



Stockholm Berlin 10 December 2009

A Scandinavian Safari in Berlin; Scandic Berlin Potsdamer Platz

There is a brand-new hotel coming to Berlin – The Scandic Berlin Potsdamer Platz, which recently celebrated its official topping out ceremony, marking an important day in the construction of the hotel that opens in autumn 2010. This hotel portrays Scandinavian safari with both visual and audio design, reminding guests of the soothing Scandinavian nature, and offers inspirational surprises! Scandic Berlin Potsdamer Platz is truly a flagship hotel, says Frank Fiskers, President & CEO of Scandic, the leading Nordic hotel chain.

When Scandic decided to expand in Germany, Berlin was the obvious first location for our next hotel. In this growing and thriving metropolis we foresee a successful future for our new hotel, Scandic Berlin Potsdamer Platz continues Fiskers. We have found trustworthy partners in Schaumann Properties as well as the Association for urban planning and project development in Berlin, states Frank Fiskers and concludes: The investment was an important decision. The new Scandic Berlin Potsdamer Platz will be a significant mile stone for our brand and will support our expansion in Germany.

The new Scandic hotel will have 565 rooms, including 128 superior rooms, 58 handicap rooms and ten suites, making it one of the five largest hotels in the city centre of Berlin. The concept for the building and its clean-cut Scandinavian design was drafted by the architectural office Reichel + Stauth, Braunschweig and the interior design by the international designers at DOOS Stockholm. Rooms, as well as public areas, offer a Scandinavian oasis with ample opportunities to relax and recharge in a stylish and healthy environment. A strong element in the design is Josef Franks classics, and features in the rooms are inspired by Alvar Aaltos visions.

There will be a restaurant and a bar, a shop, 20 conference rooms and banquet halls, as well as a ball room with capacity for up to 550 guests, a fitness centre and a direct connection the spa next door. Berlin's famous sights like the Brandenburger Tor, Alexanderplatz and the Reichstag are all in walking distance from the hotel. Guests can also shop on the popular Friedrichstraße, stroll on the avenue Unter den Linden or take a walk through the popular Zoo, all of which are in close proximity.

Scandic Berlin Potsdamer Platz brings Scandinavian style to Berlin. Scandic is well known in the Nordic countries for its strong brand and commitment to both CSR and guests with special needs, but also for the exciting partnerships with TimeOut guidebooks and the world-famous chef Jamie Oliver, the storytelling approach to designing a hotel experience and for smart and creative solutions. And unique co-operations will come also to this hotel – a very strong partner, with the potential of becoming a local attraction, is almost ready to be revealed.

In 2010, Scandic becomes the first Nordic chain to open a hotel in Berlin. It won't be just another hotel, but an exciting experience and an opportunity for guests and visitors to recharge, Frank Fiskers, President & CEO of Scandic, concludes.

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