

SIDE HOTEL HAMBURG, GERMANY  
„REFRESH THE LOOK BUT KEEP THE STYLE“



Light Refurbishment, Interiors

Does the identity of a hotel has to reflect the Zeitgeist? Do the prevailing trends determine the renovation cycle? Is the patina, aging with dignity, relevant? Is it not about aesthetic durability, longevity, timeless design?

Opened in 2001, the SIDE Hotel is one of the first European design hotels with a multi-sensorial character. In spring 2018 it has been refurbished - the hotels' new interior is a stylistic adaptation that meets the need for comfort in an urban environment. Carefully selected material- and color concepts shape the interior of the 178 rooms and suites - the public areas and the Sky Lounge represent dynamic, urban elegance. The consciously careful renovation respects the DNA of the SIDE Hotel and tries to do justice to the architecture of Jan Störmer.



Brass, a leather-covered check-in counter and Venetian brocade dominate the dynamic lobby. Green marble, blue-green iridescent fabrics and metal mesh curtains for the bar and restaurant [m] eatery. The barcounter is roofed by a brass structure filled with fresh plants symbolizing the botanical interior approach. Pastel shades for the superior rooms generate lightness - the deluxe and executive rooms convey the cozy atmosphere of an urban oasis through natural tones. The strong bright colours of the Skylounge on the 8th floor and the SPA in the basement form the framework for the colourconcept of the interior.

SIDE Hotel 5 \*  
Drehbahn 49  
20354 Hamburg  
178 rooms and suites  
Light refurbishment of the interior:  
Matteo Thun & Partners, 2017-2018