



Hildegard Dorn Petersen FCSI checks into the revitalised Reichshof Hamburg hotel and finds a favourite from the past lovingly updated to provide the best of hospitality in the present

# Phoenix



# from the ashes

Expo Real, the international trade fair for real estate and investment, takes place in Munich, Germany, every October. Held parallel to this, the annual hotelforum conference provides a platform for networking on a European level with fascinating project presentations and lively panel discussions.

Traditionally the highlight of hotelforum is the gala evening at Hotel Bayerischer Hof where the winners of the Hospitality Innovation Award and the Blue Hotel Award are awarded. The key moment of the evening is the presentation of the Hotel Property Award, and at the gala banquet on 6 October 2016, this was handed to the Reichshof Hamburg, Curio Collection by Hilton.

Andreas Martin, CEO of the hotelforum management company, explains: “The revitalisation of this traditional Hamburg grand hotel, protected as a historic monument, has convinced and impressed the jury.”

Built in Art-Déco style, the hotel, which is situated directly across from Hamburg’s main railway station, opened its doors in 1910. Martin, who headed the jury, says: “The selections were a challenge, since the quality and variety of the submitted projects were of a high level.” A total of 31 applications from nine European countries were judged by a jury of 16 members. It was not an easy task. The evaluation was based on a successful overall concept of architecture, design and innovation. For the first time 10 nominees were presented in advance.

For Martin, it was interesting that two out of three projects were revitalisations. “The ME Milan Il Duca in Milan brings new spirit into the original design by Aldo Rossi from 1988 and can be named as one of the first lifestyle hotels in Italy,” he says. The third, Scandic Continental in Stockholm, however shows a completely different approach. It is part of a mixed-used building, with hotel, conference centre, shops and apartments and the convenience of its own metro station. Like all Scandic hotels, sustainability plays an important role, as well as accessibility.

### Art-Déco elements

Back when it opened in 1910, the Reichshof was one of the largest hotels in Europe and the largest in Germany – boasting running water, electricity, a private phone in every room and hydraulic elevators. The charge for an overnight stay including breakfast was 3.50 Marks per person in 1910, nowadays a room costs from €175.

The hotel had seen better times before the complete reconstruction. Like the phoenix rising from the ashes it reopened in 2015. Today, the new Reichshof has 278 refurbished rooms, including nine suites. Not much has been changed in Bar 1910, which has retained its lush historic Art-Déco elements. It serves 180 kinds of whisky as well as a wide selection of spirits and the best Club Sandwich in town.

The founder of the Reichshof >



## Facts and figures: Reichshof Hamburg Curio Collection by Hilton

**Owner** NKS Hospitality II S.A.R.L.

**Operator:** Event Hotelgroup

**Brand:** Curio – a collection by Hilton

**Architects:** Heinrich Mandix

**Interior design:** JOI-Design GmbH

**Construction year:** 1910

**Re-opened:** July 2015

**Number of employees:** 90

**Rooms:** 269

**Restaurants and bars:**

Stadt Restaurant – seating 144 people  
for breakfast and à la carte

EMIL'S – seating 50 people

Bar 1910 – seating 60 people



## The restaurant retains the name it had 100 years ago, Stadt Restaurant, with ambitious, talented chef Mario Regensburg catering for modern customers

Hamburg, Anton-Emil Langer (1864-1928), had been chef on HAPAG Ocean Liners so it's no wonder the elegant restaurant he built makes diners feel like they are aboard the Titanic, with its wood panelling, a circular gallery and impressive marble staircase. The elegant cruise-ship-style restaurant soon became the hub of Hamburg society in the roaring twenties.

Today it retains the name it had 100 years ago, Stadt Restaurant (town's restaurant), with ambitious, talented chef Mario Regensburg catering for modern customers. In his up-to-date kitchen, he can rely on intelligent and effective equipment from Rational and for fresh bakery goods, there's a special oven from Wiesheu. The banquet kitchen is equipped by MKN and warewashing solutions are provided

by Winterhalter, with two additional machines for glasses and utensils.

### Developing traditions

The lobby is an impressive 600 sq m and has a ceiling height of six metres. It is the heart of the hotel. The interior design is the work of JOI-Design, based in Hamburg. Corinna Kretschmar-Joehn and Peter Joehn, owners and managers of the company admit it was a challenge to combine historic Art Déco with modern elements. Admittedly, the modern plastic chandeliers are a matter of taste, but they have mastered the combination of tradition and modernity.

Walking into the hotel's entrance hall is like walking onto a stage. There is open space at the entrance to avoid overcrowding on the threshold. The reception is found at the rear

of the lobby, and since January 2017 EMIL's café, bistro and bar is open for a light lunches, traditional afternoon tea or a pre-theatre snack. One of the Reichshof Hamburg's features is a couple of private meeting rooms with a view of the dining room.

Caring for traditions and further developing them is a priority for general manager Folke Sievers. He takes pride in a very successful first year after reopening. "We are pleased to welcome many international guests in our hotel, from, among others, Switzerland, Austria, Scandinavia and the US," he says.

The young brand, Curio Collection by Hilton, is perfect for the new hotel concept, as all hotels in the Curio Collection have their own character, individual history, special architecture and a close relationship with their hometown. The Reichshof Hamburg is the first Curio hotel in Europe. It already enriches the hotel scenery in the Hanseatic City of Hamburg, and is likely to be a new star in the hotel landscape in Germany. ■