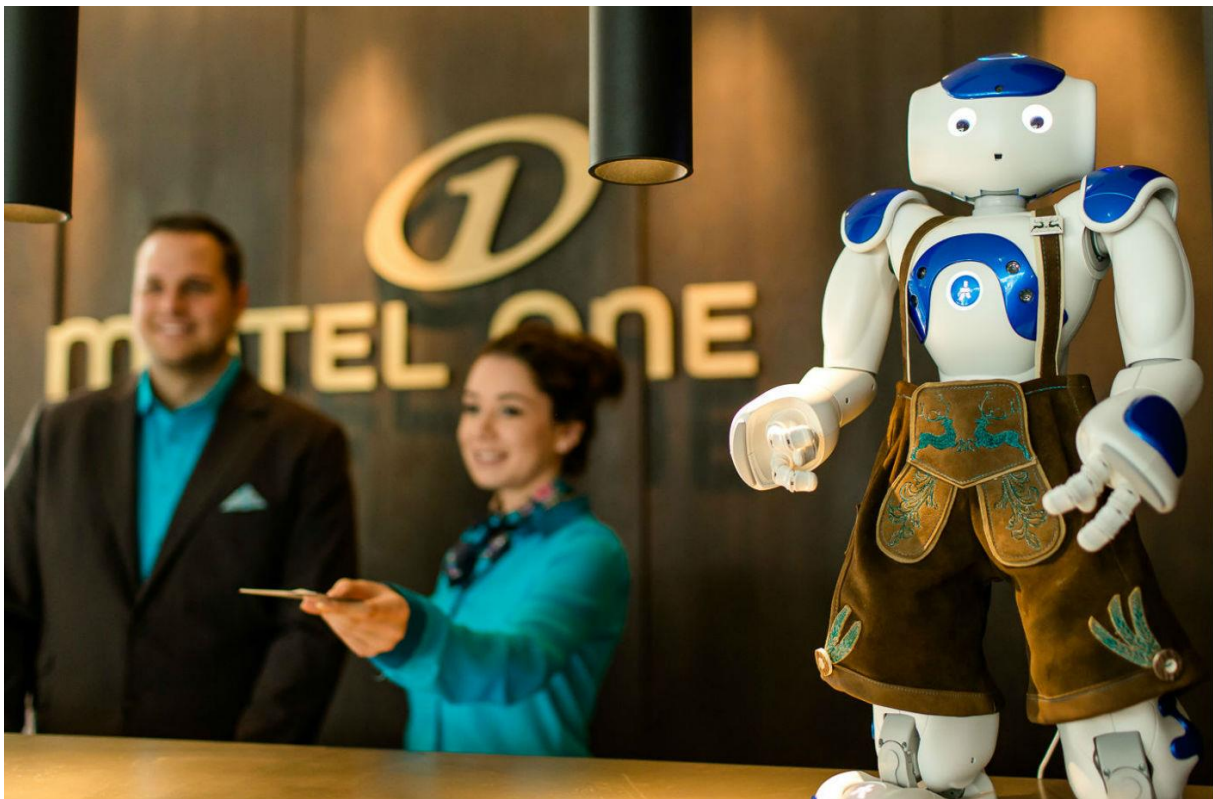


PRESS RELEASE

**Motel One opens in Munich's Parkstadt Schwabing district
Bavarian laptops and lederhosen theme**

Munich/Berlin, 9 August 2017. Motel One, the successful budget design hotel group, is opening its eighth hotel in Munich, with 434 rooms, laptops and lederhosen in the new Parkstadt Schwabing district. The design is inspired by the hotel's proximity to IT giants like the IBM Watson IoT Center and Microsoft, and plays with traditional materials and cutting-edge technology. A robot with artificial intelligence will act as a concierge, providing information to guests as part of a pilot project with IBM. Another highlight is the Cloud One Bar, a sky bar with fantastic views over Munich. Motel One is remaining true to its attractive pricing policy: rooms can be booked from EUR 79 per night.



Credits: Motel One

"Motel One München-Parkstadt Schwabing strengthens our presence in our hometown," says Dieter Müller, CEO and founder of the Motel One Group. "The proximity to international companies like Amazon, Osram, the IBM Watson IoT Center, Fujitsu, General Electric and Microsoft, to name just a few, gives this location an added attraction and demonstrates the successful development of the Parkstadt Schwabing district. We are particularly proud of Sepp, the robot," he adds.

"As the developer behind the Parkstadt Schwabing initiative and the owner of the new hotel building, we wish Motel One every success," says Dr Helmut Röschinger, Managing Partner of the ARGENTA Group. "We are delighted that this famous and extremely successful hotel chain is contributing to the attractiveness of the district. The superior architecture, the design concept centred around fine, sustainable materials, and the attractive sky bar create a new meeting place for the people who work in the local high-tech firms and for the residents of Parkstadt Schwabing."

Sepp the robot – experience artificial intelligence



The laptops and lederhosen design theme is epitomised by Sepp the bilingual robot in his bespoke lederhosen – giving guests a taste of artificial intelligence. Sepp answers questions such as “Where is the bar?” and “What time is breakfast?”, and can also respond to questions (in German and English) about his traditional Bavarian outfit. This exclusive pilot project not only provides a visual highlight in the One Lounge, but is also a way of testing the potential of self-learning robots in the hotel industry.

“The consulting team from the Watson IoT Center worked closely with Motel One on this digital concierge service,” says Niklaus Waser, Vice President Watson IoT Global Ecosystem and head of the Watson IoT Center. “Thanks to IBM’s Watson cognitive technology, Sepp can hold conversations in natural language and respond to the interests and needs of guests. The Watson technology enables Sepp to constantly expand his areas of knowledge so that he is equipped to answer future questions. This creates a completely new customer experience.”

Design concept between traditional and digital

The design concept uses fine, traditional materials such as brass, deerskin, natural stone and wood, and a calm colour scheme with greys, browns and turquoise to create a high-quality atmosphere. The open-plan design on the ground floor allows for a wide range of uses. The Business Lounge has a workbench with a large screen and groups of armchairs where guests can work quietly and hold meetings. The lobby is also the sitting room. Here, brass trumpet candlesticks and leather furniture from Baxter and Poliform meet retro Nintendo consoles. In the Motel One bar, a digitised couple in traditional costume can be seen dancing on the wall behind the counter, and comfortable leather sofas and handmade rugs create a relaxed atmosphere. Like all Motel One bars, it stocks the group’s 40 favourite gins, as well as local gins from Munich and the rest of Bavaria.

Part of the decoration in the One Lounge is provided by artistic data visualisation – making the invisible visible. Big screens display the previous 24 hours’ tweets from Munich city centre or the current flight traffic information for Munich in the form of coloured beams of light, while a sound ball creates a visual representation of the noise level in the One Lounge.

Cloud One Bar – a sky bar with a roof terrace and mix-it-yourself concept

The Cloud One Bar on the 12th floor offers spectacular views and a roof terrace. In this stylish sky bar, everything is inspired by the ‘cloud’ as a data storage location: on the reflective wall behind the counter, an image shows binary code of 0s and 1s running symbolically into the Munich skyline. The pendants in the handmade Grand Cru light fitting from Massifcentral float above the large bar counter like data packets. The bar itself is an island in the middle of the room, making it a visual and social focus. A mix-it-yourself concept lets guests help the bartender mix their drinks. The Cloud One Bar invites local residents and visitors to enjoy wonderful views of the city and experience a new form of bar culture.

Photo link (Credits: Motel One): <https://cloud.biss-pr.de/s/UKRzaO0Qfmx471i>

About the Motel One Group:

Like the Price. Love the Design. – Motel One, the multi-award-winning budget design hotel group, has successfully positioned itself in Germany, Austria, the UK, Belgium, the Czech Republic, the Netherlands and Switzerland with 57 hotels and around 15,500 rooms (correct at 30 June 2017). Industry experts and guests appreciate the unique combination of high-quality furnishings, exclusive design, high service standards and first-class city-centre locations at attractive prices.

The company was founded in 2000 and has its headquarters in Munich. In the first six months of 2017 it generated turnover of EUR 185 million with an average occupancy rate of 77 per cent.

For further information, visit www.motel-one.com

Press contact:



Tanja Schilling
Marketing Manager Communications
Tegernseer Landstraße 165, 81539 Munich
Tel.: +49 89665025-818 | Fax: -50
Email: tschilling@motel-one.com
Website: www.motel-one.com



Roaya El Tahwy
Kronprinzendamm 20, 10711 Berlin
Tel.: +49 80 93 33 1-01
Email: r.eltahwy@biss-pr.de
Website: www.biss-pr.de