

Liebesbier Urban Art Hotel wins “Tophotel Newcomer Award”

On 1. January 2022, Liebesbier Urban Art Hotel opened its doors for guests from around the world. Permanently increasing numbers of bookings already marked the beginning of the hotel's history. Meanwhile it is fully booked almost every single day. This success now has been topped off with the “Tophotel Newcomer Award” in the category “Hotel Opening Privat”



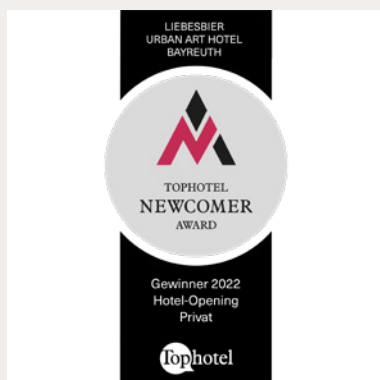
Winning this prize caused tremendous excitement in Bayreuth, as Liebesbier Urban Art Hotel was honored with this highly coveted trophy already half a year following its opening. “We are incredibly proud and happy about this award. We have gone to great lengths to make this project happen and it's wonderful when all this gets appreciated by such a prestigious jury”, says Sebastian Wenk, manager of the Liebesbier Urban Art Hotel.

The hotel, integrated into the site of the brewery Maisel & Friends, is a worldwide unique “synthesis of the arts”, since the design of several inner and outer walls and the style of all 67 rooms was entrusted to a group of more than 50 street artists from around the world. And the artworks they have created can hardly be more diverse.

Planning and construction has been carried out by regional companies. Two buildings, one from the 17th and the another from the 18th century, a modern linking building and a further annex have been combined to form a smart-hotel in which guests can enjoy cutting-edge technology with all modern conveniences. Guests can check in by smartphone, use their cells for access to the rooms and for booking a table in the restaurant which is located next door. All rooms are equipped with smart TVs and high-speed internet connections. A gym and a sauna with an impressive view of the Maisel & Friends brewery and its historic buildings from 1886 are a way for guests to spend their leisure time there. Suiting the scenery pretty well, sauna guests can draw water for their sauna-infusions from typical brewery taps. Indulgence savvy hotel guests can take part in a beer tasting lead by a Maisel & Friends sommelier, can enjoy one of more than 100 beers at the Liebesbier restaurant or one of the international dishes on offer, made predominantly from local products and ingredients.

For Sebastian Wenk this award means more than just a slap on the back: “We are truly grateful and would like to share this appreciation with our curator Jasmin Siddiqui and our artist friends who have created a worldwide unique artwork, one that is going to be developed further in the future as well. Starting in a couple of months already, we are going to enrich the premises of Maisel's family brewery with additional artworks and art installations created by some world-renowned artists and we are going to make artistic handicrafts come alive.”

www.liebesbier.de



About “Tophotel Newcomer Award”:

“Tophotel Newcomer Award” honors dazzling new concepts and re-openings in the hotel business on a yearly basis. The specialist journal “Tophotel” awards their prestigious prizes in three categories. In addition to “Hotel opening”, which has been awarded to the Liebesbier Urban Art Hotel this year, there are two further categories: “Re-Opening” and “Hotel Gastronomy”. The award honors new ideas that have the potential to act as charismatic impulses for the German hotel business. The jury base their decisions on an up-market selection process which itself is centered on extensive data collection from various business units like marketing or sustainability.

<https://www.tophotel.de/die-gewinner-stehen-fest-die-top-newcomer-des-jahres-2022-150206/>