

| PRESS RELEASE

THE CLOUD ONE HOTELS EXPANDS IN THE UNITED STATES

NEW MIAMI PROJECT INTRODUCES BRANDED RESIDENCES IN WYNWOOD

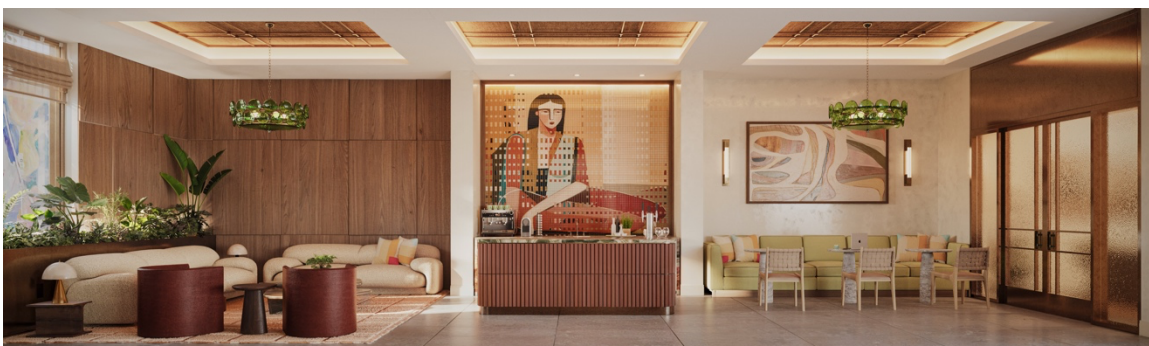
Munich/Miami, 24.03.2026 – The Motel One Group strengthens its North American presence with a new *The Cloud One* project in Miami’s Wynwood Arts District. Following *The Cloud One New York-Downtown*, the Miami development adds a new dimension: *The Cloud One Hotel and Residences* will be the first property to combine a hotel and branded residences under *The Cloud One* name.



Developed in partnership with Ralf Büschl of Büschl Group and Sebastian Lüdke of ALP.X Group, the eight-story project will feature 214 hotel rooms and 85 residences ranging from 450 to over 2,200 square feet. The residences will occupy the building’s upper floors, offering expansive layouts, floor-to-ceiling windows, and private terraces overlooking Miami’s skyline and the Wynwood streetscape, while the building’s exterior will be curated by Goldman Global Arts. Sales for the residences have officially launched, marking the first opportunity to own a *The Cloud One* home in Miami.

Guests and residents alike will enjoy an array of thoughtfully curated amenities, including a striking rooftop bar and restaurant that seamlessly blends indoor and outdoor spaces. Serving craft cocktails, fine wine, and light bites in a modern environment with panoramic views across Miami, this vibrant venue is perfect for relaxed social gatherings, dining, and unwinding while taking in the cityscape.

“The development represents the next level of Motel One Group’s expansion in North America,” said Stefan Lenze, Co-CEO of Motel One Group. “In partnership with Ralf Büschl of Büschl Group and Sebastian Lüdke of ALP.X Group, who bring local market connections and development



expertise, we are introducing a new residential offering alongside our hotel operations. This project elevates our presence in the U.S. and Miami's most vibrant district is the perfect place to bring our vision of urban living to life."

Architecture is by a collaboration between HWKN and ODP Architects, with interiors by March and White Design. Each residence reflects The Cloud One's signature design language – a refined blend of modern elegance, natural materials, and urban functionality. Ensuring residents' privacy and exclusivity, the residential component features a dedicated private lobby and entrance, separate from the hotel, allowing for discreet arrival and departure. Access to shared amenities, including a rooftop pool, fitness and wellness areas, and curated social zones, further creates a seamless connection between residential living and boutique hospitality, while still maintaining a clear distinction between guest and resident spaces.

With the opening of a dedicated design gallery in Wynwood last autumn, the project reaches a new milestone. The space presents the architectural model, interior concept, and materials, offering a first glimpse of how *The Cloud One* will reinterpret Miami's creative energy.

The Miami project is part of a broader strategy for the Motel One Group in the United States. The project marks a key step in establishing *The Cloud One Hotels* as a transatlantic brand, connecting European design principles with North American urban living. The new location provides both a platform for innovation in hospitality and a foundation for long-term growth.

[Download press pictures here](#)

Credits for exterior renderings: Binyan Studio and HWKN Architecture
Credits for interior renderings: VMI Studio and MAWD / March and White Design

About Motel One Group

Founded in 2000, Motel One is a Munich-based hospitality company, which has received multiple awards for its concept and is considered the pioneer of the budget-design category. The company currently operates 101 hotels with 28,544 rooms across 13 countries (as of September 2025). Motel One is known for offering a unique combination of high-quality interiors, exclusive design, exceptional service, and prime city-center locations at attractive prices. The Motel One Group plans to expand further, with new properties set to launch in the US and Europe, continuing its growth as a leader in the affordable luxury hotel sector. www.motel-one.com/en/

About The Cloud One Hotels

Born in New York City in 2022, The Cloud One Hotels is the second brand of the Motel One Group. With prime locations in attractive cities, it is the perfect starting point for both business and leisure travellers. The brand represents experiences that convey a sense of authenticity and exclusivity. Guest can look forward to well-appointed rooms, first-class service, and an inspiring atmosphere. Currently operating in New York, Hamburg, Düsseldorf, Nuremberg, Prague and Gdańsk, the brand continues to expand globally. www.the-cloud-one.com/en/

About Ralf Büschl, Founder and Chairman of the BÜSCHL Group of Companies

Ralf Büschl is the Founder and Chairman of the BÜSCHL Group. Under his leadership since 2010, the company has become the foremost developer in the Munich metropolitan area. In its nearly 60 years of existence, the BÜSCHL Group has developed, planned, and realized dozens of projects with several thousand residential units. The firm currently has more than 10 million square feet under development. In particular, the BÜSCHL Group is implementing the redevelopment of Munich's PaketPost-Quartier which, upon completion, would include two iconic towers. www.bueschl-gruppe.de/

About Sebastian A. Lüdke, Founder and Managing Director of ALP.X Group

Sebastian A. Lüdke is Founder and Managing Director of ALP.X Group, a management-owned, entrepreneurial holding company, and investment- and development manager headquartered in Munich, Germany. The firm is active in real estate, infrastructure and corporate growth across risk-return profiles and strategies, with a focus on residential, hospitality, and mixed-use. www.alpx-group.com/

About Douglas Elliman Development Marketing (DEDM)

Douglas Elliman Development Marketing, a division of Douglas Elliman Realty, offers unmatched expertise in sales, leasing, and marketing for new developments throughout New York, New Jersey, Massachusetts, Florida, Texas, Colorado and California. The company's new development hybrid platform matches highly experienced new development experts with skilled brokerage professionals who provide unparalleled expertise and real time market intelligence to its clients. The firm is heralded for its achievements in record-breaking sales throughout each of its regions. Drawing upon decades of experience and market-specific knowledge, Douglas Elliman Development Marketing offers a multidisciplinary approach that includes comprehensive in-house research, planning and design, marketing, and sales. www.elliman.com/new-development