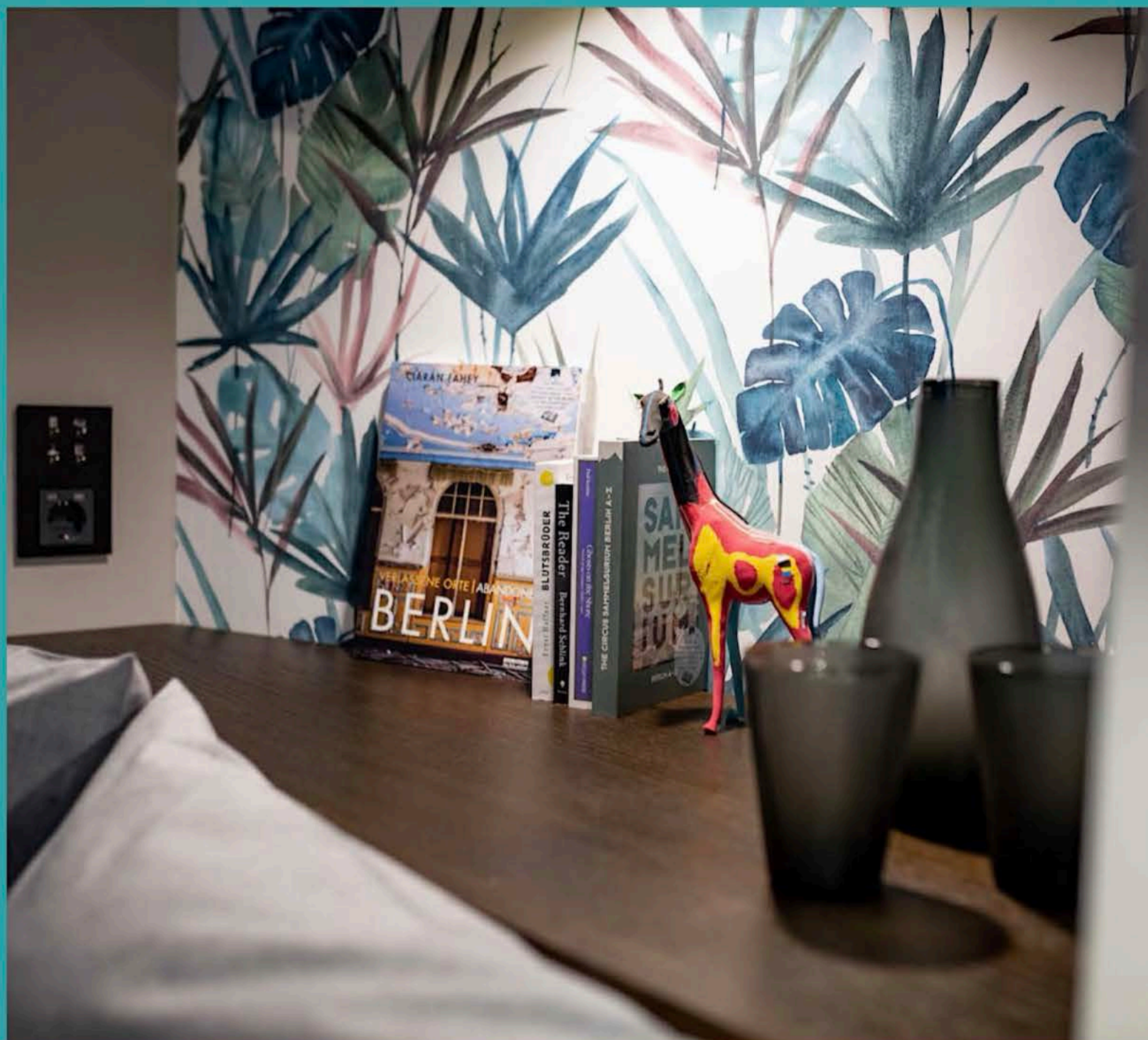


ROOM22.AGENCY PRESENTS:

AUBERGE

The bi-weekly edit for hospitality professionals



AUBERGE edition IV: *An urban retreat*

AUBERGE is your bi-weekly hospitality edit where you get to know distinctive hotels around the world and the inspiring people behind them.

In this fourth edition, we're going to Berlin, to visit a hotel created with heart and soul by a group of passionate friends. Sustainability and local life are two of the core elements of the brand, which also constitute a hostel and apartments.

Regitse

Hotel connoisseur & founder of Room22.agency

In focus: *The Circus Hotel*



How do you integrate a city – and especially an ever-changing city like Berlin – into a hotel's DNA? The answer can be found at The Circus Hotel. Situated on the busy Rosenthaler Platz in the center of Berlin, this hotel (and its sister properties), embodies the urban lifestyle that can only be found here. The hotel's mission – or manifesto, as they like to call it – taps right into the social nature of travel and sustainability. And after a complete renovation throughout all of 2020, this is more visible than ever. The hotel itself isn't new, though. In fact, the story of "the Circus" begins more than 20 years ago, in 1997. Five friends gathered to create a different hotel experience where social life was key – and all five friends are still engaged in the company full-time.

At the time, the hotel was a mix of a hotel and a bar. The Circus Hotel had a lot

A boutique hotel with a strong focus on design; The Circus Hotel is located inside a landmark protected 19th century building. Their closest neighbours are bars, restaurants and cafés, as well as their two other properties offering a hostel and serviced apartments.

The hotel relies on local life as a main source of activity; both locals and travellers really do gather here, and everyone's welcome to join the curated selection of events and activities ranging from walking tours to beer tastings.

"Behind the Curtain" is the name of their programme designed to give visitors an insider's perspective that only a local would have. It's clear that everything is created from the heart; that Berlin is truly the star on the stage here.

With respect for the traditional features, all 64 rooms are designed by their in-house designer Sandra Ernst. Comfort, honesty and sustainability are three important factors here, making everyone who set foot here "a friend of the house". From the colourful and eclectic lobby area to the laid-back urban atmosphere enveloping the hotel, The Circus Hotel is certainly a place you'd like to come home to after a long day of exploring the capital. And their commitment to the environment just makes it a complete experience.

The Circus Hotel offers a lounge, library and a garden courtyard where you can enjoy breakfast, brunch, lunch and cocktails. The latest addition is their neighbouring coffee and breakfast partner, 'Codos'.

Click [here](#) to visit the website of The Circus Berlin.



In dialogue: *Katrin Schöning*

I sat down with the Hotel Manager of The Circus Berlin, Katrin Schöning, for a virtual talk about the importance of integrating both local culture and sustainability in everyday operations, in order to create authentic and engaging experiences.



Photographer: Simon Becker

Q: You have recently undergone extensive renovations. When will the hotel open to the public again? And what can we expect from the new premises?

A: We began the renovation earlier than planned due to Corona, so most of 2020, we were closed. Now, we're back and ready to accept bookings again.

The new rooms all have sustainable air cooling installed. As regular air conditioning goes against our values of being sustainable, we had to come up with a system that was both discrete and used water instead. It was quite a complex system to install, but it was definitely worth it.

Our renovated rooms also come with new furniture and Birckenstock mattresses. However, as the building is landmark protected, we weren't allowed to change too much. The originality of the building means that all rooms are very different from each other and quite unique. Our style is very classic, but the lobby is still very colourful and eclectic. Last, but not least, we've installed QR code in all of the rooms, giving our guests access to interesting stories about Rosenthaler Platz and the surrounding area whenever they feel like it.



Q: The Circus consists of both a hotel, a hostel and apartment buildings – all located within the same square in Berlin (Rosenthaler Platz, red.). What does all three have in common? Or in other words; what's the spirit of Circus Berlin, and what do you wish to communicate through your properties?

A: All three places have the people and the soul of the company in common. It's a family-driven business managed by five friends who are all very involved in the daily operations. All of them are on the ground speaking to our guests, which makes it a homely and intimate place to stay. No matter in which property you're staying in, there's a feeling of hospitality and warmth. We wish to convey a very honest and local experience.

Q: Community seems to be a key word in everything you do. How do you create a sense of community in a city as big as Berlin? What activities are you initiating?



A: We have many returning guests because we focus on a homely and inclusive atmosphere. Our staff members know our guests and their preferences, and that creates a unique bond – a unique experience. We're also very committed to Berlin and a big part of the local community, and we often meet with our neighbours to discuss and share experiences. We believe that local life creates the community.

Q: In your words; what makes Berlin unique?

A: That's a tough question! Berlin is always developing and getting closer to what it truly is. In my opinion, it's still growing up, which is why it has so many edges. It's not a city that's easily understood, it's complex and can be quite overwhelming. It may not be love at first sight, but if you give it a second chance, you'll develop a deep love for it. Once you have Berlin under your skin, it'll stay there forever.

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