



***nhow***  
HOTELS

*nhow*  
HOTELS



# elevate<sup>n</sup> your stay

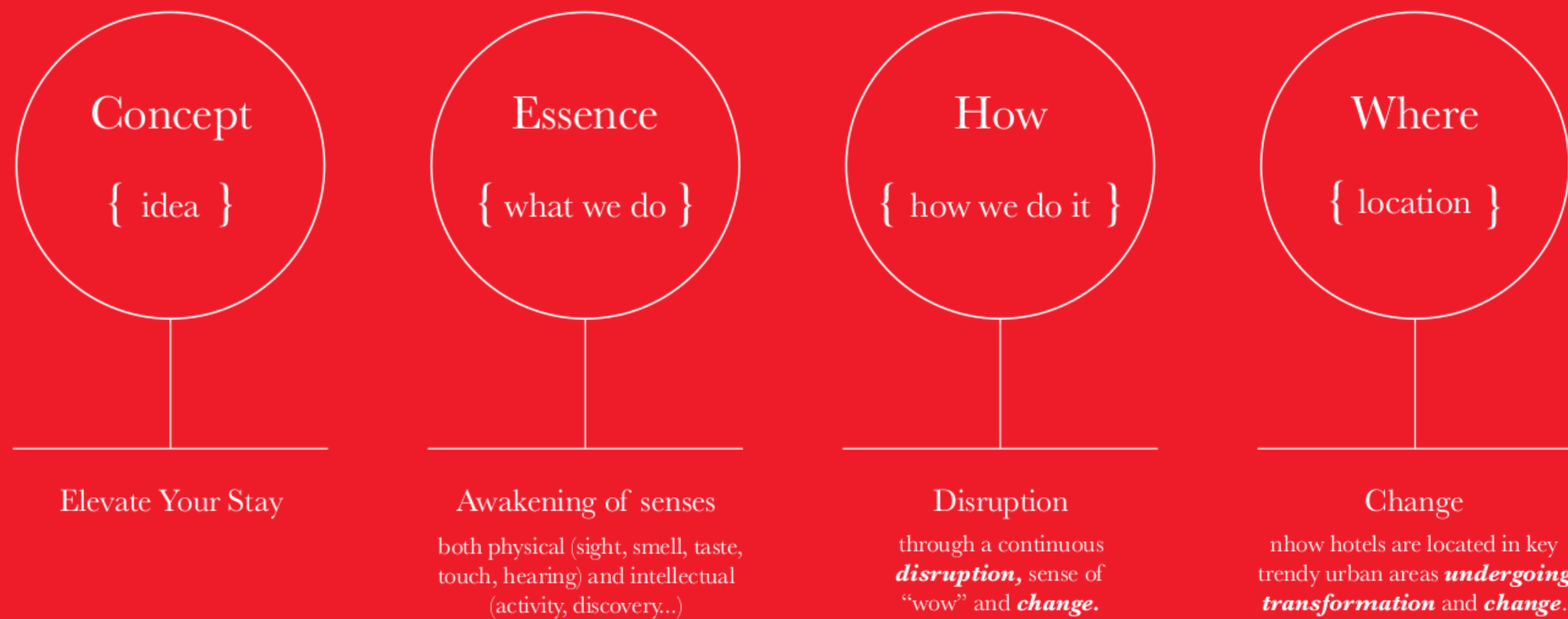
Taking its inspiration from the most avant-garde cities in the world and designed by the most creative minds of the moment, nhow is both a hotel and an explosion of inventiveness occupying one single space. The brand's expressiveness knows no bounds. It stimulates, inspires, surprises. nhow is alive, constantly on the move. nhow is chameleonic.

# dna<sup>n</sup>

The first thing that came into our minds when we opened the flagship nhow was how to offer something completely different, break the established molds and elevate the visitor's senses to unknown heights. Now, we want to take the nhow experience to the most fashionable and cosmopolitan cities in the world.

Something truly surprising: nhow basically strives to imbue its guests with new feelings, both sensorial and emotional.

Our aim is to ensure that all clients have a different yet positive attitude towards us, and every time they come back to visit, we want each and every one to feel that it is a new experience. Our goal is to create a sense of expectation, a zest for discovery and an appetite for returning to this hotel or any other in the chain and get guests to recommend us.



# iconic<sup>n</sup>

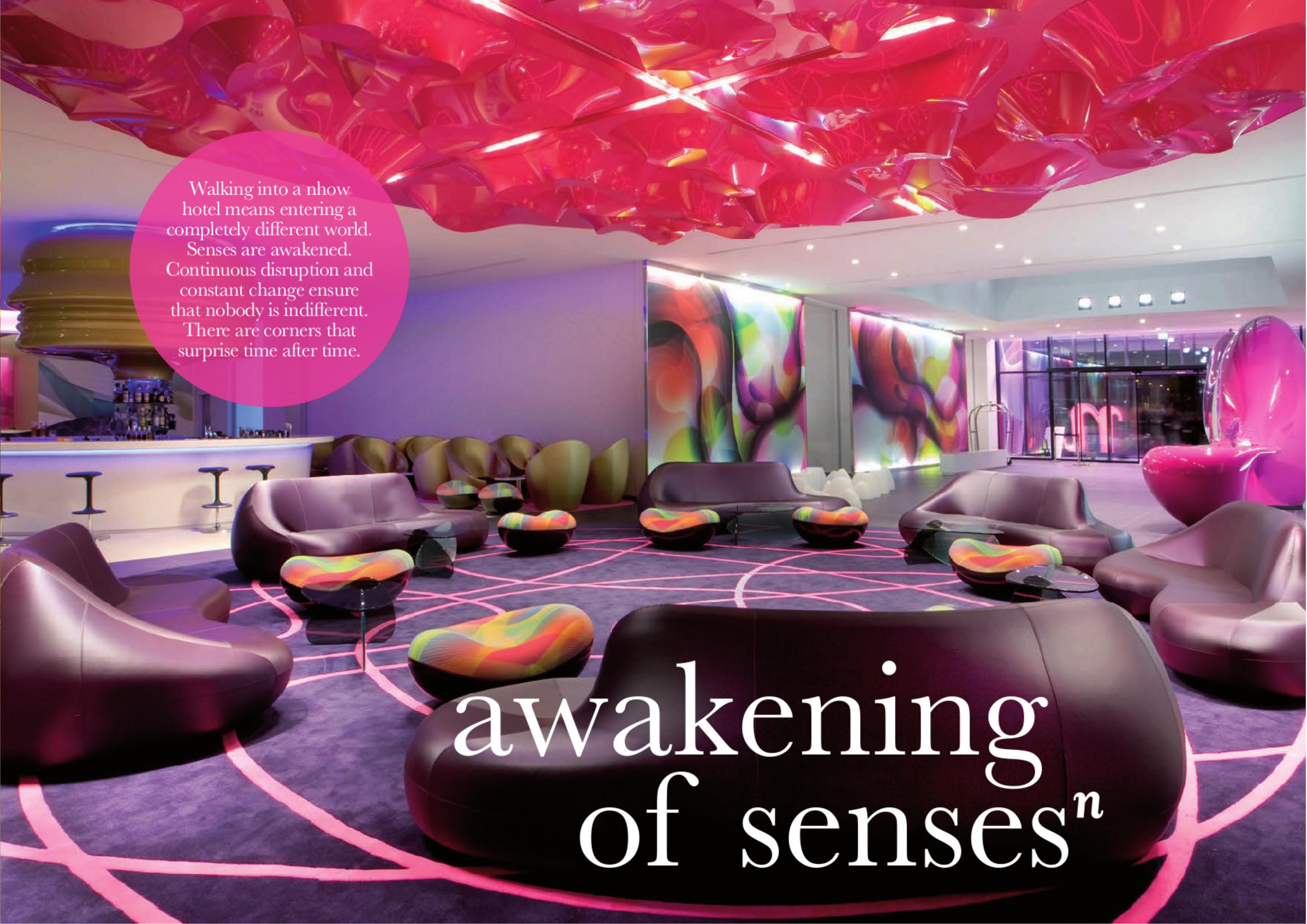
Landmark in the city.  
Every space, every last  
detail, it is designed to  
surprise. Invariably going  
well beyond expectations.  
Toying with the limits of  
the imagination.  
There is nothing  
conventional here!



# sense of arrival<sup>n</sup>



inclusiveness<sup>n</sup>



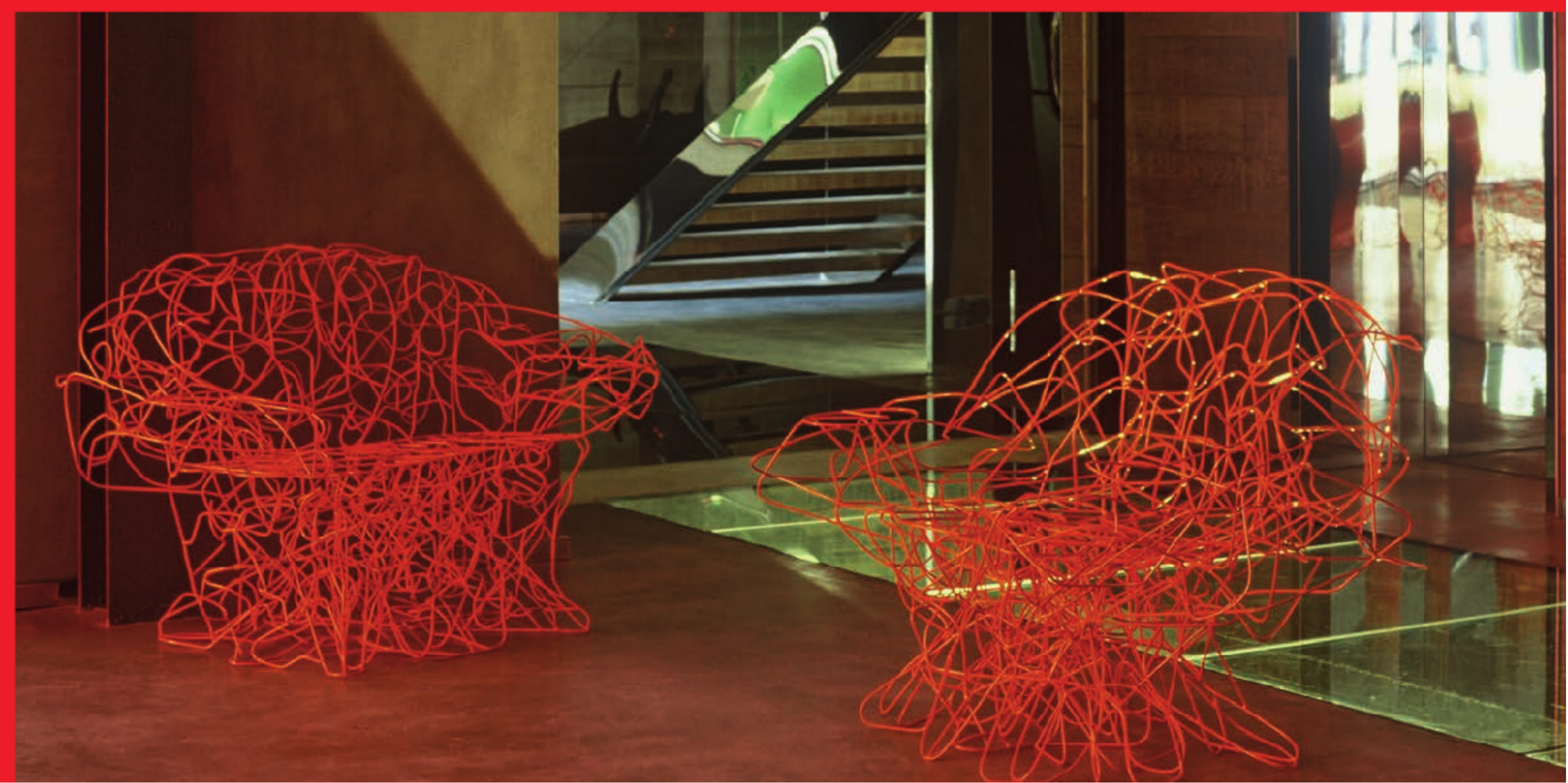
Walking into a nhow hotel means entering a completely different world. Senses are awakened. Continuous disruption and constant change ensure that nobody is indifferent. There are corners that surprise time after time.

awakening  
of senses<sup>n</sup>

# colorful<sup>n</sup>

The “wow” effect is a challenge to the way space is normally perceived. Senses are aroused by the discovery of the materials, the textures, the design, the aroma, the music and the lighting.

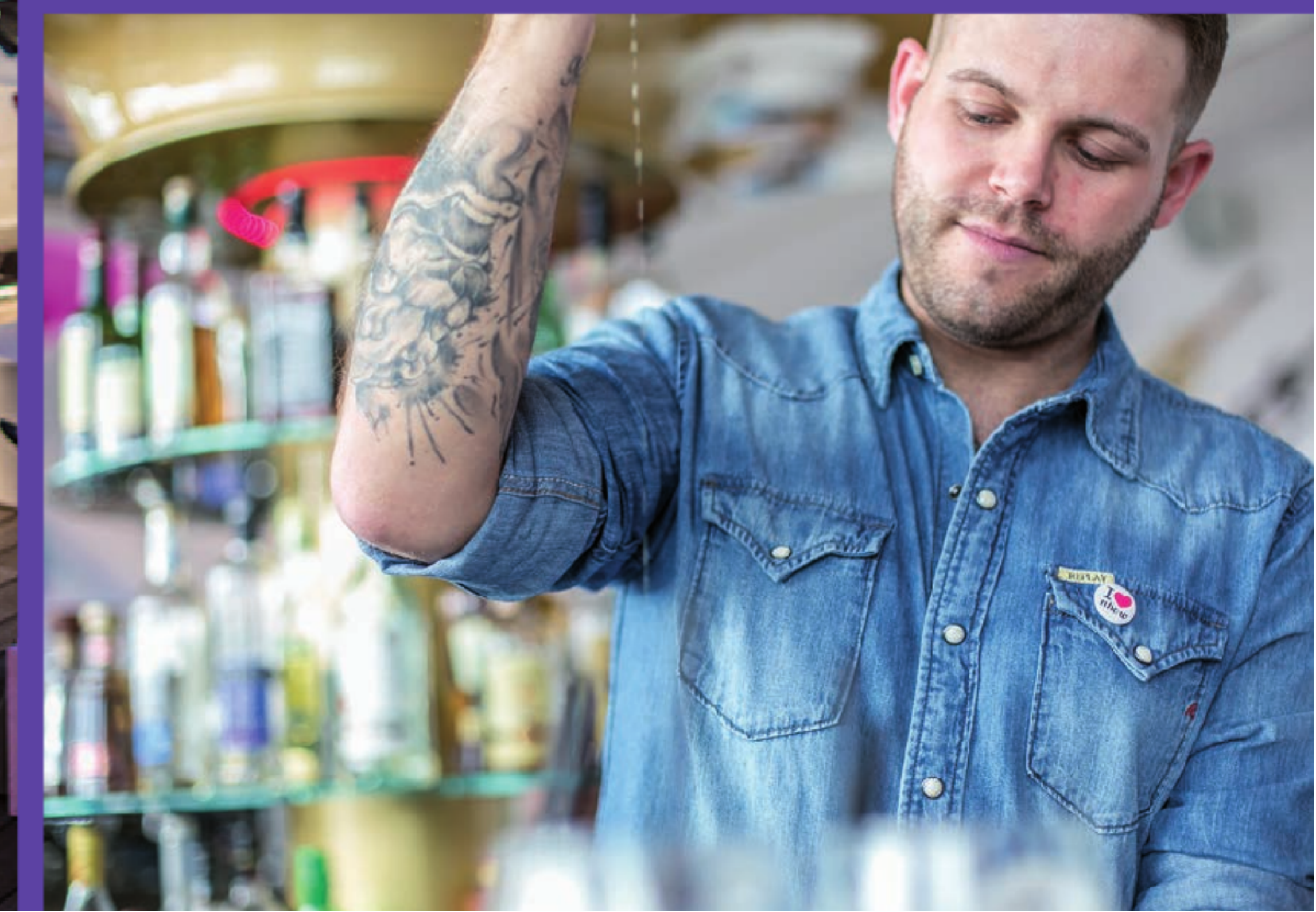
# disruption<sup>n</sup>



guests<sup>n</sup>



Our clients are curious. They seek new excitement that triggers and stimulates their imagination. Now, is their territory. Our employees are chameleonic. They adapt to the wide variety of experiences that we offer. They know the sky's the limit, all is possible.



# brand territories



fashion &  
design



art  
&  
architecture



music  
&  
entertainment



fooding





# guest experience<sup>n</sup>

A nhow hotel is a unique creation by an inspired designer. It has its own personality with its city as the muse. Every guest will experience a nhow hotel in a different way.

# brand operational promises<sup>n</sup>



## the power of yes

*We are brave enough to meet the change adapting to your every need at any moment.*



## beyond Brilliant basics

*We go further to give you a travel experience that stimulates all your senses.*



## express laundry!

*Don't worry about your outfit anymore, we have an express laundry service for you.*



## nhow connected

*Always connected with high speed WiFi. Discover a new way to work, or pretend to work, in a place designed for it.*



## we know you

*We exceed your expectations and anticipate your needs and wants.*



## it's fitness time

*Not only the best equipment and facilities, but a full fitness, wellness and health experience.*



## f&b hotspot

*Enjoy the most popular F&B local experiences, the ones nobody wants to miss.*



## leading eco-efficiency

*We use innovation and eco-efficiency, guaranteeing health & well-being during your stay and taking care of the planet.*



## nhow and the city

*Our hotels are an extension of the cities: always alive, always changing.*



## wake up nhow!

*In our colourful breakfast point you will start a perfect day with healthy and tasty food.*

# dreamland<sup>n</sup>

Beyond brilliant basics, inviting rooms from the world of dreams. Rooms with essence and a purpose. Peace and quiet beckon, a call to experience art from the inside. nhow knows guests' expectations and anticipates their desires to make them feel part of the designer's imagination.





# avant-garde taste<sup>n</sup>



A ground-breaking gastronomic proposal. A completely new experience for the senses: a perfect blend of textures, colors and aromas. Now wake up breakfast and F&B hotspots are a benchmark for the city's gastronomic scene.



How connectivity is yet another way of relating to the brand. It will imbue visitors with unique entertaining experiences, while surfing the net with high speed WiFi.

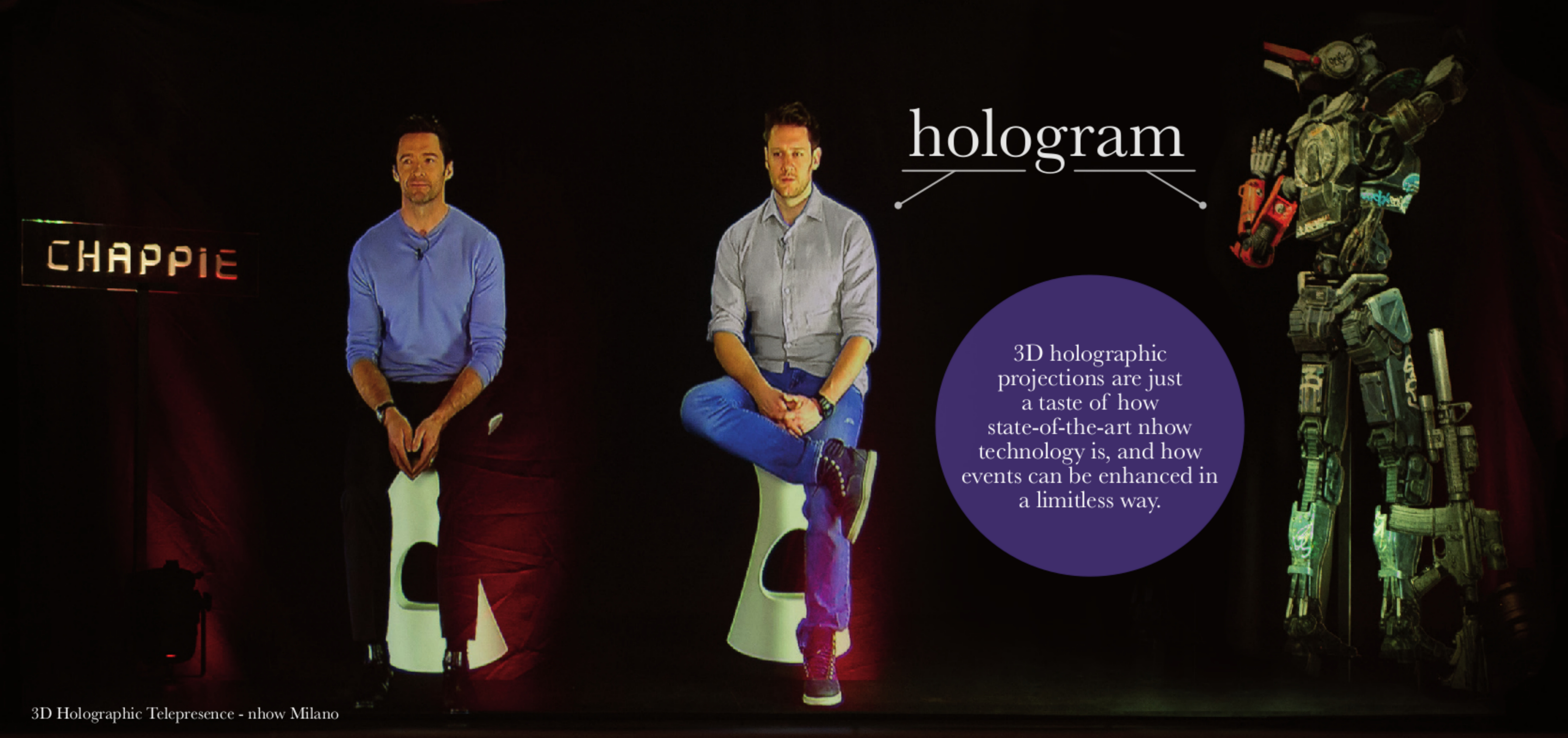
connected<sup>n</sup>



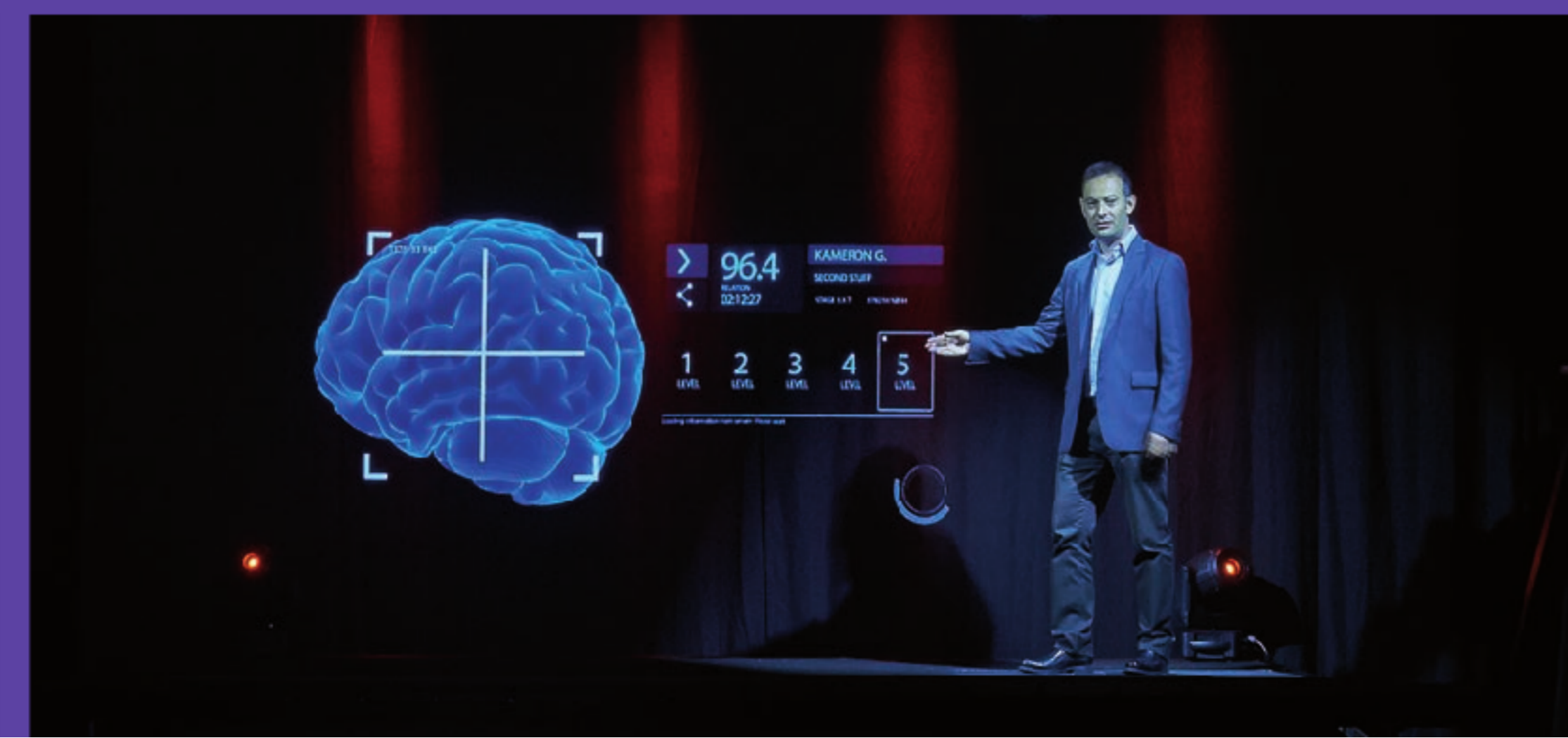
wellness<sup>n</sup>

# eco-efficiency<sup>n</sup>

At nhow hotels, less is more. Starting from the fundamental understanding of the new travelers mindsets, concerned with environmental responsibility, nhow hotels have at their heart the endeavor of minimizing the impact on our planet.



# events<sup>n</sup>







Distinction, creativity and inspiration in whatever nhow does: business meetings, launching products, fashion shows... nhow hotels are spaces that inspire moments.

# key spaces<sup>n</sup>



# layout per area<sup>n</sup>

HOTEL      STATISTICS      SPACE DISTRIBUTION      PUBLIC AREAS      ROOM MIX      NEW BUILD      CONVERSION

HOTEL	STATISTICS	SPACE DISTRIBUTION	PUBLIC AREAS	ROOM MIX	NEW BUILD	CONVERSION
<b>nhow</b> Berlin	304 keys 22,521 m <sup>2</sup>				✓	●
<b>nhow</b> Rotterdam	278 keys 12,848 m <sup>2</sup>				✓	●
<b>nhow</b> Milano	246 keys 18,196 m <sup>2</sup>				●	✓

BOHA back of house areas  
 PA public areas rooms & corridors  
 R&C public areas rooms & corridors  
 BA bar area  
 RA restaurant area  
 MA meeting area  
 LA lobby area  
 SU suite  
 JS junior suite  
 SR superior rooms  
 STR standard rooms



# nhow Berlin



304 rooms



12 meeting rooms



UP TO 930 people

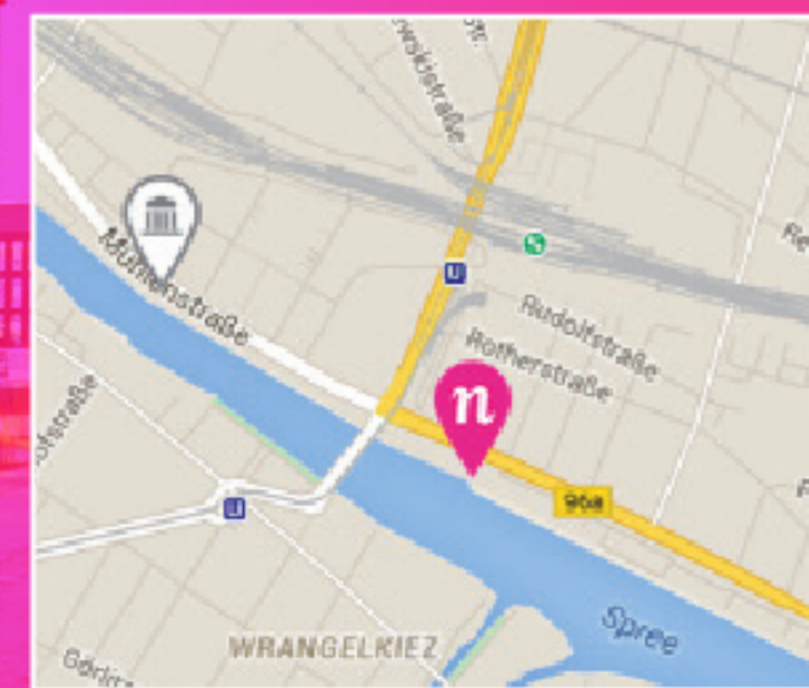
Europe's first music hotel, is located right on the bank of the Spree and at the epicentre of Berlin's music, fashion and artistic scene. The entire interior of the nhow Berlin was designed by Karim Rashid. Together with star architect Sergei Tchoban, they formed a perfect symbiosis turning visionary designs into life.

## **nhow STUDIO**

With two recording studios, a recording booth and a large lounge, the nhow Studios are perfectly equipped for mixing, recording and events.

## **holographic technology**

The nhow Berlin is the first hotel in Germany to offer three-dimensional projection technology: products, ideas and even colleagues, guests and presenters are brought to life virtually. 3D presentations and videos can be played, holographic recordings shown or live discussions held on stage with participants on the other side of the world. This innovative technology is ideally suited to product presentations, VIP events, corporate conferences, entertainment events and political conventions.



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**City Center** 5 km  
**Warschauer Straße** 300 m  
**Main railway Station** 8 km  
**TXL airport** 17 km  
**SXF/BER airport** 17 km

**nhow**  
BERLIN



# nhow Milano



246 rooms



12 meeting rooms

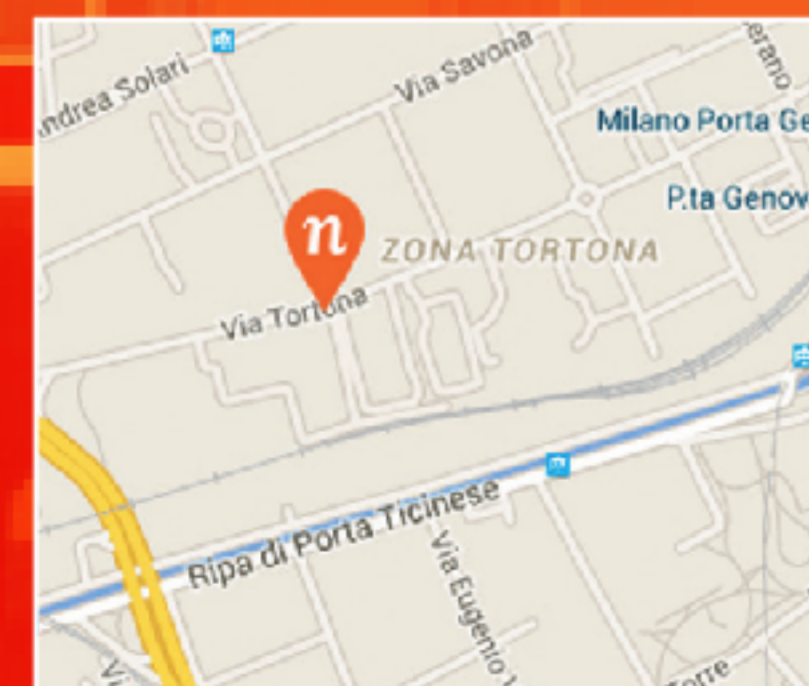


UP TO 440 people (theatre style)

Designed by Matteo Thun and located right in the heart of Milan's fashionable Via Tortona, the nhow Milano hotel is an artistic, cosmopolitan home-away-from-home, great for exploring the whole Design District.

Our creative Chef, Luca Molteni, is an artist who delights guests with a variety of fresh Mediterranean and international cuisine, whilst the Lounge bar is designed by Karim Rashid.

Discover how technology can make the difference during your next meeting/event! Bring your products and ideas to life with state-of-art 3D graphic projections, and be in two places at the same time with our full size holographic telepresence. The perfect technology for impressive product presentations and stunning entertainment.



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**Duomo (City Center)** 3.34 km

**Area EXPO2015** 8.87 km

**Central Station** 5.4 km

**Malpensa Airport** 50.64 km



nhow  
MILANO



# nhow Rotterdam



278 rooms



11 meeting rooms

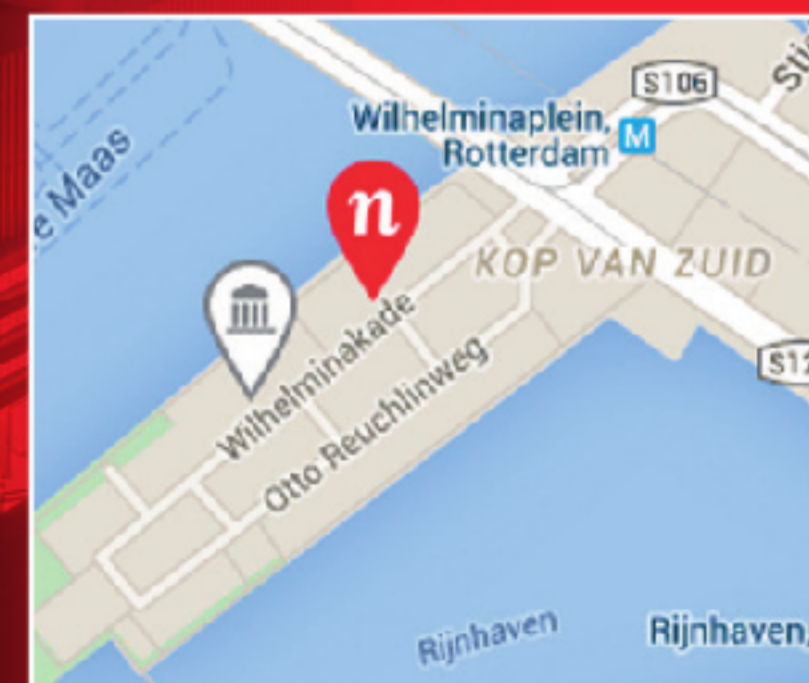


UP TO 350 people

Surround yourself with the latest design, art & architecture in a hotel designed by renowned architect Rem Koolhaas (OMA). Reset your mind with in-house art exhibitions, inspirational speakers, product launches and conferences, and become part of the best urban culture has to offer.

Seven days a week our BAR-KITCHEN offers you flavors from all around the globe with a concept of tasting and sharing. Our bar, where you can enjoy the view of the skyline, is the best Hotel Bar 2014 of Rotterdam.

nhow Rotterdam is sustainable, offering energy producing elevators, an organic, innovative heating installation incorporating a cooling system with water from the Maas River, LED Lighting, and bathrooms made of recycled glass. For food and beverages nhow Rotterdam collaborates with local partners.



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**City Center** 1.5 km  
**Ahoy Rotterdam** 3.9 km  
**Rotterdam Central Station** 3.6 km  
**Rotterdam The Hague Airport** 10 km  
**Schiphol Amsterdam Airport** 60 km

nhow  
ROTTERDAM



# nhow Marseille



150 rooms



14 meeting rooms



UP TO 322 people

The nhow Marseille at Palm Beach is situated in one of the Mediterranean's most beautiful bays and offers exceptional sea views. Cleverly built into the rocks, the hotel is both a wonderful setting for a holiday and one of the largest business meeting and events venues in Marseille.

At nhow Marseille there is even a Cactus Bar that shines with its brightness: a yellow feel-good atmosphere and cacti surround you while you're drinking cocktails, relaxing, chatting and laughing. With their cheery maritime décor, its newly-renovated rooms offer visitors gorgeous

sea views and, often, a terrace to relax on. Two pools, two Jacuzzis, a sauna and a large gym, with complimentary access for guests, make nhow Marseille the ideal place to relax and enjoy yourself. And if you want to organize your event or meeting here, surrounded by the sea, its modular and spacious locations are the ultimate spot for any kind of occasion, from business appointments to weddings & parties.



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**Marseille Provence Airport** 30 km  
**Saint-Charles Railway Station** 8.3 km  
**Rond-Point du Prado Metro Station** 3.5 km

nhow  
MARSEILLE




## nhow London

 190 rooms

 8 floors

## nhow Rome

 265 rooms


 17 floors

## nhow Brussels

Opening 2019

## nhow Amsterdam RAI

 650 rooms

 25 floors

coming<sup>n</sup>  
soon

## nhow London

nhow London will be located in a new development designed by Norman Foster's studio in one of London's most distinctive areas: Tech City. Within the districts of Shoreditch and The City, this 8-floor building will feature 190 rooms, a restaurant, bar, gym, and meeting rooms. Offering an unconventional and unique experience, the hotel will elevate the guest's stay by awakening their senses.

## nhow Rome

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## nhow Brussels

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## nhow Amsterdam RAI

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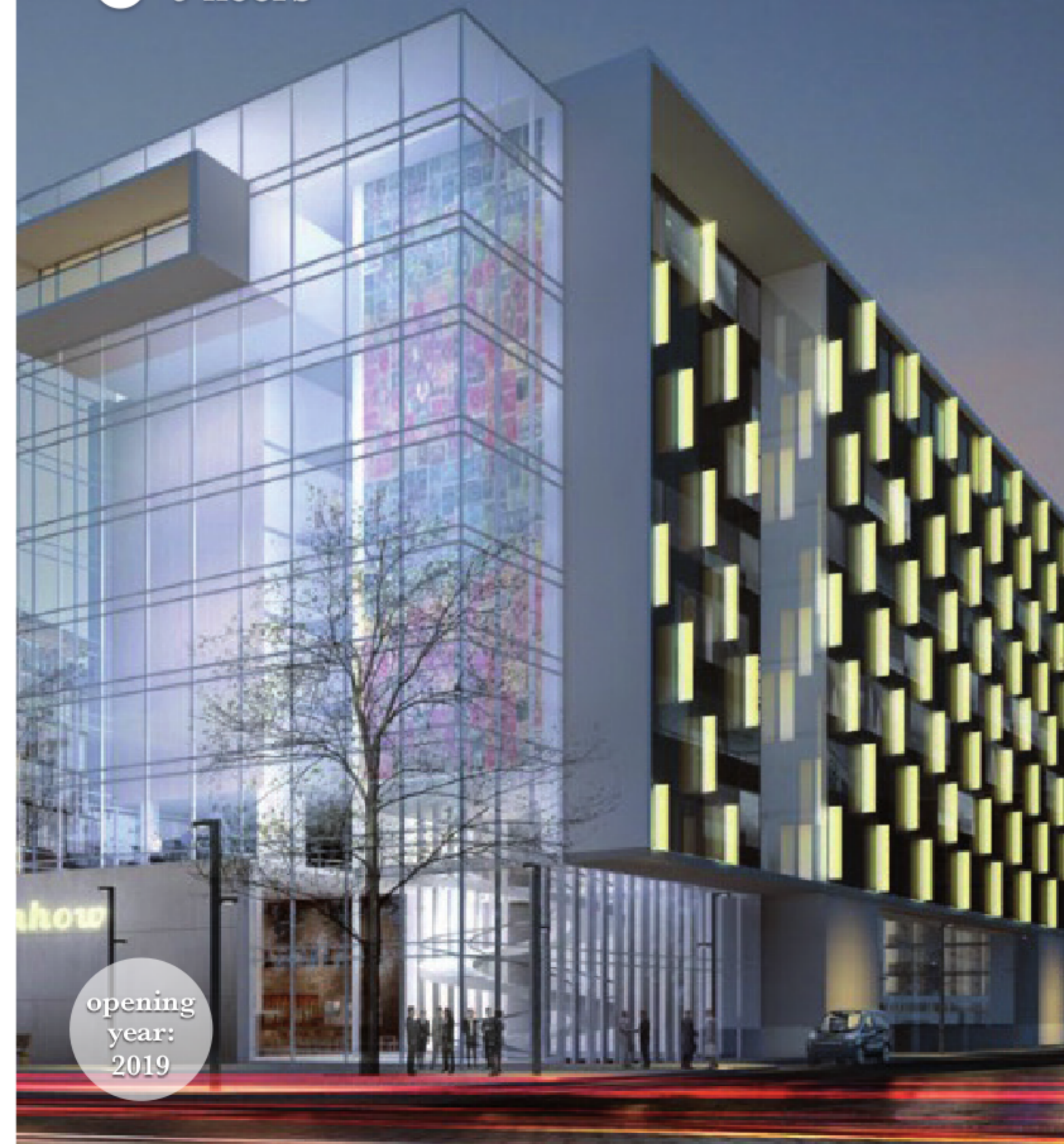
opening  
year:  
2019

opening  
year:  
2019

## nhow Santiago de Chile

 146 rooms


 9 floors



opening  
year:  
2019

## nhow Lima


 265 rooms

 17 floors



opening  
year:  
2021

## nhow Frankfurt

 375 rooms

 14 floors



opening  
year:  
2021

coming<sup>n</sup>  
soon

## nhow Santiago de Chile

Located in the Las Condes and La Dehesa districts, the financial centre of Santiago de Chile. The hotel will have 146 rooms, gym, sky bar, restaurant, fitness area and a wide range of Meeting and Events offers (c.1000 m<sup>2</sup>).

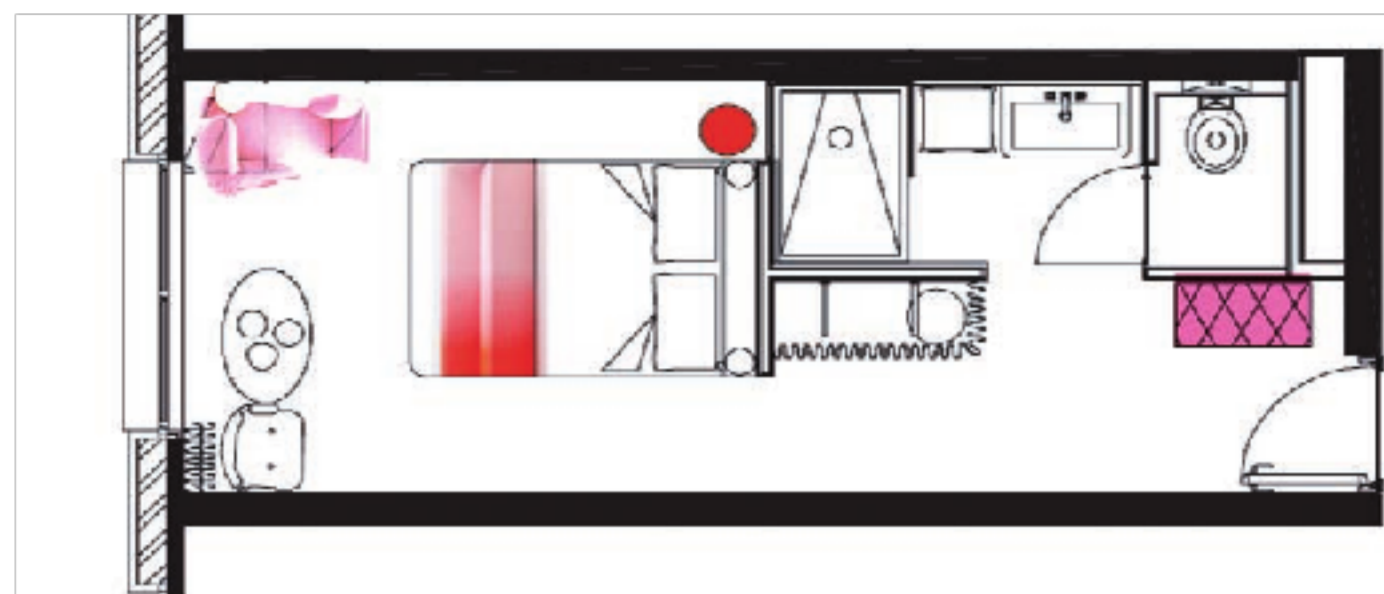
## nhow Lima

This singular nhow Hotel soaks in the Peruvian culture and reinterprets its myths, rituals and traditions by bringing in a special pop-culture, contemporary twist. 17 floors are flooded with colors, patterns, the reinvented essence of Peru, and at the core of it all the aim to invite its visitor into an avant-garde dreamland and to leave a one of a kind impression.

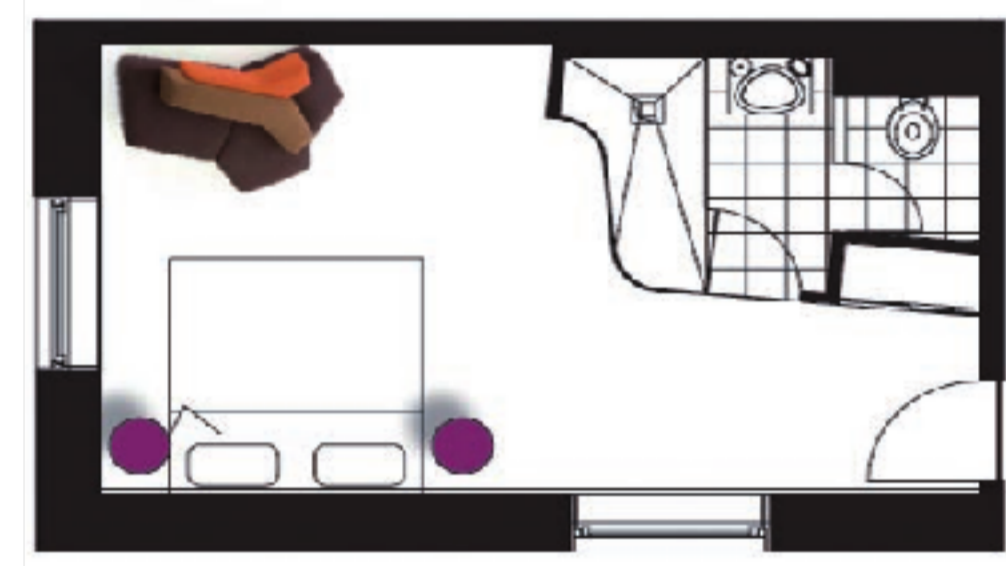
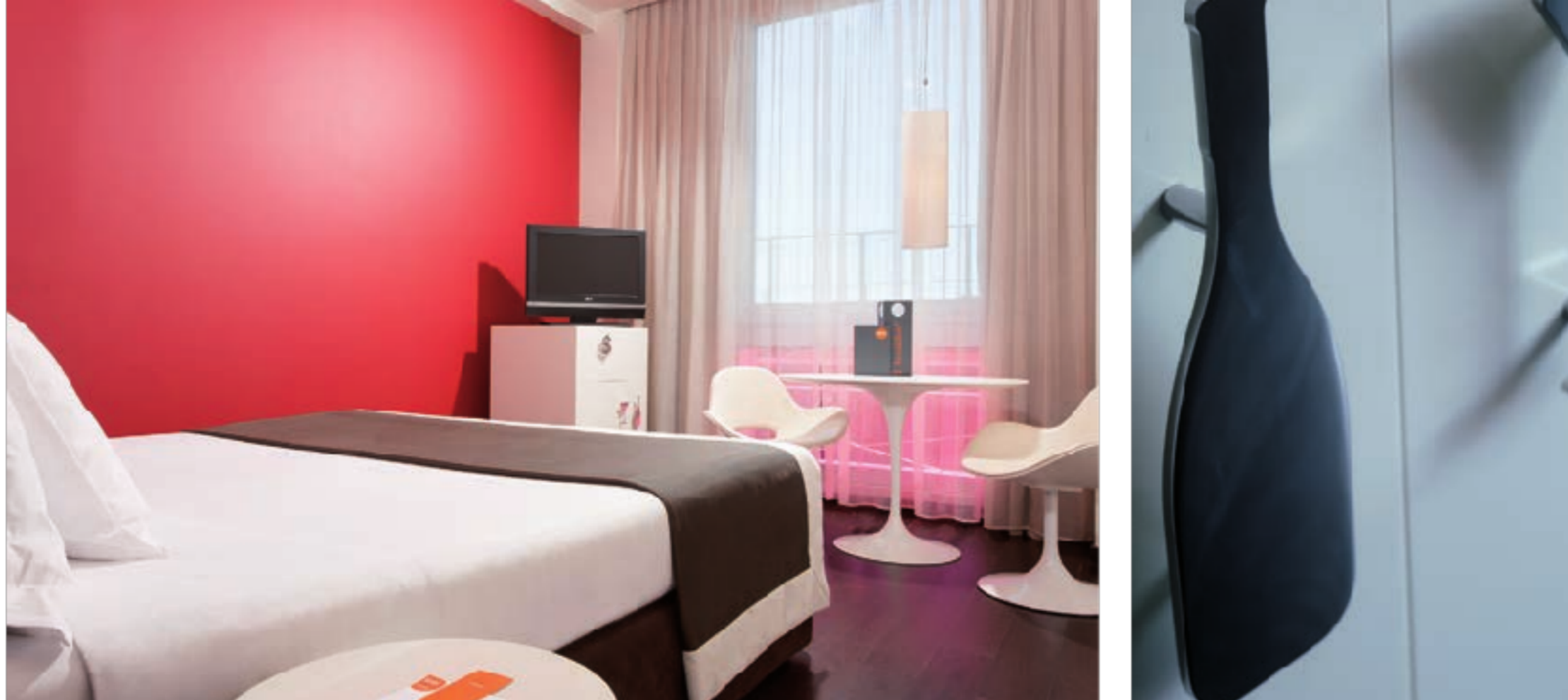
## nhow Frankfurt

The new nhow Hotel will be part of the famous skyline of the financial district and will impress with its unusual architecture designed by the young local architect's firm Meurer + Meurer. The lower 14 floors will be used as a nhow hotel, with the upper floors being designed as office space. Topping off the building at a height of 190 meters nhow Frankfurt's bar will have no equivalent in all of Frankfurt.

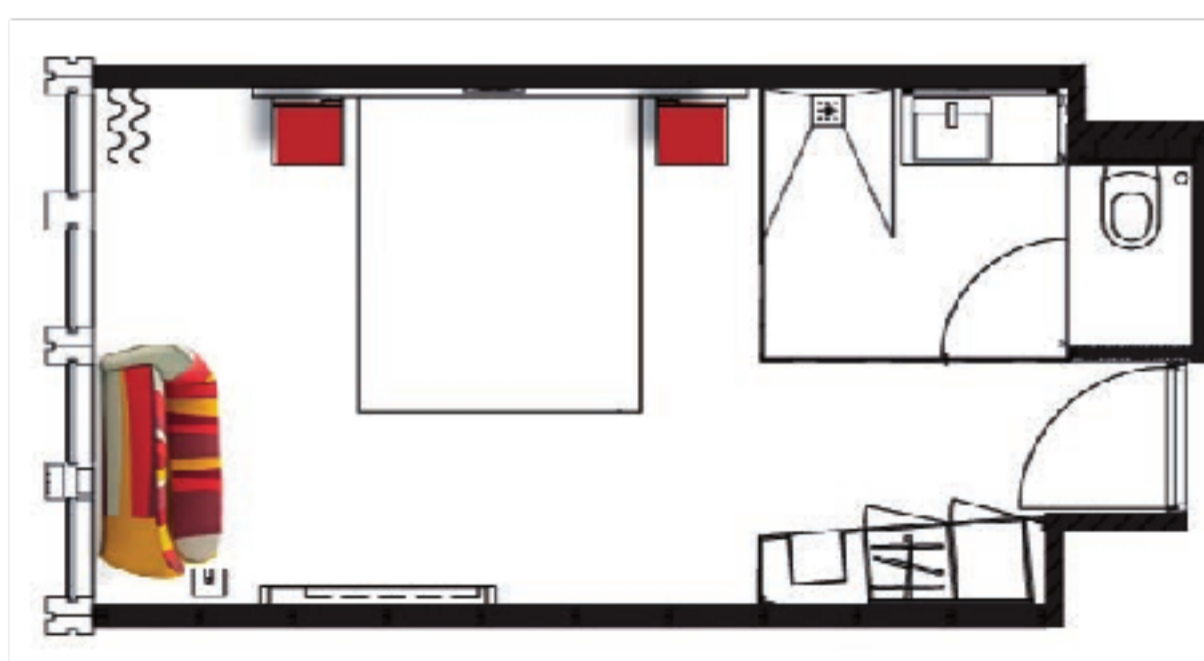
## nhow standard room



nhow Milan  
259 sqft / 24 m<sup>2</sup>



nhow Berlin  
227 sqft / 21 m<sup>2</sup>



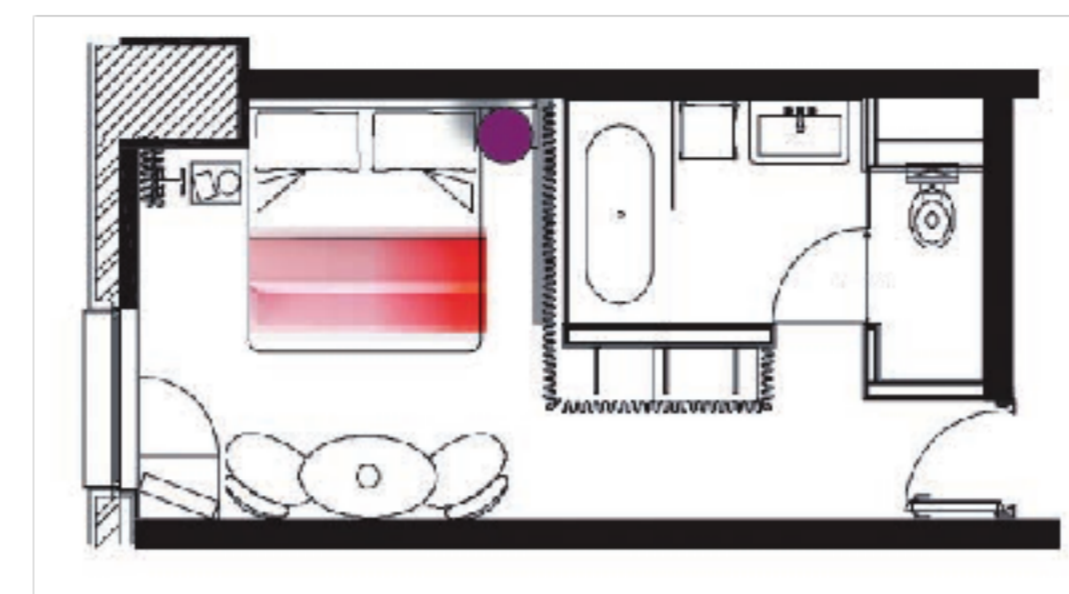
nhow Rotterdam  
248 sqft / 23 m<sup>2</sup>



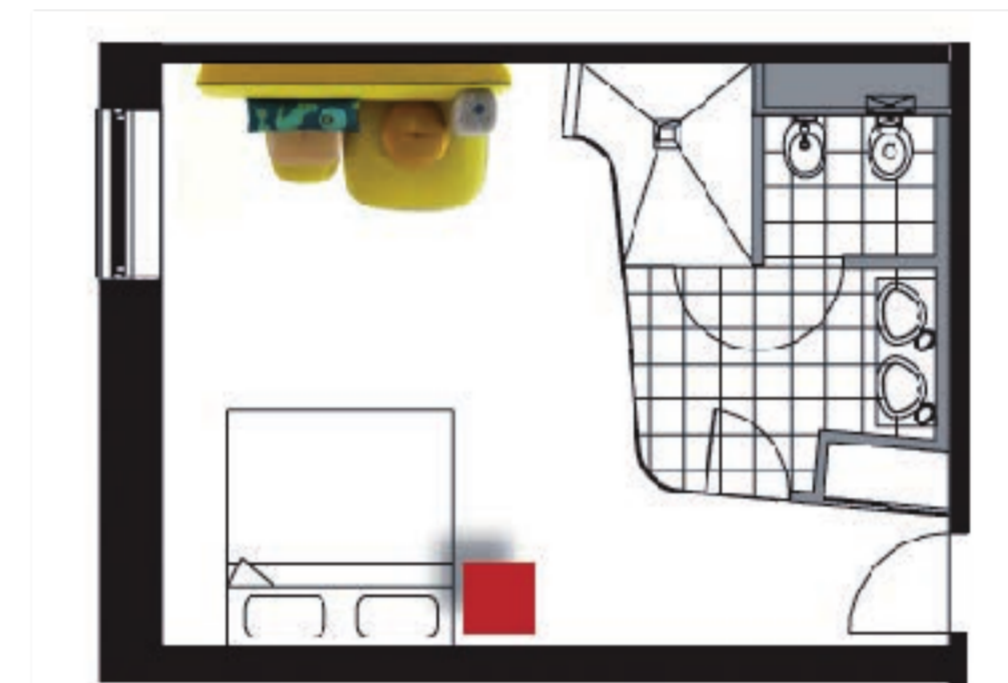
Falta el plano

nhow Marseille  
xx sqft / xx m<sup>2</sup>

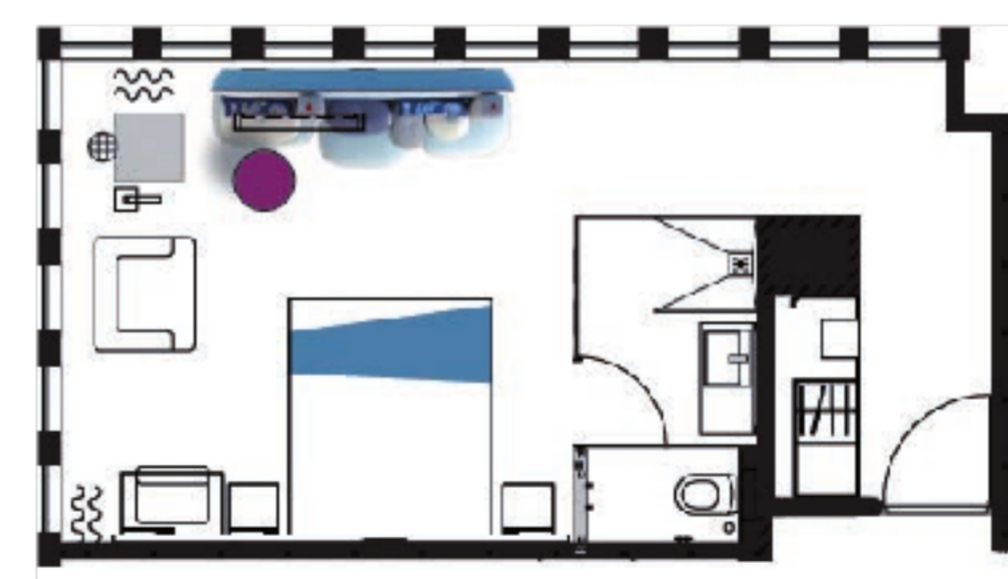
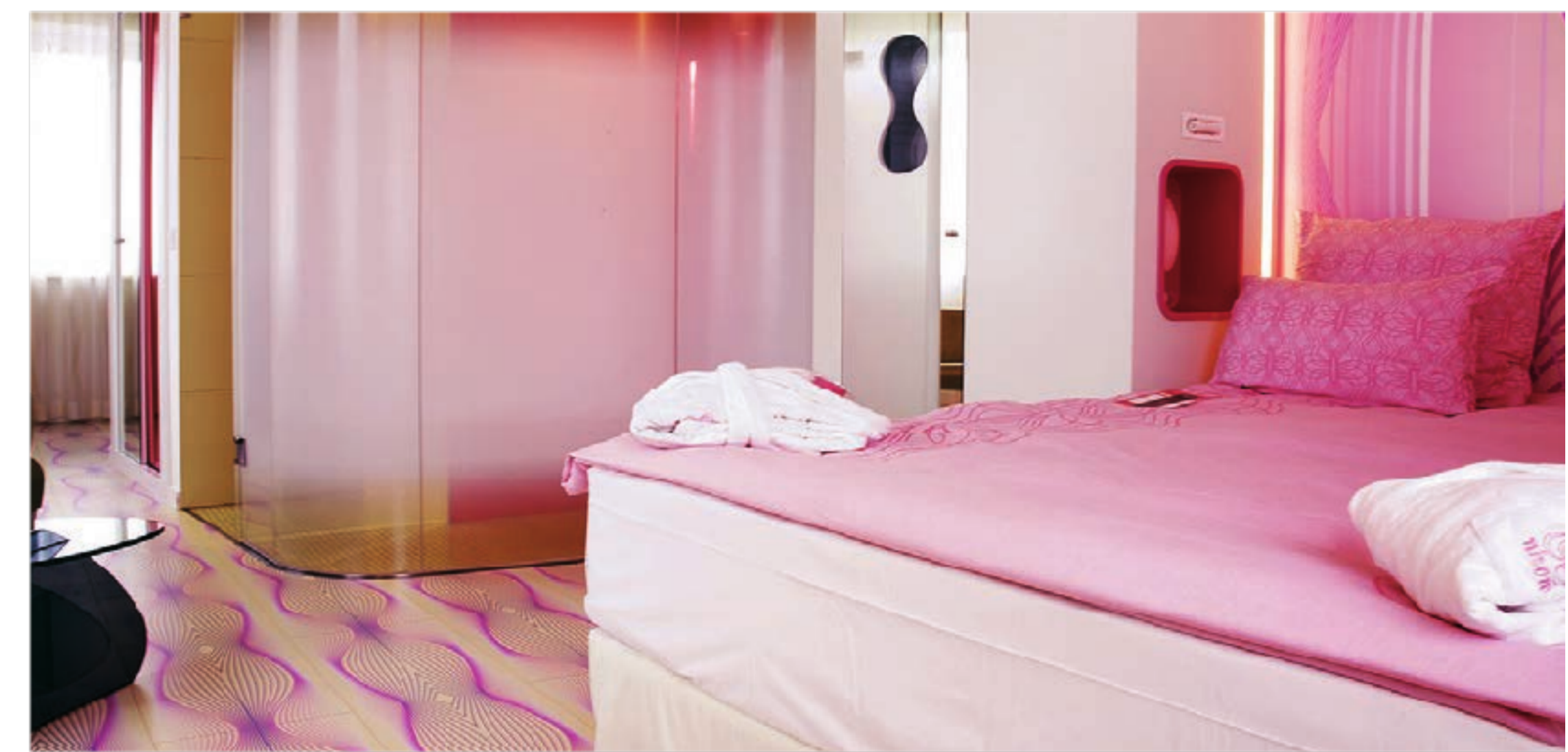
## nhow superior room



nhow Milan  
301 sqft / 28 m<sup>2</sup>



nhow Berlin  
376 sqft / 35 m<sup>2</sup>



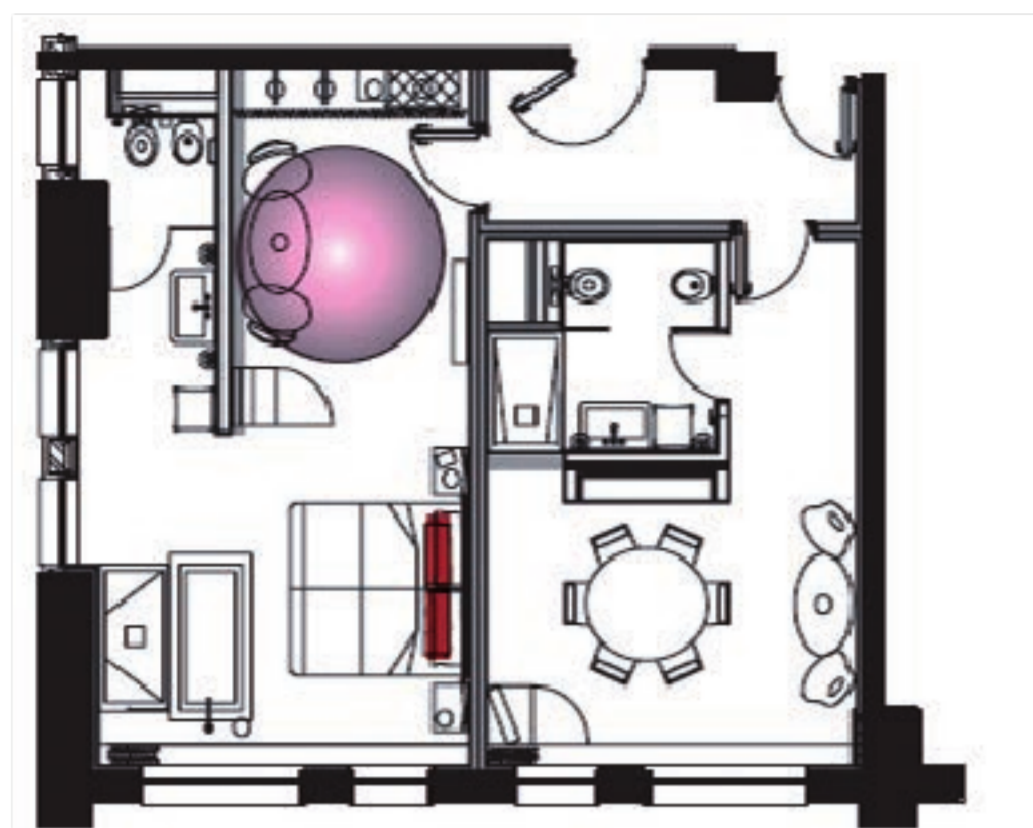
nhow Rotterdam  
308 sqft / 29 m<sup>2</sup>



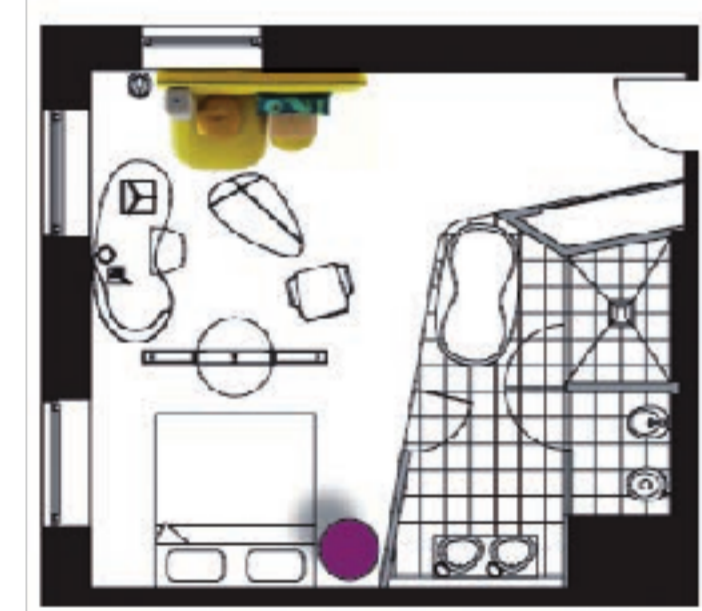
Falta el plano

nhow Marseille  
xx sqft / xx m<sup>2</sup>

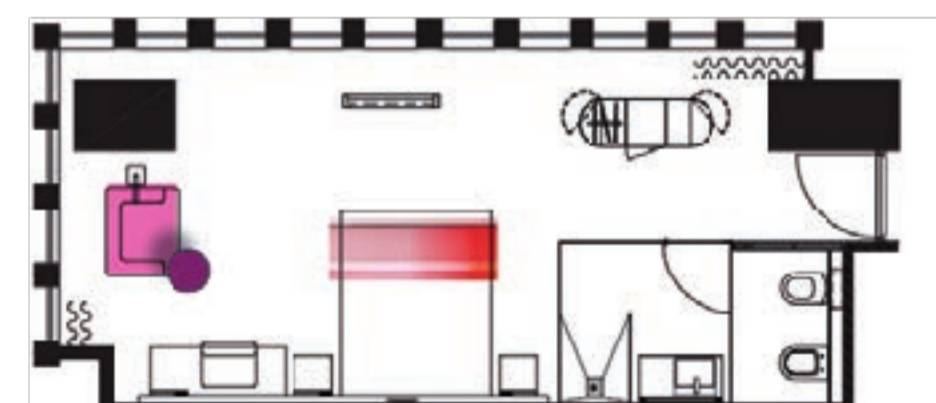
## nhow junior suite



nhow Milan  
796 sqft / 74 m<sup>2</sup>



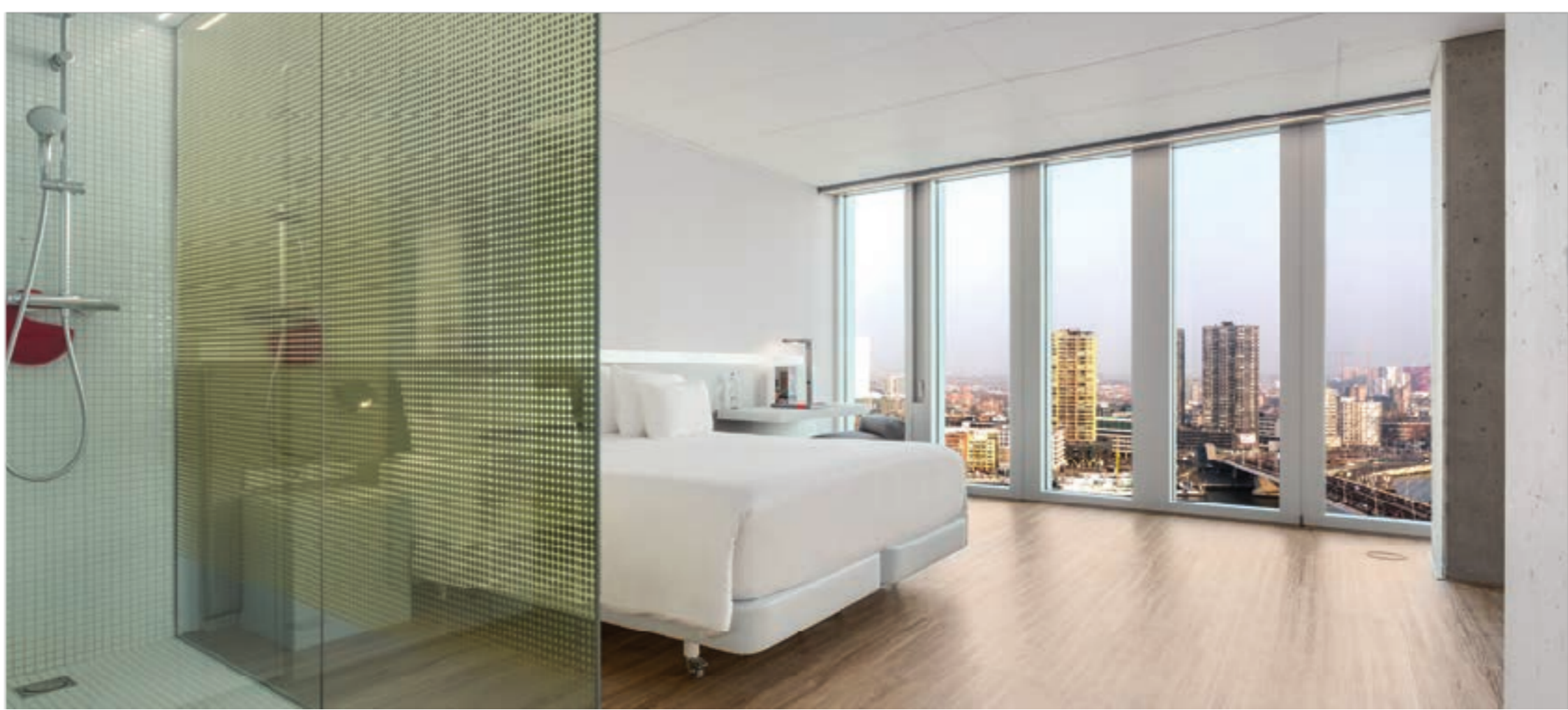
nhow Berlin  
538 sqft / 50 m<sup>2</sup>



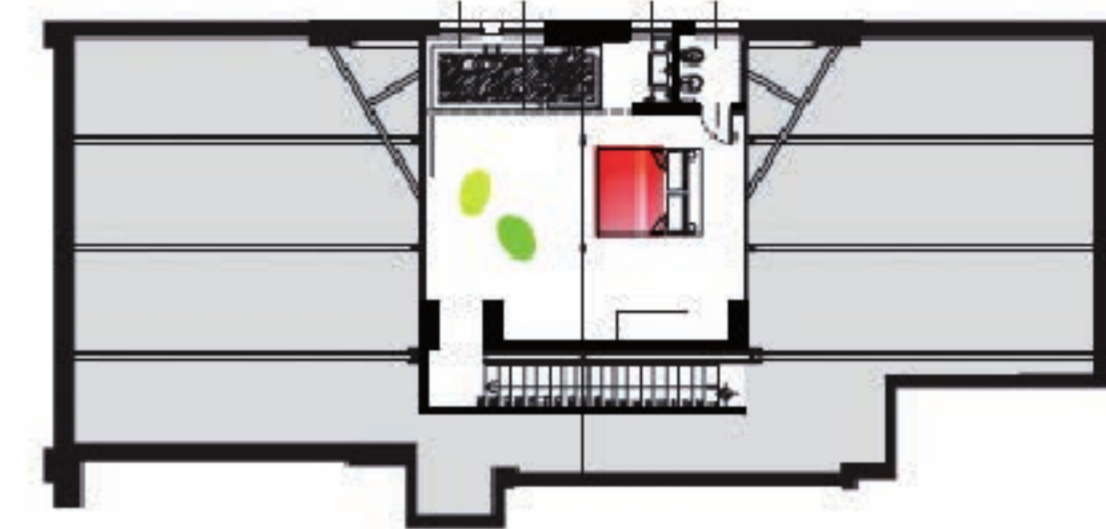
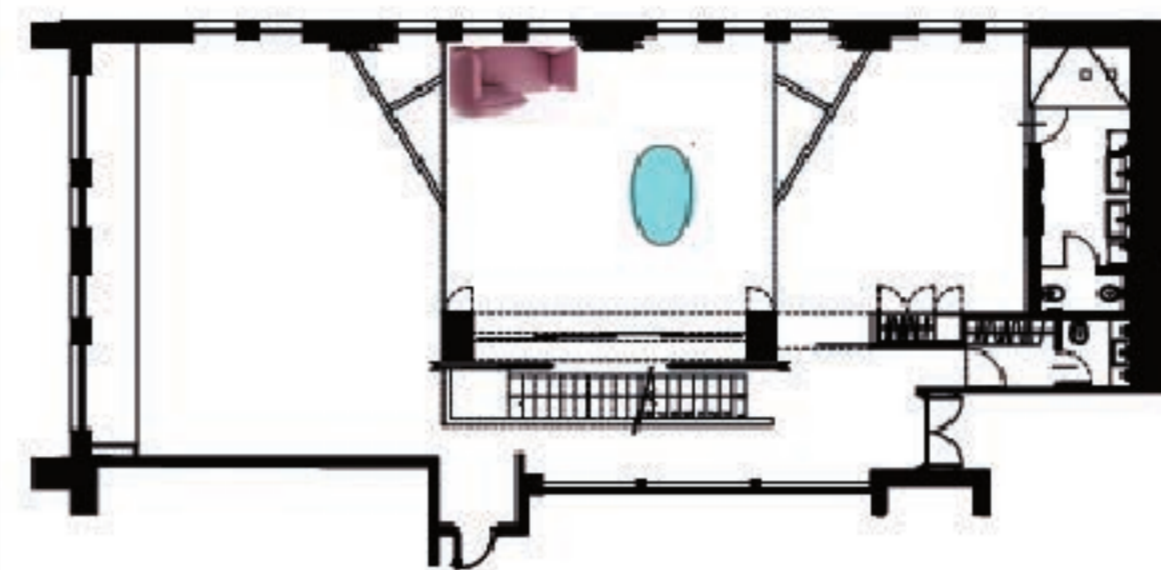
nhow Rotterdam  
389 sqft / 36 m<sup>2</sup>

Falta el plano

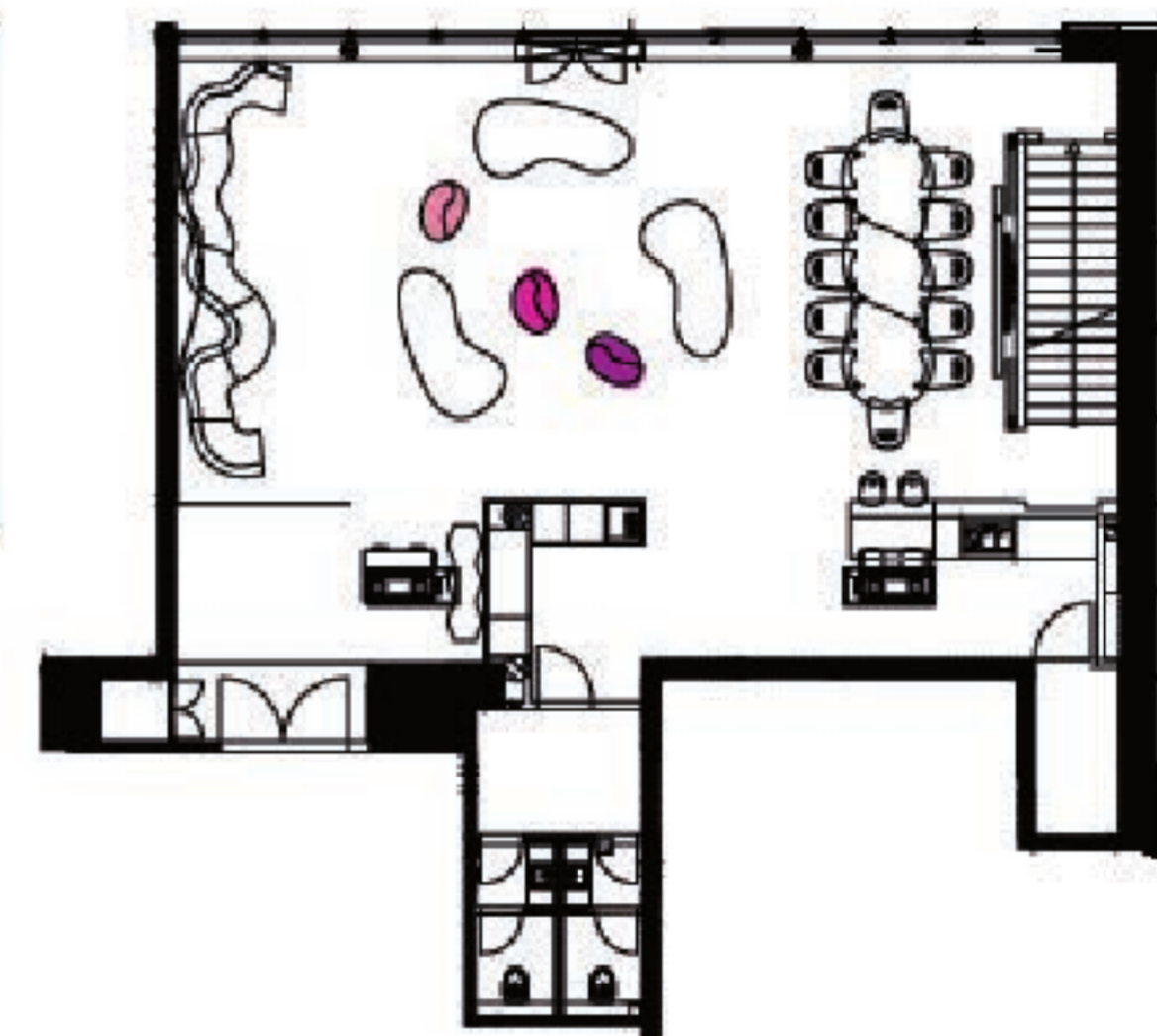
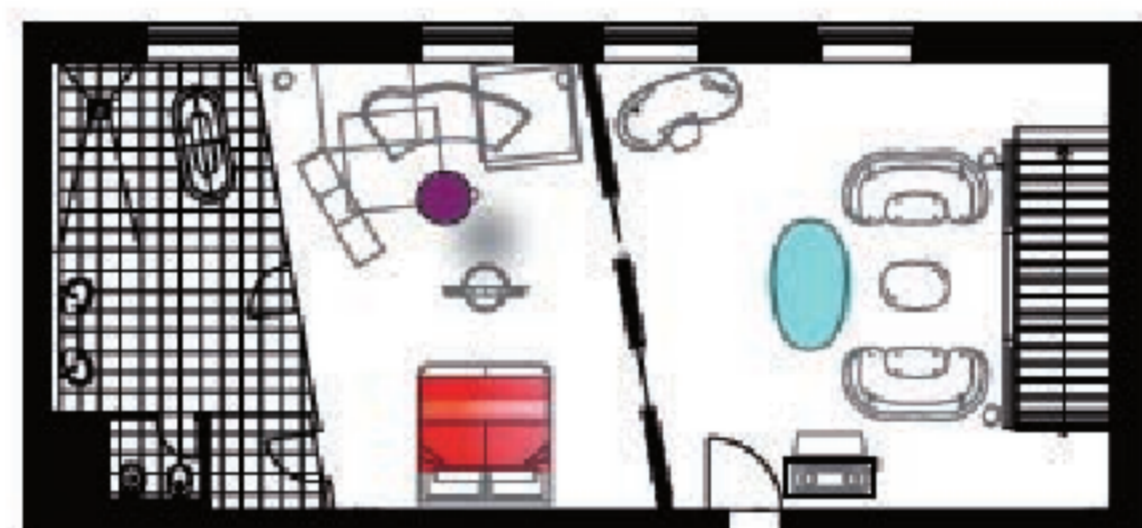
nhow Marseille  
xx sqft / xx m<sup>2</sup>



## nhow suite



nhow Milan  
2960 sqft / 275 m<sup>2</sup>



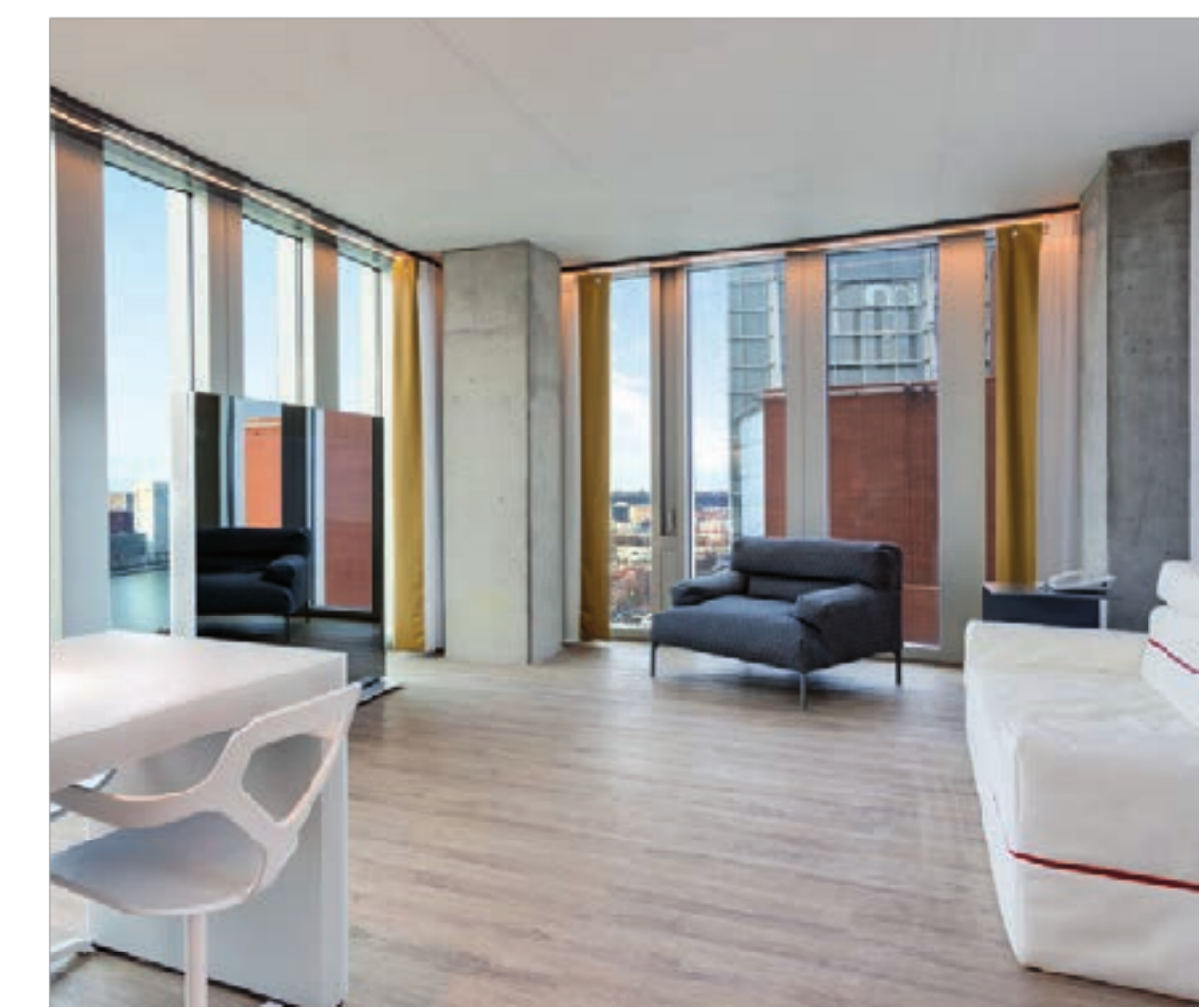
nhow Berlin  
3014 sqft / 280 m<sup>2</sup>



nhow Rotterdam  
807 sqft / 75 m<sup>2</sup>

Falta el plano

nhow Marseille  
xx sqft / xx m<sup>2</sup>





# get to know us<sup>n</sup>

nhow hotels are surprising and exclusive.

nhow's only rule is that there are no rules. That's the idea, nothing is pre-established.

We innovate with new architectural forms, new design and new technology, signed by internationally renowned architects and interior designers.

Every hotel has its own unique and distinct personality. Each one is full of references to the city where it is located. Every nhow is a benchmark not only for guests but also for those who live in the city.

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## WEBSITES OF INTEREST:

Commercial Website: [nhow-hotels.com](http://nhow-hotels.com)  
Corporate Website: [corporate.nh-hotels.com](http://corporate.nh-hotels.com)  
Environment Website: [medioambiente.nh-hotels.es/en](http://medioambiente.nh-hotels.es/en)

The data includes the 2018 openings.

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