

Image on
previous page:
Middle Room

Left to right:
Little Room, Big Room,
bathroom, lobby

Billed as one of the most effortlessly creative cities in Europe, it's no surprise that a new type of experimental hospitality has found its home in Berlin's central Mitte district. Next to the lively cobbled streets of Hackescher Markt, known equally for its historic architecture and vibrant nightlife, the new MM:NT aparthotel is pitched as a 'laboratory' by Australian operator Adina and TFE Hotels; a way to test new ideas for the new values of future travellers. With the rise (and, perhaps, fall) of Airbnb, the concept aims to understand if guests would prefer to sacrifice the more conventional service-led hotel experience for the self-service, digital-led approach that Gen Z and millennials are so accustomed to.

Developed with experiential design expert Philippa Wagner of PeoplePlacesSpaces and designed by ACME and BWM, MM:NT (pronounced 'moment') will operate in an on-going beta mode, continually gathering feedback from guests to shape and redefine what their hospitality offering will look like in the future. A web-based app runs the show – allowing guests to check in, check out, access smart storage lockers and shared amenities, and communicate with staff with a click of a button.

“The big idea was to create a new hospitality brand that responded to the emerging travel values of future travellers,” explains Wagner, “and one that could always evolve. It was also to push the boundaries of convention and

