

Amsterdam, 19th October 2017

Hotel Roomers Munich is designed to cater to curious travellers who enjoy the flair and lightness of contemporary design in a classic setting.

281 extravagant rooms & suites – lobby – library – whiskey room – spa – event space – IZAKAYA

‘Seduction’, ‘surprise’, and ‘the unknown’ are the key words behind the design of the hotel. The warm golden glow of the vast Vegas-like light canopy outside and the neon logo attract attention and make visitors curious about the life that hides behind the diffuse sheer curtains along the facade.

The hotel claims its spot in this busy street with the spectacular theatre-type awning above the portecochere with 3600 individually controlled light bulbs. Guests check in at the bar, and are welcomed by a glass of champagne, inviting them to relax and mingle in the lobby lounge instead of disappearing to their room ...or the hidden Whiskey Room.

The amenities at Roomers are diverse, including several event spaces, a restaurant, club and spa. Another hotel feature is the Library, a place to withdraw from the buzz and have a moment of peace and quiet with a book.

The Whiskey Room is a hidden gem that only insiders will know how to find. Behind a hidden door in the shelf behind the bar, it features a ‘classic club’ setting submerged in scarlet tones, red wood, and soft red panelling. The fully programmable illuminated cassette ceiling can transform the elegant whiskey room into a mesmerising private club. Seductively, it makes guests lose track of time and place, invites them to stay longer and be surprised by what the evening may bring...

The hotel rooms themselves are layered creations of spaces that interact yet separate themselves by sheer curtains and furniture elements. They feature a series of scenes, or suite en suite en suite, with glimpses into the consecutive spaces. The absence of solid architectural walls makes the room feel as one large unit, while the use of sheer, shelving, glass and mirror creates enough separation and privacy to trigger seduction.

- END OF PRESS RELEASE -

About concrete

Since 1997 concrete develops concepts in architecture, interior design, urban development and brand development. We work with a team of 50 multidisciplinary creatives for corporations and institutions. Next to ROOMERS, Projects include citizenM hotels worldwide, W Hotels in London and Verbier, Zoku Lofts, Mongkok Skypark, Castell D'emporda, Supperclub worldwide, Rituals stores worldwide, URBY, Virgin Cruises, Andaz Munich, and more.

website www.concreteamsterdam.nl
email info@concreteamsterdam.nl
phone +31(0)20 5200200

The Gekko Group

The Gekko Group has its headquarters in Frankfurt am Main and was launched in 2001 by Micky Rosen and Alex Urseanu. The ever-growing enterprise with its landmark concepts is now an established international player. The Gekko Group portfolio in Frankfurt includes the Design Hotel Roomers, holder of the Hotel Property of the Year Award 2010, the Bristol Hotel and the Design Hotels The Pure and Gerbermühle. The latter has a history that has shaped the legends of the city of Frankfurt itself. 300 furnished apartments, the Bristol Bar, the Gekkos Bar, the Club Kane & Abel and the Restaurant moriki in the Deutsche Bank towers are also part of the Gekko Group. In October 2016 Roomers in Baden-Baden and in March 2017 the Provocateur in Berlin opened its doors. The opening of Roomers in Munich follows in the autumn of 2017.

Roomers Munich

In September 2017 Roomers Munich will open its doors in the city's vibrant Westend quarter. As a member of the exclusive Autograph Collection®, it is part of the Marriott International Group with 5 700 hotels worldwide. The Amsterdam architect bureau concrete is responsible for the interior design. In addition to 281 rooms and suites, the hotel has the IZAKAYA Asian Kitchen & Bar by THE ENTOURAGE GROUP, 850 sq. metres of event area, a lobby library, a Hidden Room, the Roomers Bar and 600 sq. metres of spa with Infinity Jacuzzi and its own bar concept.

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 Elياهو 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, Hamburg and Ibiza, THE BUTCHER (four locations in Amsterdam), THE BUTCHER Berlin, THE BUTCHER Ibiza and THE BUTCHER On Wheels, SHIRKHAN, MR PORTER, THE DUCHESS and MAD FOX club Amsterdam. The upcoming restaurants include IZAKAYA Milan and THE DUCHESS Milan. Due to the success of the group, founder Yossi Elياهو was awarded 'Hospitality Entrepreneur of the Year' in the prestigious Entrée Hospitality Awards 2015.