

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
IN THE HOTEL AND CATERING BUSINESS
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Experimentation Vegan star cuisine in a greenhouse

When a crazy idea meets the zeitgeist, it becomes a magnet. The events staged by the Experimental Gastronomy Initiative are attracting attention with their exceptional concept in which art trumps cuisine – Page 8 ff.



Dear readers,

Breaking with the conventional requires courage, but also opens up a wealth of new opportunities. Creating true innovations means taking risks, experimenting and the willingness to promote new – and perhaps even outlandish – ideas. A wager, yet one that offers potentially huge success to those who have the staying power.

The Experimental Gastronomy Initiative is living proof that out-of-the-ordinary ideas can work as their artistically sophisticated vegan events continue to conquer the market (cf. Page 8). In the southern Tyrolean Ahrntal, folk are familiar with what it means to entertain adventure. The success that followed has had the result of making the Steger family of hoteliers all the more ingenious (read more on Page 16).

We at Miele are also into experimenting: Our innovation management team is busy researching tomorrow's technological solutions. What it means to blaze a trail, tread new ground and experiment in a way which produces results – stay tuned and keep reading! Happy reading!

A handwritten signature in black ink, reading 'A. Barduna' in a cursive script.

Andreas Barduna

Director of Professional Business Unit
Sales, Service, Marketing



“There is nothing not worth giving a try”.

Marion Gitzel



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News and tips for top-class hospitality

From prison to designer hotel: The metamorphosis of the Offenburg Liberty

Imagination rewarded

In magazines and blogs and on Instagram – all roads lead to Offenburg's liberty. The hotel located in the former prison in the county seat is still attracting great interest more than a year after its inauguration. The daring decision to open a designer hotel in a former prison turned out well.

The owners, the Funk brothers, and their team worked long and hard to make this happen. Coming to terms with the office for the protection of historical monuments wasn't exactly easy, says Heiko Hankel, Managing Director of the company which has run the Liberty since January 2018. "We wanted to preserve what had stood the test of time but we didn't want to stay in the Dark Ages. Our intention was to offer high-class, modern standards". The tiny alabaster glass windows in the cells, for instance, didn't make last century's jailbirds happy, and nor would they meet the demands of the 21st. century. In order to strike a happy medium which would satisfy both the hotel and the preservationists, both parties had to rethink and transform many a mundane, functional fixture into pure design.

For example, although large panorama windows were fitted, the original window grates were kept and used as decoration here and there. The old mind-your-head cell doors are no longer in use, yet they adorn the corridors as gateways to the past: Opening them reveals photographs of the former jail. Old beams sacrificed in the course of the renovation work were

converted into tables. Existing masonry was not replastered; instead, it was painstakingly laid bare, allowing the red brickwork to artfully combine with deep blue and green-grey hues. Leather and textiles adds homelike charm to the utilitarian industrial design. Finding a style which brought together history, design and modern appeal on an equal footing required numerous discussions, endless meetings and a willingness to experiment on both sides. "A lot of fantasy was needed to imagine the two compact buildings dating back to 1845 and 1849 as a designer hotel. Radically transforming the claustrophobic flair of a correctional facility required rigour, tenacity and lots of creativity. But now those policing the preservation orders agree with us that we came up with a perfect solution which is fully consistent with history", Heiko Hankel reports, not without pride.

Personal v. formal

All this agonising about details proved to be the secret to success. Indeed, it is the elaborate design, quality and extensive service which convinces guests, says the man from Baden in the far south-west of

Germany. These naturally include modern facilities such as WiFi and Click&Share Bluetooth technology in the conference room. There is still a personal touch at check-in, though: "We always like to apply the personal touch", the hotel manager explains. "We accompany every single guest to their rooms, explain the technology, the mini-bar, the air conditioning, and so on. Of course digital is important, but we place great store by the human touch – without airs and graces".

And this is well received. The voices of the Cassandras who scorned the idea of a designer hotel in Offenburg have died away. "Many companies are pleased that we are around because they now no longer need to look as far afield as Baden-Baden or Strasbourg to find first-class quality", Hankel, a man with 28 years of experience in the trade, explains: "Now, they can stay in Offenburg". The Liberty has achieved much more than simply finding a niche for itself. It obviously caters to real and extensive regional needs. It pays off not to be a theme hotel. "There are enough of those in the area. We wanted to be a high-end product".



LIBERTY
IS THE KEY
TO FEEL

free...



The hotel's "Bread and Water" restaurant naturally offers more than the scant fare that gives its name to the watering hole. Nevertheless, importance is attached to both, with local Black Forest spring water and fresh home-baked bread available. On the other hand, there is no "last meal" but plenty of fresh regional produce used to make classics such as vitello tonnato or, for the more experimental of palates, ceviche of arctic salmon trout or tom yum.

A brief history of the building:

19th. century

The Offenburg prison was commissioned by Leopold, the Grand Duke of Baden, during his reformation of the justice system. The front section of the building was constructed between 1843 and 1845; the rear annex between 1847 and 1849. For the first time, prisoners were given meaningful work to occupy their minds, either outdoors or in their cells. Food for inmates was cooked by the wife of the head warden.

First half of 20th. century

1929 saw the modernisation of the prison: Electricity, central heating, showers, a wash-basin with running water and a WC was installed in each cell, and a library provided for the edification and education of prisoners. That put paid to chamber pots and the practice of slopping out.

Second half of 20th. century

By 1971, further renovation of the old prison was urgently needed. The old steam heating system, in a state of ill repair, was replaced by oil heating. At the same time, a large, new workroom was created which put an end to cell work. And yet, it was becoming apparent that all efforts were merely a stay of execution.

21. century

In view of prison overcrowding and the small size of cells, a new prison was by now unavoidable. In April 2009, a new correctional facility was opened in Offenburg, and the old prison on the Grabenallee closed its gates, bringing to an end a long history. In 2016, after years of planning, work commenced on the carcass of the old building. In September 2017, the Liberty was opened.



Further business challenges await

Of course, nothing is perfect in itself. Take the menu, for instance: it has already been revamped twice, and the butler service which featured in the original version has since been scrapped. It was too much of a good thing! But even after the launch there are still challenges around. The last hot summer, for example, completely contradicted the climate study we commissioned before building work began. Now, air conditioning has to be retrofitted in 29 rooms while business continues.

Another challenge is overcoming the inhibition threshold associated with the term "designer hotel". "Many local residents wouldn't dare enter the Liberty for fear of it being too expensive", Heiko Hankel explains. "But when they do pluck up the courage, they are positively surprised. You can eat and drink in our restaurant and our bar without it costing an arm and a leg. We now want to refocus our attention on communicating that".

A rise in the number of bookings proves the strategy to be spot-on. Thanks to a coherent overall concept, the huge experiment has been a success. Now our aim is to ensure continuity, experimenting only with minor tweaks, for example to the menu. We still attach great value to the history of the building, the director stresses: "We will pay special attention to the past and keeping it alive. We simply owe it to the building and its history".



Further information: www.hotel-liberty.de



The hotel offers a total of 38 rooms and suites, including a "floating" conference and banquet hall and historical vaulted chambers.

stay extravagant



GASTRONOMY MEETS ART

Herbal cuisine on a pillow of clouds and charred bowls

It is a crazy idea: Vegan, regional bio cuisine from a star-spangled chef who never otherwise cooks vegan. Dishes served on charred wood or directly from the tablecloth, in a greenhouse adorned with cutlery art far removed from the original purpose of the utensils.

Guaranteeing visitors a fantastic evening!

However hare-brained an idea may sound, it may well work if it captures the zeitgeist, arouses curiosity and is brought to life with idealism and enthusiasm. This is precisely what the Experimental Gastronomy Initiative, which the Steinbeisser founders Martin Kullik and Jouw Wijnsma set up in 2012, is all about.

Real – not only digital

Kullik and Wijnsma are successful because they have realised just how important personal experience is. "People no longer want to sit in front of their computers, ordering all sorts of things", co-founder Wijnsma explains. "We have an appetite for real, personal experiences. Naturally, things digital will continue to play their role. Our events, our cuisine, our art is, for example, ideal for presentation on Instagram. But that is only a small part of the story".

"The most important thing is to partake jointly with others in creating something exciting, something special and something worth remembering". Jouw Wijnsma

That is why the Steinbeisser events strike a chord. But living vegan is by no means a prerequisite. Quite the contrary. Many participants have no real ties to vegan cuisine and are simply curious as to what they will get

to taste and experience. They are prepared to engage with our exceptional concept. And this also involves throwing conventions overboard – and perhaps even eating your salad straight from the tablecloth.

Wood, coal, steel

And then there are the works of art, those odd-looking dining utensils which are from time to time difficult to use but which are nevertheless wielded with a smile, shared with neighbours, precisely examined, gradually building up a relationship with them. Whether old Russian industrial tools, a finely curved wooden amulet or an intricate stainless-steel construction – these pieces are always good for a surprise, with their versatility and their extravagance, precisely like the crockery. Pouffy cushions made from potter's clay. Art to get your hands on, to smell and to taste. "We aim to question eating habits, break down established structures and even tentatively change our approach to art", explains Martin Kullik, the man at the helm of the organisation.

These events have nothing in common with a formal dinner at a restaurant. This was what convinced chef-de-cuisine Yoji Tokuyoshi to become involved.



3 questions for Othmar Prenner

The artist and sculptor created a large number of works of crockery art which were used at the event in Basle.

How did you end up as part of the project, and why did you get involved?

I was asked by Martin Kullik and Jouw Wijnsma whether I would be interested in producing crockery for these events.

I am always enthusiastic about pushing boundaries and experimenting. We live in a world which is all too standardised and compartmentalised. I find breaking through those standards tantalising.

How did you develop the wooden bowls for the event?

The archaic and elementary approach in processing the objects was a source of great attraction to me. It all starts with the materials – wood, stone and iron. The wooden objects are all carved from single pieces of solid timber and then charred over flames.

What do you want participants to experience?

The works should, above all, contain an element of surprise. Encounters with materials and surfaces should reveal that there is more to life than unimaginative and monotonous standards.

Initially, the celebrity chef was very sceptical. Vegan cuisine? In a greenhouse? In Basle? But in the end he was lured by the challenge along with the opportunity to experiment. And, not least, he was in thrall to the fantastic ambience: The abundant Merian gardens with their profusion of blossoms – and their first-class range of vegetables.

Green aplenty

As many ingredients as possible are fresh from the garden's own herb and vegetable beds. Consequently, Tokuyoshi came to Switzerland armed with only one single idea instead of detailed, elaborated menus in order to see with his own eyes what was available to stage the event. Pumpkin and nasturtiums, sweet peppers and parsley, leeks and garden lovage – thanks to the wonderful summer, he was able to pick from an embarrassment of riches. The order of the menu was therefore a varied, creative and extremely intensive-tasting composition: from cereal risotto with herbs to water melon paprika carpaccio and Jerusalem artichoke ice-cream with tomatoes and figs. The artful

arrangement on out-of-the-ordinary items of crockery was a feat of sensory perfection.

The beaming smile on Tokuyoshi's face as the evening drew to a close showed that he was capable of enjoying the pleasures of life – just like his guests.

Encouraged by the many positive responses over recent years, the Steinbeisser founders will naturally continue the series: Further dates have already been finalised or are pencilled in.

Alongside Amsterdam on June 14-16, even New York is scheduled for May 18-19.

And that, too, is part of the allure of the event: Everything is in a state of flux. Sometimes it's the town, sometimes the location or the chef, and always the art – the experience is unique. And that perpetuates the magic. If guests don't satisfy their hunger the first time, they willingly come back for more. The next event offers a new opportunity for an evening of unforgettable live memories.



Further information: www.steinbeisser.org





Yoji Tokuyoshi – the Japanese star chef runs his own restaurant in Milan and travelled to Basle to take part in the Experimental Gastronomy Initiative together with a small team.



Many of the objects used, whether cutlery or tableware, are available for purchase: www.jouwstore.com



Experimentation

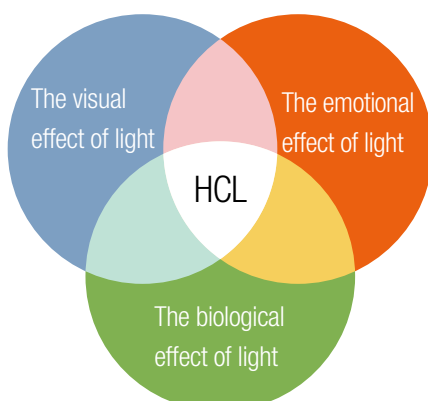
working towards tomorrow's hotels

The Fraunhofer innovation network FutureHotel has its sights firmly set on the future of the accommodation industry: Which technologies are likely to be relevant to the sector in future? Which facilities will a hotel need in ten years' time to guarantee the satisfaction of guests? Using a variety of methods, the multi-disciplinary team provides answers to these questions and researches intensively, for example in the fields of light and wellness.



12
13

Light has a visual, emotional and biological effect. Human Centric Lighting (HCL) takes on board all these aspects when planning lighting systems which aim to sustainably promote the health, wellbeing and capacity of individuals to perform.



Whether it's the use of sensors to adjust the colour of light or controlling lighting according to the time of day – intelligent light management increases the wellbeing of guests. Warm, white light with a high proportion of red increases relaxation in wellness parlours and spas – as, for example, in this Klafs Banja sauna.



➤➤ However distant the future may appear, it is always closer than one thinks.



The FutureHotel Initiative was founded in 2007 by Vanessa Borkmann, a graduate engineer. The interdisciplinary project regularly invites research experts and commercial partners to the tourism branch to round-table talks.

 Further information: www.futurehotel.de

The key task is to fathom needs. The attention then turns to the development of concepts and trials. Without a practical test phase, only few ideas stand a chance, Vanessa Borkmann, initiator of the interdisciplinary project, explains. "We are working hand in hand with companies, including hotels, to translate our ideas into practice. At the end of the day, we don't want our activities to be limited to the ivory towers of science and research", the project manager confirms.

The network investigates various areas; recently published insights deal with the subject of baths and wellness. "Both the hotel swimming baths and the spa are often perceived as technology-free zones with a sole focus on guests and their bodies". But that would be an oversimplification as technologies, intelligently deployed, can be to the benefit of both hotelier and guests. "This does not mean that robots will be buzzing around the wellness area in future", Vanessa Borkmann elucidates. "In many cases, it is simply about process optimisation, such as launching a digital booking portal for spa treatment sessions. This allows me to forecast and schedule requirements and to deploy my staff more effectively in order to meet all requests for appointments".

Supporting sustainability

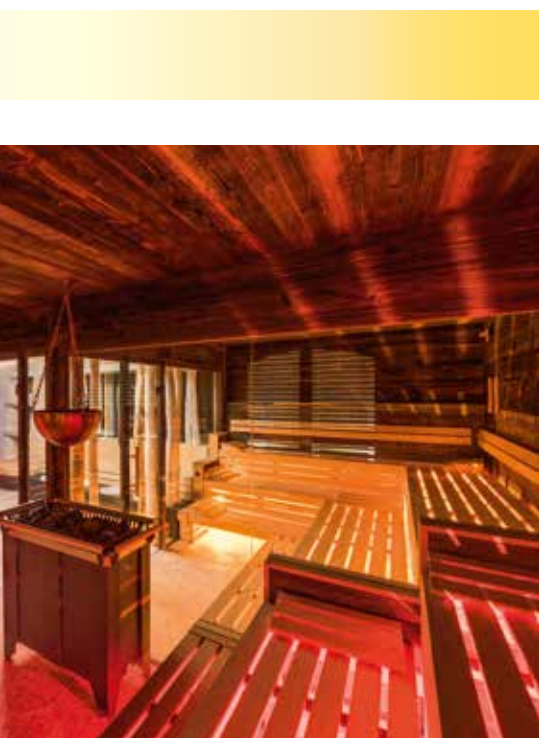
In the pool area, the use of digital technologies is able to save on resources and promote sustainability. That is, on the one hand, good for the balance sheet, but it is also an important selling point for customers as sustainability undeniably plays a major role nowadays. "Using, say, shower or sink fittings with electronic sensors can save huge amounts of water without impacting on the experience of guests in the slightest. Alongside controls geared to meeting individual needs, Smart Metering is coming to play an increasingly important role as intelligent mensuration equipment provides a precise overview of consumption and highlights where there is potential for optimisation", Borkmann explains. This applies, above all to electricity consumption, for instance for lighting.

LED lighting systems with sensors which detect daylight levels and only switch on when there is insufficient natural light are particularly economical. An alternative concept involves modulating lighting according to the time of day so that light in the bathroom comes on dimmed when switched on during the night. At the same time, it contributes towards relaxed guests. Naturally, this function needs to be paused when the housekeeping team needs brightly lit rooms, no matter what the time of day. But along with the intensity of light, its colour and temperature also counts. "From research into light, we know that dynamic lighting can have a positive effect on people's health, morale and frame of mind – hence Human Centric Lighting (HCL). Particularly in spas, but also in the pool area, there is huge potential for furthering guests' wellbeing and their natural biorhythm in a targeted manner", the researcher explains. A reddish warm light with a low proportion of blue has the relaxing effect which is essential to spas and wellness areas. A significant share of blue light, on the other hand, helps wake up the body – providing the perfect support with that morning bathroom routine.

Experiment greeted enthusiastically

In the FutureHotel showcase project in Duisburg, HCL solutions have already been implemented on an experimental level. "We were able to experience there just how impressed visitors were by the solutions. And they were highly enthusiastic. After the event, we conducted relevant studies, and all that is missing now are partners with whom we can run real-life trials with the solutions we have come up with", Borkmann adds.

But that by no means puts an end to research work on baths and spas. "Many more interesting topics await our attention. For example in the field of innovative materials", Borkmann reports. "These, for instance, include products based on algae. There are still many open questions and it remains an exciting time for research". One of the most important insights to come out of the project: The future which seemed so far away is closer than one thinks.



Where customer wishes and creative processes merge

Miele Professional innovation management

Progressive, productive, unconventional – far removed from series development, Miele Professional's innovation management is working away doing research on innovations and new business models. Specialists are not just in pursuit of trailblazing trends and technologies such as artificial intelligence, they are also developing multi-faceted solutions in their innovation laboratory. Experimenting with wires, polystyrene or even Lego, sometimes new mock-ups are created on a daily basis with a view to arriving at functional models which address the most fundamental of user problems. Their sights are always firmly set on creating the next disruptive product or service bestseller which will turn the branch of industry inside out.

The interdisciplinary innovation team, based in Bielefeld, consists of seven members. Whilst half of the team focuses on analysing customers and developing strategies, the other half is hard at work above all in the experimentation workshop or the innovation lab. They all follow the one dictum: "If we want to turn the market inside out, we need to understand clients better. We aim to do things differently – we want to do things better". Of one thing, team leader Dr. Britta von Esmarch-Rummler is sure: Disruptive innovations only emerge when the needs of users are at the centre of our attention. Esmarch-Rummler, who has a diploma in home economics, became Head of Technology Development in Bielefeld in 2014 and, in addition to these duties, assumed responsibility for innovation management across the whole of the Miele Professional business unit in 2017. "I am passionate about this area. We have achieved so much within the space of just two years, and I have a burning desire to achieve even more".



Dr. Britta von Esmarch-Rummler is convinced:
"Our Customer Process Monitoring is perfectly geared
to identifying customer needs before they have even
recognised them themselves".

1. CLIENT ANALYSIS

Innovation Management operates in an iterative process loop. With each analysis, the focus is always on a different channel or group of customers. Working together with a representative from the respective area, a method of intensive collaboration is agreed: "For a full week, we follow closely on the heels of the selected colleague. On completion of this exercise, we compile a process map we refer to as a Customer Journey which plots who does what, when and why. This way, we discover the process steps in which value creation occurs and where there is potential for optimisation", Dr. Britta von Esmarch-Rummeler explains. At the same time, the innovation management team together with the key stakeholders analyse the market and question branch experts, both in-house and external.

2. FUTURE SCENARIO

Aside from customer analysis, sights are firmly set on the future: "We analyse the respective markets and the characteristic trends and, with the aid of scenario technologies, we try to put together a pretty precise picture of what a branch might look like in ten years' time and what the present and future challenges of this particular target audience might be", says the group leader. "Vital in this respect is our technology scouting".

3. FIELDS OF ACTION

Based on the scenario and an analysis of results, fields of action are formulated which show how Miele Professional can best support clients going about their daily business. This not only produces solutions highly relevant to core business processes but also creates new products and (digital) services.

4. PRIORITISATION

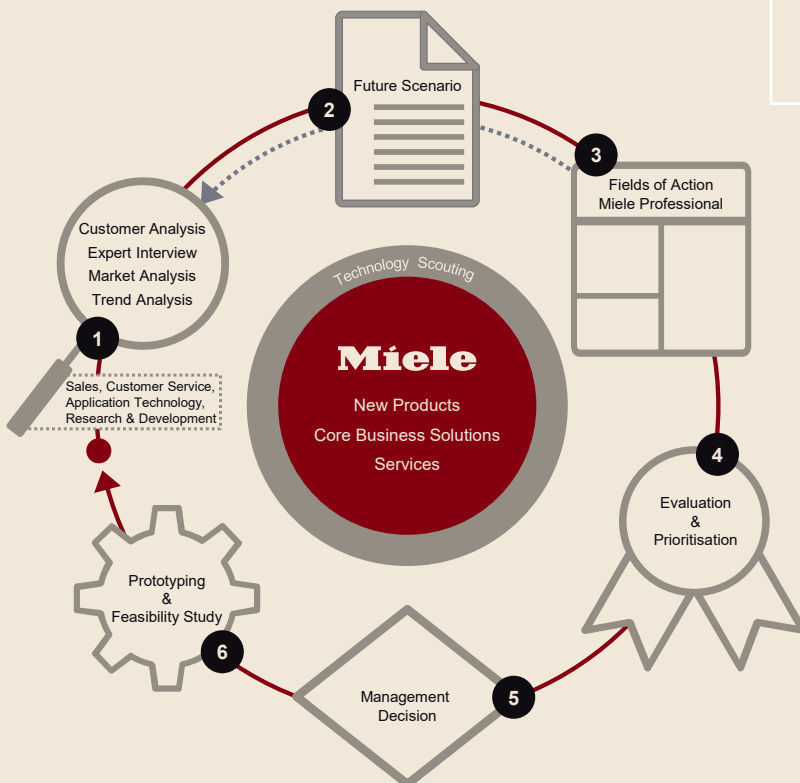
The fields of action derived from this process are evaluated and prioritised according to their potential benefits to customers: What delights clients? Where are innovations which add value? What is likely to add most impetus to the market?

5. THE DECISION MAKERS

After an evaluation of all available results, a group of in-house decision makers together with Miele Professional directors decide which of the most promising solutions should be pursued further.

6. PROTOTYPING

Once fields of action have been defined, the experimental phase begins, where solutions and concepts are drawn up using a variety of creativity techniques. This is then followed by prototyping. If a product as opposed to a service is the solution to a problem, an evaluation model is set up in the experimentation workshop which is then subjected to an iterative series of tests both with clients and in the innovation laboratory. This rapidly produces new approaches. "Once we have developed an idea, we carry out a rough feasibility study", Dr. Britta von Esmarch-Rummeler explains. "This way we ensure that only verified and reliable solutions make it through to our classic product development process. At the same time we retain our creative drive which would be lost along the way if we had to cross all the T's and dot all the I's".



stay adventurous

Bold steps produce great results

It all started with a small guesthouse in the Southern Tyrolean Ahrntal. Today, the Steger family runs a wellness resort comprising two hotels with a spa area covering an area of 5000 m². Making this change requires a sure instinct regarding what guests want, persistence and the courage of being ahead of one's times – and embarking on daring experiments.

Even founder Johann Steger readily mucked in. Firmly rooted in the region, he recognised the potential of the Ahrn valley early on – even when its touristic attraction was still in its infancy. And hence it came to be that he not only set up the first three-star hotel with a pool, but also established a cable car company together with like-minded associates. **Big visions for a small region. A lot of mettle was needed**

to tackle such comprehensive projects in an area where tourism is so under-exploited and to offer luxurious features by the standards of the time, but the ambitious experiment simply had to succeed long-term.

The biggest trial of courage in the history of the Steger hotel came in 2000: the merger of two separate businesses which the Steger family had previously built up under their own steam: The

Linderhof sports hotel and the Hotel Alpenschlössl were linked together through extensive construction work and were given a large joint wellness area. "Quite deliberately, we kept separate receptions and dining rooms", explains Siegfried Steger, son of the founding father Johann Steger and Managing Director of the Lindenhof, now rechristened the Lunaris. "We wanted to avoid creating huge and



The resort is and will remain a family enterprise where everyone chips in. In 2018, the wellness facilities were extended to cover 5,000 m², and many rooms were completely refurbished. The extensive renovation and conversion work kept the family on tenterhooks for weeks, but now, guests visiting the Amonti & Lunaris are thrilled with the outcome.



uninviting bar and restaurant areas at all costs and were at great pains to retain the familiar atmosphere". **The investment was worth its while. Instead of frightening guests away, the concept behind the interlinked hotels, each with its own independent common area, is still to this day the most compelling hallmark of the wellness resort which constitutes part of the Southern Tyrolean "Belvita" initiative.**

Like father, like son(s)

Now all three sons of the founders are involved in running the business, and Johann Steger is enjoying his well-earned retirement. The three hotel keepers are continuing their father's inheritance in another sense, too, as there is no denying where the trio's penchant for experimenting comes from: "We were always trailblazers. It runs in the family", Siegfried Steger grins. The three sons have been active in the family-run business since they were small. "After our apprenticeships, we gathered experience in other hotels, but all returned to the fold in Ahrntal to devote ourselves to the business". Steger is very thankful to his parents for this far-sighted support: "We were encouraged to accept responsibility and take decisions at a very early stage, and that shouldn't be taken for granted". The three brothers work closely together. "I wouldn't want to miss this sharing of experiences and this sense of togetherness", the hotelier confirms. Similarly, when the next experiment called for action in 2018, the family tackled it together. Thousands of square metres of hotel space had to be renovated in just 110 days. "Planning and organising such extensive construction work in such a short period of time was quite a venture. But we managed to complete the work on schedule and the positive reactions speak for themselves".



Focus on enduring quality

However adventurous the family may be, precedence is always given to dependability, particularly in such sensitive areas as laundry care. "As our Miele machines had provided some 20 years of faithful service, it was clear from the outset that the new facilities would remain true to the brand", Siegfried Steger confirmed. The family relies on on-premise laundry care and uses washing machines, tumble dryers and flatwork ironers from Miele. "This way, we have full control over the quality of our laundry at all times. We were convinced from the word "go" by the durability of the machines, the minimal need for repairs and the excellence of service". After such large-scale changes at our resort, we now hope to ring in a period of peace and quiet. "First of all we will be taking things easier", Siegfried Steger laughs, adding: "Anyone who knows us will know that we never, ever run out of ideas". The next experiment may well be just around the corner!



Further information: www.wellnessresort.it

Ironing despite fire protection

Businessmen on their travels do not like to forfeit the opportunity to iron the creases out of their business attire. New German fire protection regulations however forbid the use of irons in the rooms of new-build or renovated hotels. To get round this, the Mercure Hotel & Residenz Berlin Checkpoint Charlie set up an ironing room in March 2018 to give visitors the opportunity to spruce up their laundry without having to make use of contract laundry services. The experience of the past few months show that the offer is well received. The Miele FashionMaster at the four-star hotel is in frequent use. The hotel's technician is responsible for service and maintenance.



Further information:
www.miele.de/brand/fashionmaster-27554



Pop-up hotels

Temporary trial

Psychologists have known for some time: Only things that are available temporarily – such as pop-up hotels – engender interest. They have risen to popularity as temporary dwellings serving major events and trade shows. Some can only be used for a limited period of time on account of their construction, whereas others are restricted by their leaseholds. Thanks to their existence, it is possible to trial polarising hotel concepts without the need for permanent investment – an experiment with an expiry date. Anyone interested in this pop-up trend can experience an exceptional concept in Austria's Zillertal. The Zillertaler Grillhof, in need of renovation, is due for a complete overhaul in the summer of 2019. Until work is completed, the young proprietors have created their Pop Down Hotel, a play on the words “pop-up” and “countdown”, attracting visitors with their outlandish ideas such as the water wonderland in the cellar or a restaurant table spanning three storeys.



Further information: www.popdownhotel.com

It's not a case of turning a complete hotel inside out or buying expensive robots to work at reception. Experiments in a limited area can help discover potential new successes: an out-of-the-ordinary dish

on the menu, the novel design of a single room which delights Instagram fans, or a stunning range of courses for guests, such as Hawaiian dancing. Let your phantasy roam or stage a small-scale creativity workshop

with your team. But set clear limits to your experimenting. This helps keep check of the project and gauge the significance and impact of an idea faster.



Experiments with safety net

Success projected online

If an exceptional idea is crowned with success, it may be worthwhile developing it further and creating so-called spin-offs. This is precisely what Martin Kullik and Jouv Wijnsma, founders of the Steinbeisser company, did in the case of their own Experimental Gastronomy Initiative in setting up an online shop in addition to their dinner events (cf. Page 8). www.jouwstore.com sells not only works of art used at their most recent vegan evening but also serves as a platform to present interviews with various artists. With its attractive design, their website mirrors the artistic claim to which the Experimental Gastronomy Initiative aspires, inviting those who have not visited an event to dip in and browse.



Further information: www.jouwstore.com

Write to us!

Do you have any suggestions, tips or questions? Do you want to contribute with topic suggestions, criticism or your own stories? We'd love to hear from you at welcome@miele.de! Also, if you no longer want to receive this magazine, simply write to us.

welcome
& stay

Looking ahead: welcome & stay 2 | 2019

»Specialisation«

A challenging balancing act: Settings oneself apart from the rest with special qualifications without disappearing as an extravagant niche player. Look forward to our next issue on the subject of specialisation.

