**Successful Munich hotels “Buddy” and “Cocoon”**

**It’s showtime: Offering guests the unexpected**

Johannes Eckelmann is a thoroughbred hotelier. 22 years ago, the qualified business economist came into the hotel business by chance more than anything, but since then he has been enthusiastic about his profession, has opened one hotel after the other or has helped other hotel operators to achieve additional revenue and customer satisfaction with his knowledge of the industry. He currently runs seven of his own hotels in Bavaria’s capital city, and others are in the pipeline. The non-native Munich resident bubbles over with ideas, and likes to take the reins when his concepts are being implemented. He has the support of well-known specialist hotel planners and experts when doing this, who accompany him with know-how and optimum product solutions. Häfele, the internationally operating company for hardware technology and electronic access control systems, has been one of these partners for many years.

**“Buddy”: Staying with a friend in an extremely small space**

Spending the night in the “Buddy” hotel in Munich is like staying at an old friend’s: There may not be a lot of space, but things are uncomplicated, always in the thick of the action, cosy and original. In order to make this hotel concept thrive, Johannes Eckelmann put his faith in his entrepreneurial instinct, state-of-the-art technology and innovative products. The successful hotelier is also enthusiastic about “More life per square metre”, a topic to which Häfele has been devoted – most recently at BAU 2017 in Munich with the presentation of a micro-apartment known as “MicroApart 20/30”. Because when it is well planned and equipped with many space-saving furniture items, architectural downsizing brings additional quality and comfortable added value. That which is currently topical for urban living has been reality for hoteliers such as Johannes Eckelmann for several years. In the hard-fought hotel market, particularly in the expensive top locations of major cities, the secret of financial success lies in concentrating on essentials and making efficient use of space. It is hardly surprising that there was good chemistry between the two companies, right from the very beginning. “Because I get quality from Häfele and benefit from competence in the project area that is not available from any competitor”, says Eckelmann. “Häfele is simply in a different league.”

When Eckelmann took over four floors of a business building at the Karlsplatz (Stachus) in Munich and converted and upgraded it to create his “Buddy” city hotel, he was taking a courageous step: Instead of the average of 15 square metres, a normal double room in the “Buddy” has just 9.7. If you add a proportional share of the public areas and traffic areas to this, the result is 20 square metres of gross area per double room. This is about 30 % less than usual. “Buddy is currently Germany’s most area-optimised, efficient and economical concept”, says Eckelmann. And he has the statistics to prove it: “100 Euros per room on average, with utilization of 92%”. In spite of the rooms being small, the Buddy has everything that the guests need. There are three different room concepts for two to four persons, and many features that are normally only found in 4-5 star hotels are a pleasant surprise: The compact niche double bed has a moving head section which does not only increase the sleeping and living comfort for the guests, but also provides the housekeeping staff with ergonomic assistance when they are making the beds. Raindance shower in the bathroom, coffee machine, air conditioning system, black-out system, tablet with high-speed WLAN and exclusive Munich tips from the Buddy crew and free, fresh breakfast snacks make the stay all the more appetising for the young, technically-oriented guest.

**Clever fitting solutions turn rooms into wonderlands**

Many architectural hardware items and furniture fittings from the Häfele product range can be found in the 75 rooms of the Buddy – if you can find them. Because the many parts that make the innovative hotel so practical and functional do their work inconspicuously and out of sight. “The best fitting is the one that you can’t see and which is still able to do its job in a high-quality way”, says Johannes Eckelmann.

There is even room for a mini-sofa and a table in the Buddy room thanks to Häfele: The latter can be folded out of the wall as and when required using stable fittings, and disappears just as quickly and intuitively into its niche after use. “Häfele supplies me with slim but heavy-duty fittings which disappear completely into the furniture and therefore support the clear architectural lines of our interior designs”, explains the hotelier. The demands made of the furniture fittings and architectural hardware in a hotel such as “Buddy” are not exactly straightforward. “With a room measuring just 9.7 square metres the movement radius isn’t very great. It’s easy to bump into something here and there, or you put a heavy suitcase onto the nearest free surface without thinking about it. Our equipment therefore needs a certain amount of robustness. The folding tables in “Buddy” are therefore designed to withstand a weight of 100 kilograms. A fitting has to be capable of doing this first. Häfele provides me with fittings that are project-compatible and long-lasting in an uncomplicated way in accordance with the motto: “Find, install and forget.”

 **Self check-in at the Buddy saves time! The holiday starts now!**

Making efficient use of space is just one part of the successful Buddy business model. In the second stage, Eckelmann threw popular but expensive hotel clichés such as the classic reception overboard, since the modern hotel guest generation is already used to the autonomous check-in and appreciates a time-saving procedure – which has long since been the case at the airport and is now also happening in the hotel. Why waste valuable time standing at reception when an exciting city is waiting to be discovered?

The Buddy was the first hotel in Germany to integrate self check-in terminals, in which Dialock, the electronic, transponder-assisted access control and identification system from Häfele, plays a major part. Together with hetras, Häfele’s hotel management software partner, the fitting specialist from Nagold developed an extremely user-friendly check-in concept. All you need to do is enter your name on the touch screen embedded in the terminal, and the guests’ booking data appears. Now a signature needs to be provided on the electronic pad, and the Dialock identification card with the room number, departure date and WiFi code printed on it lands in the output tray. When the stay comes to an end, the guest leaves and no check-out is required. It couldn’t be quicker and easier!

**“Cocoon”: Check in and chill out**

A few hundred metres further on the motto is “It’s showtime” when a traveller enters the lobby of the “Cocoon Hauptbahnhof”.

“With this third Cocoon in Munich we have now established a small hotel chain. But anyone who has stayed in one Cocoon doesn’t necessarily know what the other two are like. The challenge lies in always making specific qualities recognisable, but still coming up with new surprises. In this way, the hotelier wraps the Cocoon welcome feeling in a constantly changing ambience. At the Hotel Hauptbahnhof the topic of “The Alps” runs through the entire building like a common theme: “We want to slow down the guest and invite him to a relaxing excursion on sun-kissed mountain meadows. Come in and recover with us like you would in an Alpine chalet. But with more comfort”.

In order to make the mountain feeling as authentic as possible, Johannes Eckelmann and his planning team a2hotelconcept from Vienna have gone to considerable lengths: Original rocking chairs made from recyclable skis are used next to design classics, using the hotel lift is like travelling on a ski lift, and an original cable car is ready for use as a workstation in the lobby. Eckelmann has even turned decommissioned large cable cars into room-in-room bathrooms in some of the guest rooms.

**Hoteliers benefit from the 360° comprehensive project solutions of Häfele**

The rooms in Cocoon Hauptbahnhof start at single rooms with an area of
14 square metres and vary up to the 40 square metre “chalet” with gallery
for families or small groups. Here too the planners made use of Häfele’s
360° comprehensive project solutions to increase the multi-functional nature of
the interior solutions. Guests from all over the world enjoy the original interior architecture and the high level of quality. The sturdy suitcase racks make cabinets superfluous, and you can work comfortably in the so-called “Cocoon Cabin” with mini-sofa and robust folding table (with Häfele fittings, of course). With their glass panels facing the rooms, the designer bathrooms are generously wide and convey Alpine freshness in the consistently maintained “Hill Farmer Look”. The large lounge and restaurant area, which is designed in the same style, and a winter garden add a public meeting area and working zone to the private living area.

Johannes Eckelmann also thinks that is vital for the guests in his hotels to always find the latest state of technology. This starts at the hotel entrance doors and continues at the check-in and in the guest rooms. Both in the Buddy hotel and the Cocoon hotels, Eckelmann therefore decided on the innovative complete hotel room doors which Häfele developed together with partners. All mechanical and electronic components are optimally coordinated and can be configured if required. This provides security and cost-efficiency during planning, installation and operation. “With Häfele I get the products that I need to implement my ideas from a single source and with an excellent advice service. Product introduction, advice, ordering and delivery – all of these steps work and the quality is reliable and consistently high”, summarises Johannes Eckelmann. “We are currently planning to build a new hotel in the inner city of Munich”, reveals the entrepreneur, and adds: “Here too Häfele will certainly be a partner again”.

**Buddy PROJECT DATA**

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| --- | --- |
| **Architecture** | a²hotelconcept, Vienna |
| **Interior architecture** | a²hotelconcept, Vienna |
| **Operator / user** | Eckelmann Hotels KG, Munich |
| **Investor / builder** | Eckelmann Hotels KG, Munich |
| **Size** | 75 rooms, underground car park  |
| **Year** | 2016 |
| **Homepage** | http://www.hotel-buddy.de/ |
| **Project address** | Sonnenstr. 2, 80331 Munich |
| **Products** | DIALOCK ELECTRONIC ACCESS CONTROL SYSTEM* DT 710 door terminal at room door
* WT 210 wall terminals in the corridors and underground car park
* Self-check-in kiosk solution

ARCHITECTURAL HARDWARE* The hotel room door (with partner companies Herholz, BOS and Pfleiderer)

FURNITURE FITTINGS* Loox light in furniture LED 2018 reading light
* Pivot hinge for writing bureau for folding tables
* Wardrobe hooks / folding hooks
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**Cocoon PROJECT DATA**

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| --- | --- |
| **Architecture** | Garbe + Garbe, DE 85560 Ebersberg/ a2architecture GmbH, Vienna |
| **Interior architecture** | a2architecture GmbH, Vienna |
| **Operator / user** | Cocoon München GmbH, Munich |
| **Investor / builder** | Hausbesitz Mittererstrasse GbR, Munich |
| **Size** | 103 rooms / suites, underground car park, restaurant |
| **Year** | 2016 |
| **Homepage** | http://www.cocoon-hotels.de/hotel-cocoon-hauptbahnhof-rooms/ |
| **Project address** | Mitterer Straße 9, 80336 Munich |
| **Products (main)** | DIALOCK ELECTRONIC ACCESS CONTROL SYSTEM* DT 710 door terminal at hotel room door
* WT 210 wall terminal at external entrances and underground car park

ARCHITECTURAL HARDWARE* The hotel room door (with partner companies Herholz, BOS and Pfleiderer)

FURNITURE FITTINGS* Pivot hinge for writing bureau for folding tables in guest rooms
* All hinges in the cabinets
* Loox light in furniture LED strip lights and drivers
* Safes in the guest rooms
* Wardrobe hooks
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Further information is available from

Häfele GmbH & Co KG, Postfach 1237,

D-72192 Nagold, Tel.: +49 7452 95-394,

Fax: +49 7452 95-1498,

E-mail: ralf.biehl@haefele.de

Captions:

290617-A\_Fig1\_Buddy.jpg

The Hotel Buddy was integrated in an existing business building at the Karlsplatz (Stachus) in Munich.

290617-A\_Fig2\_Buddy.jpg

The Buddy was the first hotel in Germany to integrate self check-in terminals, in which Dialock, the electronic, transponder-assisted access control and identification system from Häfele, plays a major part.

290617-A\_Fig3\_Buddy.jpg

The Dialock identification card also opens the gate to the underground car park.

290617-A\_Fig4\_Buddy.jpg

After entering the name on the touch screen, the guest’s booking data is displayed. Now only a signature needs to be provided on the electronic pad, and the Dialock identification card lands in the output tray.

290617-A\_Fig5\_Buddy.jpg

All mechanical and electronic components of the innovative complete hotel room doors which Häfele has developed in collaboration with partners are optimally coordinated and configurable.

290617-A\_Fig6\_Buddy.jpg

A courageous experiment: Instead of the average of 15 square metres, a normal double room in the “Buddy” has just 9.7.

290617-A\_Fig7\_Buddy.jpg

Light atmosphere with Loox: The bed appears to float, the LED reading lights are integrated in the bed canopy.

290617-A\_Fig8\_Buddy.jpg

The doors can be opened touchlessly with the key card on the basis of the Dialock transponder technology.

290617-A\_Fig9\_Buddy.jpg

There is even room for a mini-sofa and a table in the Buddy room thanks to Häfele: The latter can be folded out of the wall using stable fittings, and disappears just as quickly and intuitively into its niche after use.

290617-A\_Fig10\_Cocoon.jpg

One of now three Cocoon hotels can be found at the main railway station in Munich.

290617-A\_Fig11\_Cocoon.jpg

Anyone who has stayed in one Cocoon doesn’t necessarily know what the other two are like. The challenge lies in always making specific qualities recognisable, but still coming up with new surprises.

290617-A\_Fig12\_Cocoon.jpg

The Dialock DT 710 door terminals at the hotel room doors provide touchless entry using key cards.

290617-A\_Fig13\_Cocoon.jpg

Häfele has developed an innovative complete hotel door system together with its development partners. All mechanical and electronic components are optimally coordinated and can be configured if required.

290617-A\_Fig14\_Cocoon.jpg

The rooms in Cocoon Hauptbahnhof start at single rooms with an area of
14 square metres and vary up to the 40 square metre “chalet” with gallery
for families or small groups.

290617-A\_Fig15\_Cocoon.jpg

The special Cocoon welcome feeling is always wrapped in ambience which is always new: At the Hotel Hauptbahnhof the topic of “The Alps” runs through the entire building.

290617-A\_Fig16\_Cocoon.jpg

Häfele also supplies the safes – an indispensable element when it is a matter of security in the hotel.

290617-A\_Fig17\_Cocoon.jpg

In some guest rooms in the Cocoon Hauptbahnhof, decommissioned large cable cars have been turned into room-in-room bathrooms. LOOX, the LED lighting system from Häfele, provides the right lighting atmosphere.

290617-A\_Fig18\_Cocoon.jpg

Many different lighting effects can be set and design details highlighted using LOOX.

Photos: Häfele

**Häfele** is an internationally organized family owned and operated business with headquarters in Nagold, Germany. It was founded in 1923 and today serves the furniture industry, architects, planners, cabinet makers/joiners as well as dealers in over 150 countries around the world with furniture fittings and architectural hardware as well as electronic access control systems. Häfele develops and manufactures hardware fittings and electronic access control systems in 6 factories in Germany and Hungary. In the 2016 financial year the Häfele Group achieved exports of 79% with over 7300 employees in 37 subsidiaries and numerous additional dealerships around the world and revenue of 1.3 billion Euros.