

Locke

LOCKE
AT
EAST SIDE
GALLERY

PIONEERING LIFESTYLE APARTHOTEL BRAND LOCKE TO OPEN ITS THIRTEENTH PROPERTY, LOCKE AT EAST SIDE GALLERY, IN BERLIN THIS JUNE



Lifestyle aparthotel brand Locke will open its third German property, Locke at East Side Gallery, in June 2023. With breath-taking views overlooking the River Spree and city skyline, Locke at East Side Gallery is situated amongst Berlin's trendiest inner-city districts Friedrichshain, Kreuzberg and Mitte.

The new opening will comprise 176 sleek studio apartments, which come equipped with kitchenettes and living areas, with many also having access to a private balcony with river or skyline views. Locke at East Side Gallery will also feature a complimentary co-working area for guests and locals to enjoy, third-wave coffee shop and deli and audiophile bar and restaurant *ANIMA*, which will introduce new immersive ways of experiencing music in the German capital. The property will also feature a flexible meeting and events space that includes a rooftop terrace, as well as a 24-hour gym on the eighth floor, with floor to ceiling windows and views overlooking Berlin's Mediaspree.

Designed by Matthew Grzywinski of Grzywinski+Pons, Locke at East Side Gallery takes its design cues from its surroundings – most notably the former Berlin Wall, River Spree, and neighbouring parks. Each apartment combines sophisticated neutral tones, natural textures, and raw concrete with pops of playful colour. Within the rooms themselves, walls are composed of timber panelling, with kiln-formed glass inspired by the surface of the Spree River acting as a partition to the bathroom. The furniture in the rooms exude warmth and texture with turmeric chairs, pastel mirrors and heavily braided grass rugs juxtaposed with suede and rattan floor screens and bedheads. The bathrooms feature back-painted black glass, walls and ceilings feature exposed structural concrete, softened with a powdery finish. Hand-scraped wood floors complement the aforementioned wall-as-threshold assembly of timber and textured glass. On the ground floor, social spaces comprising of the cafe, bar and restaurant, reception lounge and co-working spaces are connected with the use of non-continuous walls which in a nod to the vestiges of the Berliner Mauer are used as compositional elements, creating implicit "neighbourhoods" in the space. Built-in seating and planters are fabricated from locally-sourced bricks comprised of recycled sand and lime while furnishings follow a cohesive palette of timber, cane, fabric and cord, surrounded by verdant vegetation spilling out of planters and cascading from the ceiling.

On the ground floor, *ANIMA*, an audiophile bar and restaurant, combines gastronomy with music. Intended as a dedicated space for music lovers and inspired by Japan's "Kissaten", hi-fi cafes predating affordable home stereos, *ANIMA* is born from the desire to share, exchange and come together. This concept will be reflected in the food and drink offering, designed for sharing and featuring fresh, local and seasonal products with a selection of natural wines, spirits, cocktails and craft beers.

“Locke at East Side Gallery is a very special project for us. Berlin is a city filled with history, creativity and innovation and we are excited to be bringing Locke to this incredible location. With a partnership already established with concept bar and restaurant ANIMA, we look forward to partnering with more local businesses and creating a space in which guests can fully immerse themselves in the culture of the city. The property itself has spectacular views across the city and over the River Spree, and with East Side Gallery and the neighbourhoods of Friedrichshain and Kreuzberg on your doorstep, there really is no better location in which to explore Berlin.” - Eric Jafari, Chief Development Officer and Creative Director at edyn, Locke’s parent brand.

[Locke at East Side Gallery](#) is now available to book, and has an [Early Bird](#) offer for guests to secure their stay from €94 a night for stays until the end of December 2023 (if the booking is made before 12th April).

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About Locke

Locke believes that life shouldn’t stop when you’re away from home, giving guests the freedom to travel on their own terms by creating spaces that are designed to be lived in. Locke aims to inspire and connect travellers through mindful design, activated social spaces, a locally led cultural programme and disruptive food and drink concepts that celebrate the character and social fabric of each locality.

Locke’s signature studio apartments feature fully fitted kitchens, living and working space that give guests more space and autonomy than the typical hotel room. The flexibility of the home-meets-hotel format appeals to a broad range of travellers across the leisure and business markets, for both extended and short stays. Following the opening of its first location in 2016, Locke has expanded to include twelve sites across the UK and across mainland Europe.

Follow [@lockehotels](#) on Facebook and Instagram.

For more information, please visit: www.lockeliving.com/en

For press enquiries, please contact: locke@purplepr.com

About ANIMA

ANIMA is a hybrid place combining the passion for music and the emotion of the art of living based within Locke at East Side Gallery, Berlin. A place where you can come and grab a cup of coffee, work peacefully, enjoy a comfort food lunch, go on a date or enjoy dinner with a cocktail. Weekends: Thursday to Sunday, attracts some of the city’s best music talent where local music heroes play vinyl amongst friends, food & cocktails. Born from the desire to share, exchange and come together through the most faithful listening experience possible, ANIMA opens the borders with its multi-influenced cuisine, inviting you on a culinary and sound journey. An unusual approach that perfectly reflects our state of mind, via a certain musical aesthetic. The team welcomes you for a meal with music in a warm and friendly atmosphere.