

sleeper

HOTEL DESIGN, DEVELOPMENT & ARCHITECTURE

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HOTEL MISSONI
HAUTE COUTURE BY ROSITA
MISSONI AND REZIDOR

SANCTUM SOHO
BEHIND THE DOORS OF THE
BBC'S 'ROCK'N'ROLL HOTEL'

MAHANAKHON
EDITION BANGKOK TO
OPEN IN OMA'S TOWER

VELVET - MANCHESTER / SAN FRANCISCO / THE AUGUSTINE - PRAGUE / LAS VEGAS / HOSPES MARICEL



170. THOMAS MICHELBERGER

31-year-old Tom Michelberger is typical of the new breed of young hotelier. In creating his eponymous Berlin hotel he has sought to create a "sustainable, passionately run establishment that offers authenticity – a rare commodity in the world of city hotels." An early indication of their irreverent approach can be seen in their pre-opening publicity shots on p.170.

CHECK-OUT

SOME OF THE MORE UNUSUAL PRE-OPENING PHOTOS TO BE FOUND OF HOTELS

THE MICHELBERGER – BERLIN

NOT QUITE READY YET

MICHELBERGER HOTEL.
IT'S NOT QUITE READY YET.



In advance of opening, most hotels will send out glossy renderings or perfectly staged shots of a completed sample room. Not so with the Michelberger whose PR team have created a set of photos of builders at work on the new hotel, bearing the refreshingly honest caption "Michelberger Hotel – It's Not Quite Ready Yet." Designed by Werner Aisslinger for owner Tom Michelberger, the hotel aims to be "a sustainable, passionately run establishment that offers authenticity, a rare commodity in the world of city hotels." The 119-room property is due to open in September 2009.

www.michelbergerhotel.com

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