

SIR

NIKOLAI

Hello, Hamburg! Sir Nikolai is open

Second Sir Hotel in Germany // 94 rooms & suites, IZAKAYA Asian kitchen & bar, a glass-roofed atrium, and a soon to be opened spa



Hamburg, June 1, 2017

Following the recent openings in Amsterdam and Berlin, Sir Hotels opens the doors of the brand's fourth hotel today. Sir Nikolai is located directly at the historic Nikolaifleet canal in the heart of Hamburg, between the famous red brick warehouses of the Speicherstadt and the city's Old Town. As all Sir Hotels, Sir Nikolai offers interconnected public spaces, an outstanding restaurant and bar experience by visionary restaurateur Yossi Eliyahoo, and personalized service. "Each Sir Hotel has an independent spirit that connects to its location in a meaningful way. It's crucial for us to be a valuable participant in the city. We want to bring something really fresh to Hamburg with the design and the food and beverage experience, while also paying homage to the incredible culture with our hand picked library and art that celebrate local talent", says Liran Wizman, owner and founder of Sir Hotels.

The seven-storey Kontorhaus, originally used as a warehouse for seeds, encompasses 94 rooms and suites with views of the canal and the Old Town, the Speicherstadt and HafenCity or the hotel's inner courtyard. The open and inviting public spaces on the groundfloor stretch from The Study, a cosy lounge where guests check-in, over The Patio, the hotel's glass-roofed courtyard where IZAKAYA Asian kitchen & bar begins, to the restaurant's open kitchen and 360-bar with two balconies, floating over the canal. One of the most famous fine dining spots in Amsterdam, the

Japanese-Peruvian cuisine of IZAKAYA Asian kitchen & bar will raise the dining standard in Hamburg's culinary scene. The menu features fresh sushi, sashimi and a variety of exquisite meat and fish, prepared on a traditional Robata-grill or in a Hibachi-fire bowl.

A private dining area and a 300 sqm spa, including a gym, an indoor pool, sauna, steam room and treatment rooms on the lower level with views of the canal, will open in the second half of 2017.

All 94 rooms and suites as well as the public spaces including The Entourage Group's restaurant IZAKAYA Asian kitchen & bar was designed by the Dutch design studio FG Stijl Amsterdam-Dubai, awarded twice for "The best interior design in a hotel in Europe". After gutting the entire building apart from the outer walls and columns, the designers Colin Finnegan and Gerard Glintmeijer closed the inner courtyard with a retractable glass ceiling, creating an upward view towards the floors of the hotel with a projection view flanked on either side by green walls. All rooms facing the courtyard were equipped with shutters, framing the windows and adding privacy. The entrance arch was extended into the hallway with a barrelled ceiling, directing the eye through the building towards the IZAKAYA Asian kitchen & bar restaurant.

In addition to art works including 17th century portraits and Japanese watercolour for the hotel's permanent collection chosen by FG Stijl, a selection of paintings, photographs, and prints will be displayed in collaboration with Circle Culture, an independent platform featuring international art, activism and culture projects. Works include those made by international names like Aaron Rose and Katrin Szekessy, as well as local artists such as Henning Kles and Irmgard Nolte.

Sir Hotels launched in Amsterdam in 2013 with Sir Albert in the popular De Pijp neighbourhood. The opening of Sir Savigny in late 2016 in Berlin, was followed by Sir Adam in January 2017 as the second Sir Hotel in Amsterdam. Besides Sir Nikolai, one additional location – Sir Joan, Ibiza – is set to open in the summer of 2017. Sir Hotels are managed by the privately-owned group Europe Hotels Private Collection.

sirhotels.com

94 Rooms and Suites

A mix of custom-made design furniture in a jewel-toned colour palette, decorative details, reflecting the building's history and the city of Hamburg, subtle and elegant lighting: FG Stijl created a contemporary, yet elegant look for the 94 rooms and suites at Sir Nikolai. Each one, from Sir Boutique (21sqm; 226sqft), to Sir Deluxe (26sqm; 280sqft) and Sir Supreme (31sqm; 334sqft) feature open, off-white marble bathrooms with walk-in rain showers or bathtubs, Queen or King Size beds, velvet upholstery, elegant wooden working desks, Marshall Bluetooth speakers, and a glass bar cart ready with all cocktail essentials, including fresh lemon and lime. Curated artwork and vintage maps tie in the building's history, and a mix of hand-selected books from international classics to local emerging writers, reflect Hamburg's culture. In addition, the Sir Suites (37sqm; 398sqft) are equipped with a freestanding bathtub and the two-bedroom Sir Residences (57sqm; 614 sqft) come with an extra sofa bed, a freestanding bathtub and two bathrooms. Fresh flowers from nearby markets as well as an international newspaper are delivered to guests of the Sir Suite and Sir Residence every morning.

As with all Sir Hotels, rooms at Sir Nikolai are equipped with the essentials: luxurious pillows, the Sir Bedding Collection, coffee and tea making facilities, custom cozy robes, the Sir Nikolai goodie box – filled with all-time favourites – plus premium toiletries by DEAD CLEAN.

Rooms start at EUR 153/night.

The Study

Staying true to the Sir Hotels ethos of making personal connections, guests start their stay at Sir Nikolai with a glass of champagne or a coffee in The Study, furnished with dark wooden floor-to-ceiling shelves, curated with an eclectic range of books and memorabilia. Handpicked, the selection reflects the international background of Sir Hotels, while giving a sense of what the city is all about. Smart, urban, yet traditional and elegant, like a living room of a local creative. Here, guests and locals have space to work and meet, read or relax, having the ability to sit socially and be involved with other people, but not be engaged.

The Patio and IZAKAYA Asian kitchen & bar

Connected to The Study, behind large glass doors, is The Patio, where the restaurant IZAKAYA Asian kitchen & bar begins. The Patio is located in the inner courtyard of the hotel protected by a retractable glass-roof, which can be opened on warm summer nights for a unique al fresco dining experience. The airy space features an over-dimensional open fireplace set in grey marble and flanked by wooden built-in shelves. Up to 120 guests can be seated in private velvet sofa corners or at lively tables in the centre under the Hamburg sky. Adjacent to The Patio, at the rear end of the building with views of the canal, guests can sit in front of the open kitchen, at a big communal table, a 360 bar or on two balconies, floating above the canal.

FG Stijl designed the restaurant with the vision to create a feeling of floating in the water. To emphasize that effect, the ceiling above the four meters long wooden community table is made from polished steel that resembles the surface of water. To be able to have the flexibility of creating private dining spaces, double glass and steel doors were added.

izakaya-restaurant.com

About Sir Hotels

Sir Hotels is a boutique hotel brand, founded in Amsterdam in 2013 with the opening of Sir Albert, located in a former diamond factory next to the city's Museum Square. In 2016, Sir Savigny opened in the heart of Berlin's district of Charlottenburg, followed by a second outpost in Amsterdam, Sir Adam, located in the iconic A'DAM Tower. Following the opening of Sir Nikolai in Hamburg, Sir Hotels is heading to Ibiza: Sir Joan is set to open in July 2017. Sir Hotels cater to those who are looking for authentic stories and distinctive locations. Each hotel curates and combines historical buildings, stunning interior design, and programming that embraces the local community. Sir Hotels are created and managed by the award-winning Amsterdam-based hotel development and management company Europe Hotels Private Collection (EHPC).

sirhotels.com

About THE ENTOURAGE GROUP

THE ENTOURAGE GROUP is an unrivalled hospitality empire, renowned for creating internationally acclaimed food and beverage concepts across the world. Their wide range of expertise has been cultivated extensively through years of hospitality management, operations and fine dining experience. Owners and founders Yossi Eliyadoo and Liran Wizman, along with the Group's managing director Stephanie Pearson, inspire THE ENTOURAGE GROUP to continually set the new standard for modern hospitality. The currently owned portfolio includes MOMO, IZAKAYA Amsterdam and Hamburg, THE BUTCHER (four locations in Amsterdam, THE BUTCHER Berlin and THE BUTCHER On Wheels), SHIRKHAN, MR PORTER, THE DUCHESS

and MAD FOX club Amsterdam. The upcoming restaurants include THE BUTCHER Ibiza, IZAKAYA (Munich, Ibiza, Milan) and THE DUCHESS Milan.

www.the-entouragegroup.com