

## **Opening of new Wallstreet Park Plaza in Berlin city centre**

**The trail-blazer for a new generation of Park Plaza Hotels Europe in Germany**

### **The idea**

Just in time for ITB 2006, the sign of the new Park Plaza Hotel débuts in the centre of Berlin: Wallstreet Park Plaza, the Group's fourth hotel in the capital. The house theme is the famous New York stock market. The main features of this four-star luxury hotel are the custom-made carpet, whose dollar-bill design won the AIT prize for innovation in architecture and flooring, and its very own auditorium. The "twenty-three wallstreet" restaurant and the "rule405" bar & lounge are likewise studded with detail reflecting the lively atmosphere of the metropolis. On the heels of the Sherlock Holmes Hotel and the All Suite Plaza on the River in London, the Wallstreet is another link in the chain of innovative, design-oriented hotels from Park Plaza Europe.

DIFA Deutsche Immobilien Fonds AG, Hamburg, has invested around 10.5 million euros in this unusual development. Since 1992 the Wallhöfe has belonged to the property portfolio of DIFA-Fonds, Hamburg's No 1 capital investment institution for open-ended property funds. DIFA has made a name for itself in recent years as a hotel investor in both German centres of commerce and elsewhere in Europe.

### **The design concept**

The building design bears the signature of Hon. Prof. Johanne Nalbach, who was also responsible for designing the Federal Press Conference Centre in Berlin as well as numerous residential and commercial developments both in Germany and abroad.

The Nalbach + Nalbach firm that she runs with her husband is one of the most prestigious architectural practices in Germany. Johanne Nalbach's links with Park Plaza go back a long way. Ten years ago she gave Park Plaza Europe a new boost with the architectonic design of both Berlin art'otels.

The bright, pure use of light, with colourful accents, turns the 167 Wallstreet rooms into oases of well-being in which you are more than happy to extend your stay. High ceilings create a feeling of space. Custom-made furnishings – finished to the highest quality – are marked by a real love of detail and functionality. The unique dollar-bill carpet and stock market detail running throughout the hotel are features that are certain to appeal to more than just the business traveller.

Of particular charm is the skill with which decidedly modern spaces have been integrated into the historic Wallhöfe building, which has a listed façade and was built in 1910.

### **The location**

Situated in the heart of historic Berlin, near to Alexanderplatz and the Reichstag, the Wallstreet Park Plaza is set in a location that appeals to both tourists and business travellers. Excellent transport connections, along with proximity to places of interest, shopping and Berlin nightlife, make the hotel the perfect base for city tours and business trips.

### **Services & Conferences**

The events facilities at the Wallstreet Park Plaza stand out: the unique hotel cinema, one of the highlights of the hotel, can be used for film premieres, product presentations and all kinds of other events.

Two conference rooms and a boardroom, holding up to 150 visitors and fitted out with the latest equipment and technology, including overhead projectors, are also available.

Every room in the hotel boasts extensible bedsteads, laptop safes, flat-screen TVs and wireless internet access. The hotel's first-class offering is rounded off by a sauna, a fitness and wellness area and its own underground car park.

### **Restaurant & Bar**

The „twenty-three wallstreet“ restaurant brings together the multitude of international influences that makes up New York and the quarter surrounding Wall Street to form an extraordinary concept: New York fusion – a creative, experimental cuisine, which sees a meeting of different cultures in every single dish. The „twenty-three wallstreet“ menu is characterised by mouth-watering dishes such as grilled miso steak, salmon medallions coated in olives, warm spinach salad, as well as the classic Caesar.

Armin Ruehling, a chef with 18 years of international experience, working predominantly in the USA and on cruise liners, and former chef at the Weimar Hilton, lends his signature to this varied menu.

The „rule405 bar & lounge“ – rule 405 being “do you know your customer“ in stock market jargon – serves a range of drinks from around the world and is open all day for everything from snacks to main meals when the restaurant is closed.

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**Fact Sheet**

Wallstreet Park Plaza Berlin

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<b>Location</b>	Central Berlin
<b>Surrounding area</b>	Berlin's historic city centre near to Alexanderplatz and the Reichstag
<b>Rooms</b>	167 rooms, incl. executive rooms and suites All rooms are provided with ISDN voicemail telephone, fax / modem connection, wireless internet access, LCD flat-screen TV, suites with own espresso machine
<b>Room rates</b>	from EUR 99.00 (introductory offer)
<b>Conference area</b>	2 conference rooms and 1 boardroom, all with overhead projector, for up to 120 persons, business centre  Hotel cinema / auditorium with 50 seats
<b>Restaurant</b>	„twenty-three wallstreet“ with 86 covers and terrace in inner courtyard, New York fusion cuisine  6.30 - 11.00 / 14.00 breakfast 18.00 - 23.00 dinner (Mon-Sat)
<b>Bar &amp; Lounge</b>	„rule 405 bar & lounge“ 11.00 - 1.00 (Mon-Sun)
<b>Room service</b>	till 23.00
<b>Wellness</b>	Sauna, massage, fitness area
<b>Parking</b>	35 underground parking spaces



**Address:**

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