



# WORLDHOTELS™

COLLECTION

**b'mine Frankfurt Airport, WorldHotels Crafted Collection**

## **Extraordinary on All Levels**

**INTERVIEW with Matthias Beinlich, Managing Director, b'mine hotels**

*WorldHotels Crafted Collection celebrates its premiere in Germany: b'mine Frankfurt Airport, which opened just this spring with an extraordinary concept, is the first member of the collection for exclusive design hotels in the country.*

With its patented CarLoft concept of CarLifts and associated CarLoft rooms, the lifestyle hotel has an unusual offering and a highlight that is visible from afar thanks to a lighting concept in different colors: elevators transport vehicles in front of the 40 CarLofts from the first to the tenth floor to enable guests to spend the night right next to their own cars. The b'mine Frankfurt Airport, which has been nominated for the German Design Award 2022, and has just won the ArchDesign Award 2022 in the Interior Design category is in the quarter of the so-called Gateway Gardens, about one kilometer from Frankfurt Airport. It has 241 rooms, including 160 Smart Rooms, 40 Smart Doubles, 40 CarLofts distributed on the first to tenth floors, and a SkyLoft on the top floor. All rooms impress with an interior design that conveys a special feel-good atmosphere by means of a well-thought-out cocooning concept. In collaboration with the Berlin artist Pola Braendle, a distinctive ambience has been created in all areas, from the foyer to the rooms as well as in the event area and right up to the restaurant: Collages and décollages by the internationally renowned artist are an integral part of the design of all b'mine hotels.

**Q: Welcome to WorldHotels™ Crafted! We are thrilled that b'mine Frankfurt Airport is a member and our first Crafted property in Germany! Can you tell us about your decision to join?**

Thank you! We are essentially a start-up hotel group, with an already vast local and national awareness due to our unique service offer. We need additional international reach and want to target the right customer, whilst keeping our own brand. We consider ourselves to be one of the most unique hotel brands in Germany. So, the opportunity to belong to an international hotel collection and to reach that international audience but keep our own individual sense of identity



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was very important to us. b'mine is a reference to our message of 'Be Yourself', a kind of freedom, which is reflected in WorldHotels Crafted.

### **Q: What is the philosophy behind b'mine Frankfurt Airport?**

We encourage our guests to be themselves with a consistent experience in each b'mine hotel, so they know what to expect and how to make the stay their own. The CarLoft integration into our hotel concept is unique from a hospitality point of view, there were few people previously who had the opportunity to experience it, but our philosophy is to make these experiences accessible and visible to our guests. We are opening these exclusive moments to more people. We believe every guest should feel comfortable, they should be able to 'find their own space': that's why there are so many different comfy corners, spaces, and styles of seating to allow every guest to personalize their own tailored form of comfort.

### **Who do you appeal to?**

We appeal to a broad range, from business travellers on layovers and business guests here for meetings & events to leisure guests looking for an overnight stay or purely for the CarLoft experience! We are popular with influencers who want to capture our unique approach on social media, some people who visit purely for the hotel or others the city of Frankfurt. Additionally, we receive more and more reservations due to our restaurant "THE ROOF" on 12<sup>th</sup> floor, where our guests may enjoy breakfast as well as lunch or a rare dinner experience.

### **Q: What is something that is completely unique to b'mine Frankfurt Airport? What can you discover there?**

Without a doubt, the first unique aspect is our CarLift, no other hotel has it, but there are many other unique features that make us special such as our room categories. Our capsule-like Smart Rooms for example contain everything you need and appear much larger than they are, there is a cozy cocoon feeling to them, in contrast to the open community feel of the public spaces. The 12<sup>th</sup> floor restaurant also offers a magnificent view, and there's a magical feeling of viewing the drama of take offs and landings without hearing the noise, the restaurant THE ROOF offers an eclectic yet elegant and warm atmosphere, which is a world away from the usual chaos of busy international airports. We also created an outside terrace for dining, which we weren't sure would



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draw many guests due to the noise, but it has been fully occupied throughout the summer as it is such a unique experience! The 11<sup>th</sup> floor features our meeting spaces and the vantage point from there means you can opt for an incredible airport scene or a calming skyline view behind the Frankfurt Forest, so it's all about personal choices. You can easily enter the 11<sup>th</sup> floor via a CarLift, which is an incredible way to start your meeting and then be greeted by an outstanding view.

**Q: We hear that heavy loads can be lifted via the CarLift to your meeting spaces, what are the more unusual meetings or events you have already held here?**

As you can access the 11<sup>th</sup> floor through one of the two integrated CarLifts, we often host meetings & events that showcase vehicles and heavy loads, which can be elevated without the logistical costs of hiring heavy-lifting cranes. The connectable meeting rooms are intentionally designed without columns to allow a space to completely open out to 330 sqm designed for a flawless experience. You can close off spatial segments with our special 'sky fold' wall, this innovative design allows walls to completely fold into the ceiling in the centre, much like an accordion, and the process is completely silent. This supports the serene mood of our inner oasis, in contrast to the external airport traffic. We hosted the Genesis electric car launch here; it was an amazing atmosphere.

**Q: The CarLoft rooms are an undeniable highlight of the hotel, why do these appeal to the guest?**

The CarLofts offer a unique experience our guests will not have had before, the convenience of driving straight up to your room without having to check-in at reception. There are numerous advantages to this experience, like the comfort of carrying your luggage just through your room door, the security for the car or anything within the car, the convenience for handicapped people, the e-charging stations to charge your car securely overnight and many more. E-charging stations are available on every CarLoggia, the parking space outside each CarLoft. Together with the 16 more in the underground carpark, we have a total of 56 e-charging stations, which is possibly the largest e-charging facility in Germany, there is no hotel close to that number.

**Q: Sustainability plays a large role at b'mine hotels. Can you tell us about your green and climate-conscious projects?**



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We heavily invested in creating a highly sustainable building structure and water systems. We feature 'Green Choice' cards in every guest room to allow guests to 'opt out' of having their room cleaned during their stay. For every guest that opts not to have their room cleaned € 5.00 is donated for each night to charity. We work with local partners such as MainLichtblick e.V., a foundation for fulfilling wishes for children in need.

**Q: What was the inspiration behind the cocooning effect of the guest rooms?**

With our commitment to enabling our guests to create their own personal space, we offer a cocooning space that can be fully opened, or the curtains may be completely closed around the bed for a cozier feel – either way is 'my way' for the guest.

**Q: What is your design approach?**

We have a holistic approach, it begins with elements; music, the look and feel, it is thoughtful and covers all touchpoints down to the textural tiles on the walls that guests can't help running the hands across. We love to both impress and include our guests, we believe the art shouldn't overpower the guest, but include and immerse them into their own creative world.

Every walkway is designed so that you always walk towards light or a piece of art, created by our artistic partner Pola Braendle. There is no dark corner, every step should be a pleasant experience.

**Q: What was the idea behind collaborating with the artist Pola Braendle? The artwork is spectacular, how does it resonate with the design philosophy of b'mine hotels?**

Pola Braendle is wonderful, she is extremely talented but down to earth and friendly, much like the vibe we wanted to portray in our hotel. Her work can be seen throughout the hotel, at each turn. She came to our opening party, and we consider her both a friend and an essential part of our team. She always comes with us to new properties, her opinion is highly valuable to us, it guides us and creates the consistency we are looking for. She created the enormous personal apostrophe in the lobby area, which represents the apostrophe in b'mine, the heart and soul of the hotel.

**Q: What, in your opinion makes b'mine Frankfurt Airport truly Crafted?**



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Being truly unique, I honestly feel we are one of the most unique hotels in Germany with one of the most unique features worldwide, our CarLoft. We are a brave German flagship hotel that can appeal to an international audience. By joining WorldHotels Crafted, it means we stay true to our own identity (Be Yourself) but reach all those global travellers who will love to experience our hotel. We are reminding people why they love to travel, and that is a mark of the Crafted collection.

**Q: How do you want your guests to feel during their stay?**

Absolutely themselves, in their own way, on their own terms.

**Q: And what values do you look for in your staff?**

We have our own Director of Trainings, who ensures each member of staff is immersed into our core values, which using our 'b' are b' respectful, b' innovative, b' creative, b' out-of-the-box, b' environmentally responsible and b' service-oriented.

**Q: So, what's next for b'mine Frankfurt Airport? Do you have a vision for the future?**

We have created a unique hotel property and are now focused on creating a one-of-a-kind guest experience with passionate service and excellence delivered by our dedicated on-site b'mine team. The reviews from our guests on Google or other sites are underlining that we are on the right track.

As a hotel group, we aim to steadily expand our hotel portfolio through new hotel projects or acquisitions.

**Q: Do you have a parting quote to leave us with?**

I like to live by the saying of William Blake: "No bird soars too high, if he soars with his own wings", which means if you focus and work hard, the whole world is in front of you.

*Interview questions provided by Joanna Becker-Birck, Communications Director EMEA at WorldHotels.*



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*Matthias Beinlich, Managing Director b'mine hotels GmbH*

**About WorldHotels Collection:**

*WorldHotels™ Collection is a privately held collection within the BWH Hotel Group® global network. Founded by independent hoteliers dedicated to the art of hospitality, and celebrating its 50th year anniversary in 2021, WorldHotels offers one of the finest portfolios of independent hotels and resorts around the globe, expertly curated to inspire unique, life enriching experiences that connect people and places. WorldHotels™ is comprised of four unique collections, each with its own personality and style to appeal to the needs of today's traveler. The collections include: WorldHotels™ Luxury, WorldHotels™ Elite, WorldHotels™ Distinctive and WorldHotels™ Crafted.*

*For more information visit [www.worldhotels.com](http://www.worldhotels.com).*

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*