and spas deliver quality, choice and value for money, personalised to the needs of each

individual, for those who appreciate the importance of health and well-being. As at the 31st August 2009, Aspria provided these benchmark services, facilities and expertise to around 25,000 discerning adult members in addition to around 5,000 active children, in Belgium and Germany in addition to a growing number of day and overnight guests.