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**Sophisticated interior design right up to the shower: Bette in stilwerk Hotel Heimhude**

**Summary**

The first hotel project of the stilwerk design platform, the Heimhude Hotel in Hamburg, opened its doors to guests in May 2020. The idea behind the innovative concept of the stilwerkhotels: to transfer the design claim of the premium brands from the stilwerk cosmos into real living situations and thus make it possible to experience - and at the same time purchase - the hotel. Part of the high-quality interior design with around 40 top brands are also shower trays from Bette, which were specially selected for the 24 bathrooms of the boutique hotel.

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The stilwerk creative team around Alexander Garbe and Tatjana Groß affectionately calls the newly renovated and newly equipped hotel, which is centrally located between the university and the Alster in the Hamburg district of Rotherbaum, "Grande Dame in Sneakers".With good reason, because the more than 150-year-old art nouveau villa combines venerable charm with an exciting interior in its 24 rooms: natural materials, handcrafted manufacturing quality from Europe, and a great love of detail provide guests with a true on-the-go home experience.

The special thing: An overnight stay in the stilwerkhotels can be used for both test living and shopping, because the design furnishings can also be purchased by guests for their own homes. Either directly on site at stilwerk at the Hamburg fish market or conveniently in the brand's online shop. Upon request, guests can also receive initial information on their new favourite furniture from their host at the hotel.

Sophisticated design has been an integral part of the DNA of stilwerk and its design destinations for 25 years. This is why, when furnishing the first stilwerkhotel, we only integrated manufacturers who share this high standard of aesthetics and feel, quality and functionality with us, says stilwerk owner Alexander Garbe.

The demand for quality and design can be felt everywhere in the hotel. Each room is individually furnished in a timeless modern style. Scandinavian craftsmanship is combined here with Italian refinement, modern antiques and surprising details. But also the small, fine gym area, the library, the lounge, the meeting room with adjacent garden terrace or the open Living Kitchen with bar and reception contribute to making the stilwerk Hotel Heimhude an inspiring location where guests feel at home and welcome.

**Bathrooms integrated into the interior concept**

The bathrooms also play an important role in the innovative concept of the stilwerkhotels, and a lot of attention was paid to their design: "Our bathrooms clearly differ in design and style from the hospitality mainstream, in that we use not only high-quality fittings and shower surfaces, but also atmospheric eye-catchers, such as the vintage tiles with a matt surface from the French family manufacturer Winkelmans. The colour scheme of our bathrooms is relaxed and modern: with pleasant shades of green and anthracite," explains stilwerk managing director Tatjana Groß, who herself has many years of management experience in hotel operations as well as in hotel development and realisation.

With their colour scheme, the bathrooms are fully integrated into the hotel's interior concept, as the transitions between bedroom and bathroom area are open and flowing in many rooms. In addition to the tiles, the shower trays were therefore also carefully selected, as they should blend harmoniously into the overall colour impression of the room and floor. The planners found what they were looking for in the Delbrück-based bathroom specialist Bette, which can manufacture bathroom elements made of glazed titanium steel in numerous colours, including exclusive matt colours, in its high-tech factory.

The concept focus of stilwerkhotels is clearly on bringing to life a variety of high-quality manufacturers that are based and produce in Europe, ideally manufactories. When choosing the Bette shower trays, we were convinced by the appealing design, the minimalist form language, the matt finish and the easy maintenance. The colour selection for Bette in particular, with Flint (mint green) and Raven (anthracite), fitted perfectly into the colour concept of the respective bathroom design," says Alexander Garbe.

**It's the details that matter**

Not only do stilwerk and Bette share a passion for colour and design, but also a love of detail. For example, the shower tray classic BetteUltra has narrow R10 corner radii that fit precisely into the tile joint pattern. An apparent trifle, but one that refines the look and visibly reduces the excessive use of silicone in the corners. If the shower trays are tiled with a base, as in the stilwerk Hotel Heimhude, this is also aesthetically accurate thanks to the almost pointed corners.

A further aesthetic detail is the drain covers in the chosen colour of the shower tray, which are flush with the standing surface and thus ensure a consistent and homogeneous appearance and a pleasant feeling of being in the shower. By the way: the hotel also had the shower trays in the Flint colour finished with Bette's Anti-Slip Pro in order to guarantee its guests maximum safety when standing and walking in accordance with DIN 51097 (evaluation class B) and DIN 51130 (evaluation class R10). The aesthetics of the matt-coloured glaze is retained flawlessly.

**Sound insulation included**

Since we are dealing with a 150-year-old art nouveau villa in the stilwerk Hotel Heimhude, noise protection is of course also an issue. For the well-being of our guests, we therefore also paid attention to integrated noise protection when selecting the shower trays, emphasises Tatjana Groß.

Bette's solutions were also convincing in this sensitive area, as the company's shower trays are pre-fabricated as standard with anti-drumming mats that significantly reduce the noise of the splashing water. After all, no guest wants to overhear when the room neighbour is still showering late at night.

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About Bette

Bette is a specialist in bathroom products that are made of a special metal in a unique manufacturing process: titanium steel sheets are shaped under high pressure and then finished with a thin coating that is related to glass – hence the name "glazed titanium steel". This composite material is perfect for the bathroom (it is skin-friendly, hygienic, durable and robust), and Bette uses it to make its baths, shower areas, shower trays and washbasins.

The Bette family company was founded in Delbrück (Germany) in North-Rhine Westphalia in 1952, and specialises exclusively in this manufacturing process be-cause it allows the products to be shaped smoothly with the maximum skilled preci-sion. The manufacturing and administrative headquarters employs around 385 peo-ple. The CEO, Thilo C. Pahl, is a member of the owner family.

The range includes baths, shower areas, shower trays, washbasins and bathroom furniture "Made in Germany". Unique items that can be made in various colours and dimensions, and open up inspiring spaces in interior design for the bathroom. Bette's assembly processes combine high-tech industrial production techniques with tailor-made manufacturing where it benefits the customer. More than half its prod-ucts are customised to customer preferences. The company offers over 600 differ-ent baths, shower trays and washbasin models in a tremendous range of colours.

The natural raw materials glass, water and steel are used to manufacture high-quality products that are completely recyclable. They are verified to the Environ-mental Product Declaration (EPD) as per ISO 14025 and to LEED (Leadership in Energy and Environmental Design).

my-bette.com

**About stilwerkhotels**

The stilwerkhotels are a home away from home - lovingly curated from the diverse stilwerk design cosmos. A place to relax and experience, to work and share, to enjoy and spend time together. Be it for work or pleasure, for yourself or with the whole family. Our aim is to ensure that every guest really feels welcome and welcomed. As hosts we want to create lasting experiences and inspire with tips to find exactly what he or she needs at the moment. Attentive. But never pushy. That's why stilwerkhotels - each with its own unique character and an original, timelessly modern interior collage - always offer the personally appropriate Spaces & Services. The journey begins in mid-2020 with the first stilwerk Hotel Heimhude in Hamburg.

stilwerkhotels.com

Bildzeilen

Please note the various references in the pictures.

**0\_stilwerkhotels\_Heimhude\_GF\_Tatjana\_Gross\_Alexander\_Garbe\_(c)\_stilwerk.jpg**

stilwerk managing director Tatjana Groß and owner Alexander Garbe.

Source: stilwerk

**1\_stilwerkhotels\_heimhude\_front\_(c)\_stilwerk\_foto\_m.hohner.jpg**

Grande Dame in sneakers: The art nouveau villa, which houses the freshly renovated stilwerk Hotel Heimhude, is centrally located in Hamburg's Rotherbaum district. Source: stilwerk/M. Hohner

**3\_stilwerkhotels\_heimhude\_living\_kitchen\_caparol\_icons\_kvadrat\_occhio\_poggenpohl\_thonet\_(c)\_stilwerk\_foto\_t.baermann.jpg**

Inspiring location: View into the open Living Kitchen with bar and reception. Source: stilwerk/T. Bärmann

**7\_stilwerkhotels\_heimhude\_lounge\_tapete\_hookedonwalls\_leuchte\_occhio\_bezug\_kvadrat\_(c)\_stilwerk\_foto\_t.baermann.jpg**

An en-route home experience: In the cozy lounge, guests quickly feel at home.

Source: stilwerk/T. Bärmann

**11\_stilwerkhotels\_heimhude\_appartement\_bett\_sessel\_wittmann\_(c)\_stilwerk\_foto\_t.baermann.jpg**

High standards of quality and design: The furnishing of the apartments and rooms is high-quality, individual and timelessly modern.

Source: stilwerk/T. Bärmann

**12\_stilwerkhotels\_heimhude\_zimmer31\_leuchte\_hay\_bett\_sessel\_tisch\_wittmann\_(c)\_stilwerk\_t.baermann.jpg**

Trial living included: If you like one of the design pieces, you can purchase it immediately on the stilwerk platform.

Source: stilwerk/T. Bärmann

**stilwerkhotels\_heimhude\_zimmer26\_duschwanne\_bette\_bett\_zeitraum\_spiegel\_menu\_c\_stilwerk\_t.baermann.jpg**

The flowing transition between the bedroom and bathroom area clearly shows the consistent colour and design concept. In the background is the BetteUltra shower tray in the Flint colour.

Source: stilwerk/T. Bärmann

**stilwerkhotel\_heimhude\_zimmer22\_bad\_armatur\_hans grohe\_spiegel\_frama\_duschwanne\_bette\_c\_stilwerk\_t.baermann.jpg**

Homogeneous look: The colour concept of the shower picks up the colour pattern of the tiles. The precise corners of the BetteUltra shower tray and the flush drain cover are clearly visible.

Source: stilwerk/T. Bärmann"Quelle: stilwerk/T. Bärmann

**stilwerkhotels\_heimhude\_zimmer34\_bad\_armatur\_hans grohe\_duschwanne\_bette\_c\_stilwerk.jpg**

A harmonious ensemble: the focus in this bathroom is on the colour anthracite, so the matching BetteUltra shower tray in the colour Raven was chosen.

Source: stilwerk