

# Gastwerk

HOTEL HAMBURG

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## PRESS KIT GASTWERK HOTEL HAMBURG

## CONTACT

**Oriana Hertlein**

Director of Sales & Marketing

**Gastwerk Hotel Hamburg GmbH & Co. KG**

Beim Alten Gaswerk 3

22761 Hamburg

T +49 (0)40 890 62 440

F +49 (0)40 890 62 487

[ohertlein@fortune-hotels.com](mailto:ohertlein@fortune-hotels.com)

## FACTS AND FIGURES

### Gastwerk Hotel Hamburg GmbH & Co. KG

Beim Alten Gaswerk 3  
22761 Hamburg

Phone / Fax +49 (0) 40 890 62 0 / +49 (0) 40 890 62 20  
Email [info@gastwerk-hotel.de](mailto:info@gastwerk-hotel.de)  
Web [www.gastwerk.com](http://www.gastwerk.com)

Opening: 17<sup>th</sup> January 2000

CEO & Owner Kai Hollmann

General Manager: Tina Schulz

Architecture: Klaus Peter Lange, Hamburg

Interior Design: Hotel: Regine Schwethelm & Sibylle von Heyden, Hamburg  
Restaurant: Dreimeta, Armin Fischer, Augsburg

Location: Hamburg West, in the district of Altona – Bahrenfeld (6 km to the city centre and central station; 18 km to Hamburg airport; 1 km to Bahrenfeld S-Bahn train station (lines S1 & S11); 2 km to the River Elbe and Altona train station; 5km to Congress Centre Hamburg and fair grounds)

Hotel: 4-stars, Member of Design Hotels™  
141 lofts, Free Wi-Fi  
Business lounge with business centre  
Cosy Spa by DaySpa Hamburg (sauna, steam bath, massage, cosmetics)

Rooms & rates:	S Loft Atrium	(25m <sup>2</sup> )	from € 130
	S Loft	(20m <sup>2</sup> )	from € 130
	M Loft	(30m <sup>2</sup> )	from € 140
	M Loft Superior	(30m <sup>2</sup> )	from € 150
	L Loft	(30m <sup>2</sup> )	from € 160
	XL Loft	(40m <sup>2</sup> )	from € 190
	XXL Loft	(90m <sup>2</sup> )	from € 220

All rates are per room and excluding breakfast. Breakfast buffet € 26 per person.

Meetings & events: 7 conference rooms from 50 to 268m<sup>2</sup>  
5 break out rooms, each 20m<sup>2</sup> - 30m<sup>2</sup>  
Conservatory with seating for 80 people

Dining facilities: **Breakfast:**  
Mon - Fri from 6:30 a.m. to 11 a.m.  
Sat - Sun from 6:30 a.m. to 1 p.m.  
**Restaurant Mangold** with large summer terrace  
Mon - Fri from 12 noon to 2:30 p.m.  
Mon - Sa from 5:30 p.m. to 11 p.m.  
**Bar Mangold**  
Wed - Sat from 6 p.m. to 1 a.m.  
Sun from 4 p.m. to midnight

## PROFILE: KAI HOLLMANN CEO AND OWNER

Kai Hollmann was born in 1957 and grew up there with five brothers and sisters. He spent his schooldays at boarding school. Following his apprenticeship as a chef at the Hamburg Intercontinental hotel and a training as a hotel manager, he moved to the Hotel Hafen Hamburg to become the assistant manager. After just one year, he took over the management there, and at the age of 24 years, he became Germany's youngest hotel director. In 1995, the Hotel Residenz Hafen Hamburg was built under his management, and in 1996, Kai Hollmann also took over the role of general manager at the Lübecker Hof Hotel.



The Gastwerk Hotel Hamburg was developed in the year 2000 as Germany's first loft-style hotel under Kai Hollmann's management. "At the age of about 40, I felt the time had come for a fundamental change", says Kai Hollmann, who took a step towards entrepreneurial independence with his long-cherished idea of his own hotel. Three years later, with 25hours Hotel Number One (today Superbude Paradise), Kai Hollmann created a hotel as an answer to the demands of creative cosmopolitans who appear to be uncompromising in their devotion to aesthetic trends, but who also attach great importance to moderate prices. With 25hours, Kai Hollmann once again presented himself as a pioneer in the hotel industry who sees the market's current demands as being both a business challenge as well as an aesthetic challenge, and who systematically goes about meeting this challenge at the right time and with foresightedness.

In April 2008, his hotel family grew with the uncomplicated Superbude – a hotel/hostel/lounge concept for backpackers and night owls. Since then, the Hollmann hotels have further been presented under the umbrella brand Fortune Hotels. In October 2008, "The George Hotel" followed in Hamburg's Sankt Georg district. Designed in a New London Design with the private charm of English membership clubs. With the Gastwerk Hotel Hamburg, the Superbude St. Georg and Superbude St. Pauli as well as The George Hotel, Kai Hollmann now runs four hotels in Hamburg. The buildings were financed by HPV Hollmann & Partner Vermögensverwaltung, which Kai Hollmann owns together with his siblings. In summer 2019 Kai Hollmann opened another hotel together with Sebastian Drechsler, Norbert Aust and the brothers Frederik und Gerrit Braun - the PierDrei Hotel in Hamburg's Hafencity. Together with his associates Ardi Goldman, Stephan Gerhard and Christoph Hoffmann, Kai Hollmann also runs the 25hours Hotel Company with hotels in Hamburg, Frankfurt, Berlin, Munich, Dusseldorf, Cologne, Vienna, Zurich, Paris, Dubai, Florence and Copenhagen.

For his entrepreneurial vision, Kai Hollmann was named "Hotelier of the Year 2003" by members of the hotel industry and "Entrepreneur of the Year" in 2008 by the trade associations "Die Familienunternehmer" (ASU) and "Die jungen Unternehmer" (BJU). In year 2011 he also received the highly esteemed "Brillat Savarin-Plaque", which honours personalities who have rendered outstanding services to the guest and dining culture.

## FROM GASWORKS TO GASTWERK

Approximately 130 years ago, the old gasworks first bestowed light upon the streets and houses of west Hamburg. Today, on the same site, the Gastwerk Hotel is bestowing the city's guests with a very special kind of hotel: Hamburg's first designer hotel. The imposing industrial landmark of this gasworks is the perfect backdrop for a surprisingly harmonious presentation of new design within old architecture. In the 800 m<sup>2</sup> former coal warehouse, which is bathed in natural light, a unique hotel was created in January 2000 with the character of a loft, plenty of room in which to hold meetings, and an atmosphere which is surely unique.

The hotelier, Kai Hollmann, did not allow himself to be deterred in his plans by either the considerable restrictions associated with the protection of a historic building or the property's unfavourable location, far away from the tourist centres of Hamburg. With lots of light and air and a convincing symbiosis of industrial romanticism and modern design, the result was a loft-style hotel which, within a very short space of time, managed to establish itself at the very pinnacle of Hamburg's hotel trade.

Since its opening, this successful design hotel has been extended twice and now has 141 lofts between 25 and 90 m<sup>2</sup> for the most varied types of customers.

Some further developments include the opening of the Gastwerk Spa and the redesign of the dining area and subsequent relaunch as Mangold – The Restaurant at the Gastwerk Hotel in the summer of 2008. Furthermore, the bar was redesigned in autumn 2020 and has been known under the name Mangold Bar ever since. During the same period, most of the lofts were modernized and redesigned. Warm colours, fine wood and delicate fabrics contrast perfectly with the factual coolness of metal and concrete.

## ARCHITECTURE AND DESIGN

With the opening in January 2000 the Gastwerk Hotel Hamburg set new standards in terms of designer hotels and hotel design. It is not simply due to the warm tone of the brick walls, the high lattice windows or the dark-brown wooden floors that Hamburg's first designer hotel conveys a relaxed, cosy atmosphere above and beyond that of a loft's ambience.

Anybody entering the lobby of the Gastwerk Hotel is stepping back outside again, or at least that's what it seems like at first. A 600 m<sup>2</sup> large and five-storey high room welcomes the hotel guest with exemplary openness and breadth. Where previously 5,000 tonnes of coal were stored, bridges now lead freely through the former industrial construction, linking up different levels and sections of the building. Daylight streams in through the entire hall and gives the structure a certain transparency. Every so often, the bare brick walls are in evidence, and yet they do not isolate anything. The Hamburg Gastwerk Hotel is not an enclosed space – it is the architectural expression of spaciousness. In spite of this expansiveness, you can feel structure and harmony in the spatial compositions wherever you look. In keeping with a sophisticated dramatic composition, visual and spatial fixed points were positioned, such as the large church clock behind the reception, which permanently shows “five to twelve”, the video screens or the monstrosity of an animal feed milling machine from the intervening period when the building was used as a factory for animal feed. Even the lift, which is freely built into the hall, is pure orchestration of a vertical structure.

It is due in particular to the Gastwerk's own understanding of shapes, materials and colours – and the individual and also harmonious combination of all its elements. The aspiration to give the hotel a special charm has been put into effect with a great sense of sensuality, clarity and functionality, and the resolute renunciation of the typical hotel design has successfully been achieved. Sterile boredom doesn't stand a chance here. From the impressive hall via the numerous areas of sojourn and retreat to the spacious atrium, loft and business rooms and suites: wherever you look, the guest is provided with an ambience full of light, air and aesthetic self-conception.

The charming and surprising interior furnishing of the Gastwerk in no way fall short of its extraordinary architecture. Design classics are combined with curtains made from lengths of felt, rattan-woven furniture with steel lamps, and wood is interspersed with carpets in warm earthy tones. In this hotel, items of furniture are transformed into objects, and works of art into furniture. Pure practicality intermingles with strategically positioned antique artefacts.

In addition to the open areas and many of the guestrooms, the 400 m<sup>2</sup> ‘Denk.Mal’ meeting area also possesses a loft-like character. High windows ensure brightly lit rooms, and the practical as well as exquisite furnishings do not distract you from your creative thoughts. Seven rooms ranging in size from 20 to 268 m<sup>2</sup>, flexible in their layout, and a business lounge provide ample comfort. In addition, the atrium also incorporates small group and break-out rooms.

The fact that the Gastwerk is also an imposing building from the outside goes without saying, and in the summer of 2000, the Gastwerk was crowned the most attractive facade by the city of Hamburg.

## RESTAURANT MANGOLD

Since autumn 2021, Steffen Grossmann is the man at the stove of Restaurant Mangold, which opened in 2008 in the Hamburg Design Hotel Gastwerk. Grossmann and his competent team present a creative, easy and varied cuisine that allows one to recognize the products clearly yet is still surprised with new combinations of those ingredients. The sense for harmonious compositions with different influences of regional and international cuisine convinces discerning connoisseurs with fresh and seasonal ingredients.

The interior design was also renewed in the course of the reopening and has since formed an ambience that empathizes the depth and cosiness of the loft style even more than before. Armin Fischer and his Dreimeta Design Division were the masterminds of the redesign of the restaurant. Apparent opposites were transformed into a coherent whole. Equipped with fine furniture, which are indirectly illuminated in warm tones, the listed industrial brickwork of this historical building now provides the atmospherically harmonious surrounding for an inviting gastronomic experience.

The Mangold offers a light lunch menu Mondays to Fridays from 12 noon to 2.30 p.m. as well as a three-course quick-lunch for € 24, which makes the restaurant a real tip for a special lunch break that has become quite popular with local businesspeople.

Six days a week the restaurant opens again at 5.30 p.m. for dinner and has become the meeting place for locals from Ottensen, Altona and suburbs along the river Elbe. Moreover, many guests come from Hamburg's entire city region. Some guests even stay for the night at the Gastwerk Hotel to dine in the restaurant.

## BAR MANGOLD

The bar of the Gastwerk Hotel was redesigned in autumn 2020 and is since then known as Bar Mangold. Although being an integrated part of the hotel, the bar does not specifically address hotel guests only - it is further a spot for local residents.

The modern light concept, that changes according to daytime as well as the arrangement of cosy furniture, ensure that you immediately feel comfortable. It is easy to find one's favourite spot: whether you choose to sit on a stool directly at the bar to watch the bartender, in one of the cosy armchairs or on a deep sofa in front of the impressive brick wall.

Bar Mangold is open Wednesdays to Saturdays from 6 p.m. to 1 a.m. and Sundays from 4 p.m. to midnight. It also offers a variety of bar snacks from Wednesdays to Sundays until 10 p.m..

## DESIGN HOTELS™

The Gastwerk Hotel Hamburg and its partner hotel The George Hotel are both affiliates of Design Hotels™.\*

As a marketing platform, Design Hotels™ represents a global collection of individually managed hotels and functions as a mediator between affiliate hotels and cosmopolitan travellers who are looking for self-determination and individuality.

The affiliates in the Design Hotels™ portfolio are connected in their creative understanding of the modern hotel trade and its approach to personal customer orientation. With their individual interpretations of luxury and the integration of local lifestyles, in addition to intelligent design and high-quality architecture, the hotels provide the guest with an authentic and unique experience.

Design Hotels™ represents and markets a curated selection of almost 300 independent hotels in over 50 countries across the globe. The brand, with its main office in Berlin, has further representatives and subsidiaries in London, Barcelona, New York, Singapore and Perth.

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