



Fashion meets street art: Motel One opens tenth hotel in Berlin and goes for an unconventional look

“Fashion meets street art” is the theme of the tenth Motel One hotel located by Alexanderplatz. The design of the Lobby, One Lounge and 708 rooms of the new [Motel One Berlin-Alexanderplatz](#) will display the colourful and unconventional side of the German capital. Exclusive partnerships with Italian furniture manufacturer Moroso, fashion design students from HTW Berlin, and the KLUB7 artists’ collective add extravagant design accents to the high-class interior. Rooms in the new Motel One Berlin-Alexanderplatz can be booked now from EUR 79 per night.

“Alexanderplatz is Berlin’s busiest square and the fourth most popular square in Europe, with more than 360,000 visitors each day,” says Dieter Müller, CEO and founder of the Motel One Group. “Moreover, the number of hotel nights in Berlin has increased steadily in recent years. So there could hardly have been a better location in Germany for a Motel One than right here by Alexanderplatz, with its internationally famous landmarks. This makes it the perfect addition to the nine existing Motel One hotels and strengthens our presence in the capital.”

Creative and colourful luxury interior by Moroso

The “fashion meets street art” design theme of the new Motel One Berlin-Alexanderplatz is inspired by Berlin’s unusual streetwear and the elaborate artworks that can be found in public spaces all over the city. For an authentic realisation of the concept, the hotel group collaborated with partners who embody its high quality and design standards, while also reflecting the wild, unconventional side of Berlin. The Lobby on the ground floor, and the breakfast area and bar in the One Lounge have been furnished with pieces from Moroso, an Italian furniture label that works primarily with natural and recyclable materials and has been synonymous with unusual colours, shapes and materials for more than 65 years. In these spaces to “work, meet and relax”, the colourful, fashion-inspired furniture sets design accents and creates a typical Berlin atmosphere: comfortable and exciting at the same time. The Berlin spirit has been infused into the manufacturing process as well as the design.

Fashion design in and from Berlin

Berlin’s young fashion scene was more than just a source of inspiration for the theme of Motel One Berlin-Alexanderplatz – talented young locals were also given the chance to play an active part in designing the hotel. In cooperation with the University of Applied Sciences (HTW Berlin), Motel One ran a competition for budding fashion designers called “4.0 Alexanderplatz – Streetwear meets Motel One”. The two best design ideas, by Jana Steiger and Anabel Fiebelkorn, will go on permanent display, along with their design processes, in a large collage on two walls in the One Lounge.

KLUB7 artists’ collective interprets urban art indoors

The capital’s urban art is as varied and extravagant as its fashion trends. One group that really stands out in

this scene is the KLUB7 artists' collective, which designs collaborative facades and pieces for exhibitions. Now it has brought the diversity of Berlin's urban art from the street to the indoor spaces of the new Motel One. A large-scale piece of artwork located behind the reception desk on the ground floor and a giant graffiti mural in the hotel's impressive and spacious inner courtyard bear the clear signature of the six urban artists of KLUB7. It combines the different styles of the individual members, resulting in complex yet harmonious collaborative works of art. In abstract form, the artworks depict various sewing patterns and collages on the theme of fashion design. Additionally, the spatial depth and the combination of figurative and abstract representation leave lots of room for interpretation, allowing observers to immerse themselves in the world of Berlin's urban art.

In the rooms, Motel One has gone for more individual room designs for a greater feeling of homeliness, alongside extra services like a safe and smart TV. The KLUB7 artists' collective has created an installation in each room from various fabrics and drawings, overlaid with patches of colour and shapes from sewing patterns to produce an exciting work of art. Small details echo themes from the murals in the lobby and inner courtyard, so that Berlin's urban art runs like a leitmotif through the entire hotel.

Motel One design concept holds a mirror up to the city

With its new Motel One Berlin-Alexanderplatz, the successful hotel group has reinforced its individual design concept: every one of the ten hotels in Berlin tells a different, locally inspired story. Motel One Berlin-Upper West, for instance, which recently opened in the city centre, presents Berlin as a city of cinema. Motel One Berlin-Mitte recalls the east/west division of the city, and Motel One Berlin-Potsdamer Platz revives memories of the famous Wertheim department store and legendary Tresor Club.

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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 60 hotels and 16,547 rooms (correct at 30th September 2017). Industry experts and guests appreciate the unique combination of high-quality furnishings, exclusive design highlights, 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 2016 it generated turnover of EUR 357 million with an average occupancy rate of 76.6 per cent.

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