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Greater individuality and character for visitors to the capital:
The cleverly designed *sly Berlin* hotel – a privately managed city hotel featuring modern cuisine, conference rooms and a rooftop spa – has opened in Friedrichshain-Kreuzberg.

Berlin is by far the most visited city in Germany. So it is not surprising that visitors have an almost endless choice of accommodation – especially chain hotels. But the trend is clear: since the pandemic ended, guests have been looking for more personality and individuality in where they stay. Travellers are no longer just looking for a place to sleep – thanks to remote working, they are spending more time in their rooms, looking for contemporary dining experiences and preferring to explore a neighbourhood in greater depth rather than visit the usual tourist attractions. The *sly Berlin* hotel in Friedrichshain-Kreuzberg is a place that responds to exactly these needs of (international) travellers. After all, the privately run urban city hotel combines modern design with the charm of old Berlin buildings in one of the city's coolest districts.

sly – the catchy three-letter word means not only crafty and artful, but also mischievous and roguish. It may sound like a contradiction in terms to some, but it describes a place with character. This is because *sly* is not dull and predictable – *sly* is unique and surprising. Much like the surrounding district of Friedrichshain-Kreuzberg. A place where life is in full swing, where the international club scene meets urban gardening projects, the Spree River meets the Landwehr Canal, and street food meets gourmet.

The moment you enter the *sly* hotel, however, you realise that you have left the hustle and bustle of the capital behind. Before reaching the reception area, guests pass through a deliberately dark corridor with elegant black tiles by Fornace Bernasconi. And despite being just a few steps away, it is at the end of this short corridor that the *sly* microcosm begins: a retreat in the heart of the metropolis of Berlin that stands for particularly high standards of quality and design, as well as individual hospitality in a relaxed atmosphere.

What this microcosm looks like becomes clear as soon as you catch a glimpse of the "Hotel-Späti" adjacent to reception. This zone replaces the outdated minibar and offers everything from champagne, craft beer and homemade drinks to all kinds of savoury and sweet snacks made in Berlin and trendy personal care products. Just a few steps away is the most impressive part of the building and the heart of the hotel: the bar and restaurant area, with its large greenhouse-style glass roof, abundant exotic plants and open-plan Marrone kitchen. Here, guests can enjoy natural sunlight from dawn to dusk, giving the room a different feel depending on the time of day. Each of the hotel's 150 individually designed rooms features high-quality materials such as oak,

elegant natural stone and fine fabrics, combined with design classics by Louis Poulsen, Knoll and Fritz Hansen. An absolute highlight is the panoramic sauna on the top floor. From here, guests can enjoy views of the city skyline. The design was created by Hamburg architect Giorgio Gullotta. General Manager Philipp Christensen and the 60-strong team offer a personal and warm service, far removed from the usual platitudes. For more information about the hotel, visit https://www.sly-berlin.com/. Room rates start from €160 excluding breakfast.

Cosy and timelessly elegant. A total of 150 rooms in six different sizes and price categories are spread across four high-quality refurbished Berlin factory buildings, named after the colours of their façades and connected by typical Berlin courtyards. From 17 square metres to a luxurious 100 square metres: Each room has been individually designed based on the floor plan to preserve the old building features such as magnificent arches and bay windows. High-quality materials such as oak herringbone parquet flooring, Farrow&Ball wall paints and Kvadrat fabrics provide an exceptional level of comfort. After an eventful tour of the capital, guests can retire to the inviting king-size beds made in Germany, or relax on the spacious Meridiani sofa beds or armchairs in the larger rooms. The bedside lamps by Louis Poulsen and Fritz Hansen are true design classics that add a cosy glow to the hotel rooms at night. The bathrooms are also strikingly stylish and high quality, finished throughout in dark natural stone by Serpentino e Graniti, with large mirrors and vanities, underfloor heating and rain showers, and Molton Brown toiletries. Air conditioning, Nespresso machines and Marshall Bluetooth speakers add to the comfort. As an added bonus, most rooms have a French balcony and some even have a spacious terrace.

Urban design meets contemporary cuisine. Giorgio Gullotta's urban design concept extends to the public areas of the hotel, where guests will find special touches such as black tiles surrounding the reception area, corridors in midnight blue and moss green, dark oak floors and historic round-arched windows.

The most impressive feature, however, is *sly*'s bar and restaurant area, accommodated in a greenhouse-style glass house covering almost 300 square metres. Its transparent dome creates a dynamic atmosphere that changes with the light throughout the day. Nearly 30 large silver globe lamps by Flos Bespoke appear to float under the glass roof, reflecting the natural daylight and the evening candlelight.

At the heart of the restaurant is the open-plan Marrone kitchen with elegant red tiles by Pecchioli. Here, head chef Matthias Meier and his international team work calmly and creatively, preparing

both breakfast and modern Berlin-style cuisine, including truffle pasta and creative vegetarian dishes such as roasted carrots. Meat lovers can enjoy fine cuts from the robata grill. And, of course, there are plenty of options for vegetarians and vegans. The homemade delicacies are served at solid oak tables made especially for *sly*. Elegant table tops in Calacatta marble and upholstered seating by Gervasoni are scattered throughout the room, adding a stylish touch. The service is managed by F&B Operations Manager Sunny Bruchwalsky, who leads her team with passion, charm, and experience to ensure a seamless and thoroughly enjoyable experience for every guest.

The restaurant seats a total of 120 guests, many of whom will find space on the cosy seating island built around the restaurant's impressive central island of tall exotic plants. But that's not all: the balustrade surrounding the restaurant and the wall of natural plants separating it from the conference area also feature all kinds of leafy plants. The reference to nature is evident throughout, and the apparent contrast with the urban environment is translated into a harmonious spatial concept in characteristic *sly* style.

For those who are not quite ready to retire after dinner or who simply fancy a drink, the hotel bar is the place to be. Here, too, the red Pecchioli tiles have been combined with a bar in green Alpe Verdi granite. At this counter, the bar team serves popular classics alongside creative signature drinks, both alcoholic and non-alcoholic. Most of the ingredients they use are made in-house. At the end of the evening, with their favourite drink in hand, guests can relax on a Baxter sofa or a stylish Diamond Chair by Knoll.

Relax with views of the capital skyline. On the top floor of *sly* there is a modern spa area with a panoramic sauna, steam room and relaxation room for guests to relax and unwind. The spa area is fully glazed, offering breathtaking views of the Berlin skyline – especially the 368-metre TV Tower. Guests can also get a full workout in the basement gym, which features modern cardio equipment, weights and yoga mats.

Working and celebrating at *sly*. *sly* is a place for anyone who wants to experience Berlin the individual and authentic way – whether alone, with friends, family or a partner. Those unable or unwilling to stop working during their visit are welcome to use the co-working space for short work sessions, video conferences and phone calls. A total of three function rooms are available for meetings large and small, workshops, celebrations of all kinds, and conferences for up to 80 people. They are equipped with the latest conference technology and offer natural light and a small terrace overlooking the leafy inner courtyard. In the open-plan kitchen of the foyer, the *sly*

banqueting team serves F&B arrangements tailored to each event – from breakfast and coffee breaks to business lunches and standing receptions.

Experienced restaurateurs. The *sly Berlin* Hotel is part of a Hamburg-based group of companies comprising several establishments, including the neighboring Hotel NEWBERLIN, the east Hotel & Restaurant, the coast by east Hamburg, clouds - Heaven's Bar & Kitchen, the Boston Hotel Hamburg, the Park Inn by Radisson Wismar as well as the east Manufactory, the Harbour Grill and the coast by east on Mallorca.

The *sly Berlin* hotel is located at Petersburger Straße 16, 10249 Berlin-Friedrichshain. Rooms can be booked online at https://www.sly-berlin.com/ from €160 per night for a double room excluding breakfast. Further enquiries can be made by emailing contact@sly-berlin.com or calling +49 (0)30 233 2066 00.