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To access the press kit, please go to [www.henri-hotels.com/en/press](http://www.henri-hotels.com/en/press). Please contact our press office directly for photos.

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## 1. HENRI Hotels

### Fact sheet for HENRI HOTEL GmbH

<b>Operating company</b>	DSR Hotel Holding GmbH
<b>Registered office</b>	Rostock (Lange Straße 1a, 18055 Rostock)
<b>Headquarters</b>	Hamburg (Am Kaiserkai 69, 20357 Hamburg)
<b>Executive Management</b>	André Aue, Daniel Bär, Eckart Buss, Björn Franz
<b>Hotels</b>	HENRI Hamburg, HENRI Berlin, HENRI Düsseldorf
<b>No. of rooms (total)</b>	216
<b>No. of employees (total)</b>	Approx. 50
<b>Milestones</b>	2010–2012: The idea for the HENRI is born 29/05/2012: Topping out ceremony for the HENRI Hamburg 01/01/2013: HENRI Hamburg opens 01/04/2016: Hotel Residenz is acquired and converted into the HENRI Berlin while the hotel remains open for business 01/08/2016: Rebranded as the HENRI Berlin 22/03/2018: Topping out ceremony for the HENRI Düsseldorf Autumn 2018: HENRI Düsseldorf opens
<b>Website</b>	<a href="http://www.henri-hotels.com">www.henri-hotels.com</a>
<b>Social media</b>	<a href="https://www.facebook.com/henrihotels">www.facebook.com/henrihotels</a> <a href="https://www.instagram.com/henrihotels">www.instagram.com/henrihotels</a>
<b>Hashtags</b>	#henrihotels #henrihotel #henrihotelhamburg #henrihamburg #henrihotelberlin #henriberlin #henrihoteldüsseldorf #henridüsseldorf #everydayshouldbeahenriday #henrilicious

## **Background text for HENRI Hotels**

### **The foundations are laid for the HENRI Hotels**

The HENRI Hotel – Hamburg Downtown, located in an old *Kontorhaus* (office building) right at the heart of the city, opened its doors to its first guests on 1 January 2013. This heralded the start of the HENRI Hotels success story. Since then, the HENRI Hamburg has had an average occupancy rate of over 90%. It was only logical, therefore, to open a second HENRI in August 2016. The HENRI Hotel Berlin was established in the former Hotel Residenz, a *Gründerzeithaus* (a building dating from the Wilhelmine era) on a side street off the Kurfürstendamm. The entire workforce was retained and the hotel remained open to guests during renovation work to redesign it as a HENRI Hotel. And the success story continues – in autumn 2018, the latest member of the HENRI family will open in the Pempelfort district of Düsseldorf. Other HENRI projects are planned as part of the parent group's (DSR Hotel Holding) expansion strategy.

### **HENRI-style boutique hotels**

HENRI is a young boutique hotel brand with a presence in the attractive cities of Hamburg, Berlin and Düsseldorf. The properties are carefully selected, converted and redesigned as HENRI Hotels with an eye to their history. The HENRI Hamburg thus features a nostalgic office atmosphere and a 1950s look. The HENRI Berlin, on the other hand, has reinterpreted the Wilhelmine design. In the HENRI Düsseldorf, the focus is on stylistic touches reminiscent of the 1960s and 1970s. To achieve this authenticity and individuality, Marc-Ludolf von Schmarsow (Lumisol GmbH), the HENRI Hotels' interior designer, is meticulous in his attention to detail. "The unique HENRI style is not an off-the-shelf look and that is why our guests love it so much. This, together with our very personal, friendly and unconventional way of looking after our guests, distinguishes us from the competition," says Eckart Buss, Managing Director of HENRI Hotels, explaining the concept.

### **At home with HENRI – just like being with friends and family**

The HENRI Hotels are a home from home. They provide leisure and business travellers with the kind of hospitality that they would otherwise only experience with friends or family. "For us, it is not just a case of living like a local but also having the experience of being a local: our HENRI crew have excellent contacts and are always a good source of insider tips," says Buss. On arrival at reception, guests

are welcomed by their hosts, all of whom wear the particular uniform designed for their hotel. These have been created by Hamburg-based fashion designer Oliver Kresse, who incorporates the style of the era and the respective building in his designs.

### **HENRI keeps body and soul together**

Each HENRI Hotel has a lounge and a kitchen for guests where they can help themselves to drinks at any time from a self-service fridge or coffee machine and pay into an honesty box. This is also where breakfast is served and where all the guests are invited to enjoy the „Abendschnittchen“ in the evenings: fresh bread with delicious toppings and the chance to engage in inspiring conversations with other guests. “The „Abendschnittchen“ tradition is designed to underline the feeling of home and conviviality for our guests,” explains Eckart Buss. After a long day working or strolling around town, guests can unwind in the hotel bar in the evening with a delicious HENRI cocktail. A deliberate decision was made not to include a public restaurant. As a result, the lounge, kitchen and bar are for residents only. Guests can also retreat to the small wellness or gym area to relax. “Small but nice” is the motto here: guests can avail of a sauna, steam room, modern gym equipment and other facilities in this area.

## 2. The hotels

### Fact sheet for HENRI Hotel – Hamburg Downtown

<b>Opened</b>	01/01/2013
<b>Address</b>	Bugenhagenstraße 21, 20095 Hamburg
<b>Hotel Manager</b>	Jan Schwarzer
<b>Style</b>	1950s/1960s ( <i>Kontorhaus</i> and office ambience)
<b>No. of rooms</b>	65 studios and suites on seven floors
<b>Room categories</b>	36 M-Studios (20 m <sup>2</sup> ) 16 L-Studios (30 m <sup>2</sup> ) 5 XL-Studios (33 m <sup>2</sup> ), some with kitchenette 8 suites and loft suites (40 m <sup>2</sup> ), all with kitchenette
<b>Prices</b>	From EUR 118 for a double room (double occupancy)
<b>Special features</b>	Generously sized lounge with bar, reading nook and work corner Kitchen with self-service fridge, buffet breakfast, <i>The Abendbrød</i> , coffee, tea and cakes Gym with a treadmill, cross trainer, bike, punch bag, etc., all in the style of cult Hamburg pub, “Zur Ritze”. A wellness area that includes a Finnish sauna, steamroom and a view over the roofs of Hamburg
<b>No. of employees</b>	17
<b>Contact details and info</b>	Tel.: +49 (0)40 5543570 Email: <a href="mailto:hello@henri-hotel.com">hello@henri-hotel.com</a> Website: <a href="http://www.henri-hotels.com">www.henri-hotels.com</a> Social media: <a href="https://www.facebook.com/henrihotels">www.facebook.com/henrihotels</a> , <a href="https://www.instagram.com/henrihotels">www.instagram.com/henrihotels</a>
<b>Hashtags</b>	#henrihotels #henrihotel #henrihotelhamburg #henrihamburg #everydayshouldbeahenriday #henrilicious

## Profile for HENRI Hotel – Hamburg Downtown

The Henri Hotels' success story began on 1 January 2013 in an old *Kontorhaus* (office building) at Bugenhagenstraße 21, just five minutes' walk from the central station and close to Mönckebergstraße, one of Hamburg's main shopping streets. The first member of the young boutique hotel chain features a nostalgic office atmosphere and a design that harks back to the 1950s and 1960s. Simple, clean lines, organic shapes and light colours are the hallmark of the interior of the former office building, which is the work of interior designer Marc-Ludolf von Schmarsow. The era in which the hotel was originally built is reflected right down to the last detail: a Triumph Adler typewriter is used as a guestbook, for example, and the staff wear retro, 1950s-style uniforms. Hamburg-based fashion designer Oliver Kresse designed the uniforms.

The generously sized lounge in the HENRI Hamburg accommodates a reception, bar and work corner, while sofas, armchairs and booths entice guests to make themselves comfortable. For anyone who fancies a spot of reading, the bookshelves are laden with a diverse collection of literature which has developed over the years as guests are invited to take or leave a book. In addition to a substantial breakfast each morning, the guests can also help themselves to *The Abendbrød*, a light supper that is served in the Kontor kitchen from Monday to Thursday. All the hotel guests are invited to this supper, creating a homely and sociable ambience.

Up to 130 guests (double occupancy) can be accommodated in the HENRI Hamburg in a total of 65 lovingly furnished studios and suites located on seven floors. The rooms are decorated with a signature wallpaper by Katharina J. Haines, which the Hamburg-based graphic designer and illustrator designed specially for the hotel. The wallpaper features typical items that would have been found in the standard office prior to the digital age, e.g. fountain pens, inkpots or typewriters. It also plays on the stereotypes of the hotel's bureaucratic past, depicting lipsticks, high heels and spectacles.

The wellness area on the top floor of the hotel provides a unique view across the roofs of the Hanseatic city. Guests can also relax here with a sauna or foot bath or simply chill out on one of the loungers. The gym in the basement of the HENRI Hamburg has been designed and fitted out in the style of the boxing cellar at the legendary cult Hamburg pub, "Zur Ritze". In addition to a punch bag, more athletically inclined guests can avail of a range of equipment, including a treadmill, cross trainer and bike.

Since its opening, the HENRI Hamburg has acquired a large fan base: this is underlined by the hotel's average occupancy rate of more than 90% in the last five years. In 2017, the HENRI Hamburg achieved its best-ever result with an annual occupancy rate of around 96%.

### Fact sheet for HENRI Hotel – Berlin Kurfürstendamm

<b>Opened</b>	01/08/2016
<b>Address</b>	Meinekestraße 9, 10719 Berlin
<b>Hotel Manager</b>	Eckart Buss
<b>Style</b>	1900s (Wilhelmine style, Historicism)
<b>No. of rooms</b>	72 rooms on the upper ground floor and on four additional floors
<b>Room categories</b>	26 Kabinett rooms (14 to 17 m <sup>2</sup> ) 33 Les Chambres (17 to 22 m <sup>2</sup> ) 13 Salon rooms (24 to 34 m <sup>2</sup> )
<b>Prices</b>	From EUR 108 for a double room (double occupancy)
<b>Special features</b>	Generously sized lounge in the Red Salon, Blue Salon and the Ladies-Bower (“Damenzimmer”) Kitchen with self-service fridge, buffet breakfast, <i>Le Abendstulle</i> , coffee, tea and cakes Two Bogota Rooms and a Bogota Museum Anthroposophist’s Room and Orient Room Meeting facilities for up to 12 people in the “Herrenzimmer”
<b>No. of employees</b>	16
<b>Contact details and info</b>	Tel.: +49 (0)30 88443 0 Email: <a href="mailto:hello@henri-berlin.com">hello@henri-berlin.com</a> Website: <a href="http://www.henri-hotels.com">www.henri-hotels.com</a> Social media: <a href="https://www.facebook.com/henrihotels">www.facebook.com/henrihotels</a> , <a href="https://www.instagram.com/henrihotels">www.instagram.com/henrihotels</a>
<b>Hashtags</b>	#henrihotels #henrihotel #henrihotelberlin #henriberlin #everydayshouldbeahenriday #henrilicious

## Profile for HENRI Hotel – Berlin Kurfürstendamm

In August 2016, the second HENRI Hotel opened its doors in a Wilhelmine-era building close to the elegant Kurfürstendamm in Berlin. The Hotel Residenz was previously located on the Meinekestraße premises. This gradually transformed into a HENRI Hotel, while remaining open to guests for business. With an assured sense of style, interior designer Marc-Ludolf von Schmarsow has transfused the Historicism of the Belle Époque to the present-day building. Even the entrance suggests the delights that await guests to this hotel. The team at the HENRI Berlin welcome their guests amidst the charming ambience at the reception. The staff are dressed in uniforms that fashion designer Oliver Kresse has created in keeping with the style of the era. Instead of a modern key card, guests are handed a heavy brass key. From here, the journey back in time to the early 1900s begins in earnest. Guests find their favourite spot in the Red Salon, Blue Salon or the Ladies-Bower (“Damenzimmer”) – to have breakfast, enjoy a drink, have a coffee or tea or even just a sociable chat. *Le Abendstulle* (a selection of breads, dips and snacks) is served in the charming kitchen from Monday to Saturday. Reserved for residents only, there is no charge for this light supper.

The HENRI Berlin has a total of 72 rooms. In addition to the Kabinett, Les Chambres and Salon room categories, all of which feature the charm of the Wilhelmine era, the hotel also introduced a number of special themed rooms for its guests in autumn 2017. Two of them are named in honour of the legendary Hotel Bogota, an institution of Bohemian Berlin. Enthusiasts can spend the night in the two themed rooms amidst the original Bogota furnishings. For HENRI Managing Director Eckart Buss and Joachim Rissmann, former owner of the Hotel Bogota, it was a heartfelt wish to retain part of Berlin’s hotel history in the HENRI Berlin. Guests who are interested in the Bogota will find the hotel’s former telephone box, together with other memorabilia, in probably the smallest (hotel) museum in Berlin in the basement of the HENRI Hotel.

In addition to the Bogota Rooms, two other themed rooms have been added: light and flowery, with light green bamboo wallpaper, antique wicker chairs, an eccentrically mystic Jugendstil wardrobe and Expressionist pictures, the Anthroposophist’s Room is a space for dreamers, thinkers and lovers of nature. The Orient Room is furnished in a Middle Eastern style and is a cosy and playful space decorated in warm shades of red. The highlight is a gallery area with a recliner, reminiscent of the infamous opium dens of the ‘Orient’. Both rooms are

designed to reflect the modern and liberal countermovements that emerged in the early 20th century in reaction to the more conservative Wilhelmine era.

The HENRI Berlin also offers meeting facilities: the “Herrenzimmer” can accommodate up to 12 people. Despite the historic setting and antique furniture, the room is equipped with WLAN and state-of-the-art conference technology. A separate suite directly opposite the “Herrenzimmer” can be used to supplement the capacity available in the “Herrenzimmer”. It is equipped to cater for a maximum of five people and also offers a unique working environment.

## Fact sheet for HENRI Hotel – Düsseldorf Downtown

<b>Opening</b>	November 2018
<b>Address</b>	Am Wehrhahn 86, 40211 Düsseldorf
<b>Hotel Manager</b>	Sabrina Seibold
<b>Style</b>	1960s/1970s (mid-century)
<b>No. of rooms</b>	79 rooms on eight floors
<b>Room categories</b>	19 S-Studios (18 m <sup>2</sup> ) 33 M-Studios (20 m <sup>2</sup> ) 27 L-Studios (25 m <sup>2</sup> )
<b>Prices</b>	From EUR 108 for a double room (double occupancy)
<b>Special features</b>	Generously sized reception area with lounge, bar and meeting area Kitchen with self-service fridge, buffet breakfast, <i>Abendschnittchen</i> , coffee, tea and cakes Wellness and gym area
<b>No. of employees</b>	17
<b>Contact details and info</b>	Tel.: +49 (0)211 44767 700 Email: <a href="mailto:hello@henri-duesseldorf.com">hello@henri-duesseldorf.com</a> Website: <a href="http://www.henri-hotels.com">www.henri-hotels.com</a> Social media: <a href="https://www.facebook.com/henrihotels">www.facebook.com/henrihotels</a> , <a href="https://www.instagram.com/henrihotels">www.instagram.com/henrihotels</a>
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### **Profile for HENRI Hotel – Düsseldorf Downtown**

Just in time for the carnival kick-off, the HENRI Hotel – Düsseldorf Downtown opened its doors to the first guests on 11<sup>th</sup> of November 2018 at 11:11 a.m. Since then, guests can enjoy the unique HENRI concept in the Rhine metropolis in the up-and-coming district of Pempelfort in a central city centre location. As with all HENRI hotels, the property, in this case a former office building from the 1970s, was converted into a HENRI hotel within two years with reference to its origins. This is how the design of the 79 studios and the public areas is presented in the style of the 1960s and 1970s. The hotel is dedicated to the time from which the eight-storey building originates: with a bright red retro telephone, for example, the reception can be called from the room, the walls adorn framed original wallpaper cut-outs from the 1970s and also the employees are stylishly dressed in flapping trousers, colorful shirts and sweaters, designed according to the ideas of Oliver Kresse. As for the HENRI employees in Hamburg and Berlin, the Hamburg fashion designer designed the wardrobe for his Düsseldorf colleagues. Authentically, he incorporates the fashion of the era from which the respective HENRI Hotel originates.

The heart of the HENRI Hotel – Düsseldorf Downtown consists of a spacious living lounge with bar, a conference corner and the typical HENRI hotel kitchen in which both breakfast and popular dinner are available for guests. At the "Abendbrod" there is fresh bread with delicious spreads and, if you like, also inspiring conversations with the other guests. After a long day at work or an extensive stroll on the "Kö", the Düsseldorf shopping mile, you can end the evening with a delicious HENRI cocktail at the bar. If you like, alternatively relax in the small wellness or fitness area on the first floor.

### **3. Portraits**

#### **Eckart Buss, Managing Director HENRI Hotels**

Bremen native Eckart Buss has been a driving force in shaping the development of the HENRI Hotels from the initial idea to the development and implementation of the concept. He is a member of the Executive Management of the young boutique hotel group and is responsible for project development, marketing and operations. Buss has already worked for the DSR Hotel Holding, the parent group of HENRI Hotels, for a total of 16 years: he was initially Reception Manager at the Hotel Louis C. Jacob, which also belongs to the group, before being appointed Head of the Marketing and Development departments. One of his roles during this time was to support the brand development and opening of the restaurant CARLS an der Elbphilharmonie, which is located right next to Hamburg's impressive philharmonic hall.

Eckart Buss's career began in 1992, when he trained in hotel management at the Renaissance Hotel Hamburg. This was followed by a course to become a state-certified hotel administration expert (Staatlich geprüfter Hotelbetriebswirt) at the renowned Heidelberg Hotel Management School. After holding a number of positions within the Marriott Hotel Group, Buss found his way to the Louis C. Jacob in 2002.

#### **Jan Schwarzer, Hotel Manager, HENRI Hamburg**

During a stay in May 2015, Jan Schwarzer was immediately enthusiastic about the HENRI concept and succumbed to the charm of the HENRI Hotel Hamburg Downtown. Since then, he has been interested in the group's expansion. For Schwarzer, the professional field of a hotel manager is characterized by both the proximity to the guest and the manifold possibilities in the operational area. Since April 2019, he has been in charge of the HENRI Hamburg and is living the role of host. He completed his training as a hotel specialist at the Grand Hyatt Berlin and graduated in 2008 as one of the TOP graduates of his graduation year. Afterwards, his professional career took him to the arcona Hotels & Resorts in Rostock and Berlin, where he took over the management of the arcona LIVING GOETHE 87 on an interim basis. Prior to joining HENRI, he worked at Novum Hospitality as Director of Sales in Hamburg.

**Sabrina Seibold, Hotel Manager, HENRI Düsseldorf**

Sabrina Seibold launched the HENRI Hotel – Düsseldorf Downtown as Hotel Manager. The new boutique hotel opened in November 2018. Sabrina Seibold knows Düsseldorf like the back of her hand: she has lived in the Rhine metropolis for several years and has an extensive network in the city and the tourism industry. Before starting to work for HENRI Hotels she worked with Sievert & Wiegand GbR (Refine Asia) in Erkrath near Düsseldorf as the Head of the MICE Division. Prior to that, she occupied a number of roles including Senior Account Manager with Booking.com Deutschland GmbH, Director of Sales and Marketing at the Renaissance Koh Samui in Thailand and Director of Sales at the Marriott Executive Apartment Sathorn Vista, also in Thailand. Seibold began her career in the tourism and hotel industry in 1996 when she did an apprenticeship in Hotel Management in Munich's Marriott Hotel.

**Susanne Klein, Hotelmanager HENRI Berlin**

Susanne Klein manages the HENRI Hotel - Berlin Kurfürstendamm. She knows her way around beautiful buildings as she worked in her previous job as a real estate agent. During an evening walk along the Ku'damm her eyes fell on an interesting building from the Belle Époque – which was indeed the HENRI Berlin. Since September 2018 she is now working in the HENRI Hotel Berlin – just like in former times, since she is originally from the hotel industry. It's an affair of heart to her to make the guests feel at home. Susanne Klein did her apprenticeship as a hotel specialist at the Hotel Berghof in Usseln. After that, Klein, born in Ruhr Area moved to Kassel to work as a bartender at the Mövenpick Hotel. She gained further work experience in sales and marketing from 1994 to 1997 during different stages within the Dorint Hotel Group on the island Sylt and in Mönchengladbach. At last, Susanne Klein moved to Berlin as a Sales Manager, where she was working for Interconti at the Westin Grand Hotel Berlin, as well as the Palmerston Golf Resort at Scharmützelsee which today is a lovely A-ROSA Resort and belongs like the HENRI Hotels to the DSR Hotel Holding GmbH. Later, she continued her professional career as Sales- and Marketing Director for 'The Mandala Hotels'.