

VIENNA HOUSE

ANDEL'S

BERLIN

PRESS RELEASE

Reef Berlin – The underground location in Berlin for events, adventure and explorers puts focus on independence with new name

Berlin, 28 February 2019 – The 2,000 m² event hall at the Vienna House Andel's Berlin conference hotel repositions itself under the name Reef Berlin as an independent event location on the border between the Berlin districts Lichtenberg, Friedrichshain and Prenzlauer Berg. As a quick-change artist, Reef Berlin is the perfect stage for events and creative meetings with a large volume and an extraordinary look.

“As a street food market, a showroom for high-horsepower cars or a classic speaker's hall for panel discussions, Reef Berlin is for event organisers what the depths of the ocean are for a deep-sea diver: a place of discovery where the seemingly impossible comes true,” says Ralph Alsdorf, General Manager of Vienna House Andel's Berlin. “By giving the event location its own name, this spacious marvel finally gets its own unmistakable identity,” he adds. Whether television studio, movie set, festive banquet hall or nightclub, the event technology with flexible stage equipment, a high-tech sound system, detailed lighting installations and ceiling-mounted camera sliders make Reef Berlin a real allrounder in the event scene.

Reef Berlin is located in the basement level of the 4-star superior hotel and has a separate convention entrance with spacious foyers. Two truck elevators, each with a lifting capacity of 30 tonnes, make it easy to deliver even extra-large consignments. Plus: six-metre ceilings, six enormous pillars, a floor poured out of epoxy resin in a glossy concrete grey. Completing the multifunctional showpiece venue is a backstage area with a fully equipped banquet kitchen, three separate cold storage rooms, an open bar for crew catering, eight dressing rooms with showers and toilets, and a separate large quality-fitted bathroom facility.

Event organisers and guests of Reef Berlin also benefit from the location's unique infrastructure. Reef Berlin is directly integrated into Vienna House Andel's Berlin with 557 rooms and suites as well as an absolutely no-worries package from the Michelin-starred Skykitchen, the California-style restaurant Mavericks, the Loft14 bar with views over Berlin, an inhouse spa and 550 underground parking spaces. The train and tram stations at Landsberger Allee are right outside the door. Berlin Central Station and the Tegel and Schönefeld Airports can be reached in just 30 minutes. And with a driving time of 15 minutes or less, attractive partner locations like the Velodrom, Motorwerk Berlin, Arena Berlin and Spreespeicher are as good as next door.

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Two truck lifts for heavy logistics, © Vienna House



Gala dinner with banquet seating, © Vienna House



Conference feeling with theatre-style seating, © Vienna House



A creative break at the bar, © Vienna House



Studio atmosphere with kitchen-style, © Vienna House

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Separate entrance area with spacious foyers, © Vienna House

About Vienna House Anandel's Berlin:

The Berlin design hotel Vienna House Anandel's Berlin reflects the dynamic atmosphere loving style and creativity. With a total of 557 rooms and suites on ten floors as well as a spacious 4,400 m² conference and event centre, 22 modifiable meeting rooms with natural daylight and 15 conference suites, spacious foyers and free high-speed WiFi and mobile concierge it is the perfect place to turn your vision into reality. Its location promises a lot: the S-Bahn station and Landsberger Allee tram station are just 200 meters from the hotel, the Alexanderplatz is just 15 minutes away, Berlin's main railway station, such as the Tegel and Schönefeld airports, can be reached in 30 minutes. Culinary highlights with a panoramic view over Berlin are offered, both guests and visitors, in the Michelin-starred restaurant Skykitchen and the bar Loft14. Californian tastes are served at the restaurant Mavericks. The 550 square meter spa and wellness area offers relaxation and a break from everyday life.

www.viennahouse.com

About Vienna House:

Vienna House is all about endless exploration, the European zeitgeist and modern hospitality. Vienna House is always bespoke, it is hospitality in its entirety. Always down-to-earth and on the pulse of the times. Austria's largest hotel group owns and manages hotels with a focus on business travel and city breaks in Europe. Resorts in south-east Asia will be added. The company encompasses Vienna House, Vienna House Easy and Vienna House R.evo. The individual city hotels of Vienna House are operated in the upscale segment and combine timeless design with class. The concept of Vienna House Easy stands for a smart and casual design with a cool, easy-going style. Vienna House R.evo is the hotel revolution for the urban lifestyle, combining, for the first time ever, the lifestyle of a hotel, the flexibility of serviced apartments and the individuality of a home. The company currently owns and operates close to 40 hotels in Europe. Vienna House is a registered trademark of Vienna International Hotelmanagement AG.

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