



Hotel Adlon
Kempinski

BERLIN

BERLIN
VirtuoCity
Insiders



Hotel Adlon
Kempinski

BERLIN



„A lifetime contains simple moments and
sometimes simple moments contain a lifetime.“

Dear Virtuoso advisor,

Berlin is thrilled to host the 2014 Virtuoso Symposium. As Director of Sales & Marketing, I would like to enthuse everyone for the legendary Hotel Adlon Kempinski and diversity that our fascinating city has to offer.

Not only in honour of next year's Symposium but also for first time Virtuoso clients and returning guests, the Adlon team has created a special edition of insider tips when visiting Berlin.

Thank you for trusting us with your much valued clients, and see you next year in one of the most exciting and dynamic cities in the world. ... Berlin is Virtuosity!

Bardia Torabi

Director of Sales & Marketing

Area Director Sales Germany & Austria



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Highlights

Did you know, that...

✿ ...with an area of 892 km², Berlin is nine times bigger than Paris?

✿ ...Berlin has around 1650 bridges, hence more bridges than Venice and Amsterdam together?

✿ ...at 368 metres the Berliner Fernsehturm (TV Tower) is the tallest building in Germany and one of the tallest constructions in Europe?

✿ ...the Berlin Zoologische Garten (Zoo) is the oldest in Germany and the third oldest in Europe? It was founded over 150 years ago.

✿ ...Berlin is the only city in the world with three active opera houses, which can seat a total of 4,411 opera lovers?

✿ ...with around 420 galleries, Berlin is the biggest location for classical, modern and contemporary art galleries in Europe?



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✿ Name: Susanne Pöhlchen
Position: Reservation Supervisor
At the Adlon since: 2002

✿ Don't miss...
Reichstag

✿ I like it because...

My recommendation is the Reichstag, because that is where culture meets relaxation. When I am not enjoying the sun on the large lawn in front of the Reichstag, I am drawn into the Reichstag dome, which is made of steel and glass. There, one has a fantastic view of Berlin. My tip: make a reservation at the restaurant in the Reichstag, skip the long entry queue of visitors and enjoy an excellent coffee with breathtaking views of the city.

✿ City map number: 1



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BERLIN



Address
Platz der Republik 1
11011 Berlin





☼ Name: Ronald Spicale
Position: Director of Sales
Government & Corporate Travel
At the Adlon since: 2010

☼ Don't miss...
Gendarmenmarkt

☼ I like it because...

When I walk through Berlin – the city I love so much – I often end up at Café Einstein opposite the Deutscher Dom (German cathedral). Then, with a newspaper and a steaming cappuccino I sit and watch the world go by on Berlin's most beautiful square, next to the concert hall, the Französischer Dom (French cathedral) and the Deutscher Dom.

☼ City map number: 2



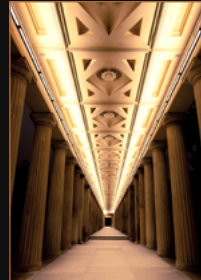
☼ Name: Caroline Hüseemann
Position: Director of Event Sales
At the Adlon since: 2010

☼ Don't miss...
Art Galleries

☼ I like it because...


Art and Culture enriches and inspires. Berlin offers an enormous variety of public and private art spaces and collections which are so worth a visit not only during events like Berlin art fairs and the Biennale. I especially recommend a thematic tour focusing on topics that you have a particular interest in. My favorite is „Kiezkultur“ (Neighborhoods) and Street Art.


☼ City map number: 3






 Name: Kosin Lay, Ira-Frederike Gauss,
 Christian Zilinski-Meyer
 Position: Marketing Team
 At the Adlon since: 2010/2011/2009

 Don't miss...
 Café am Neuen See

 We like it because...


Let your mind wander ... The Café am Neuen See is divided into a beer garden and a restaurant section, though we prefer the beer garden situated at the lake. They offer delicious German food and excellent pizza as well as a fine glass of wine or a cold draught beer.


 City map number: 4




Address
 Lichtensteinallee 2
 10787 Berlin
 Tel. + 49 30 2544 9300




 Name: Topan Setjiada
 Position: Chef de Rang - Lobby Bar
 At the Adlon since: 2000

 Don't miss...
 Grill Royal

 I like it because...


Grill Royal longs for all these urban carnivores out there! Located on Friedrichstraße, it is one of the places-to-be in Berlin. If you wish to see and be seen while enjoying a hearty rib-eye, this meat temple is the place for your next night-out. Take a seat and watch these stars and starlets coming by and be part of Berlin's society.

 City map number: 5




Address
 Friedrichstrasse 105b
 10117 Berlin
 Tel. +49 30 288 79 288




 Name: Leonard Cernko
 Position: Director of Food & Beverage
 At the Adlon since: 2011

 Don't miss...
 Die Henne - Alt Berliner Wirtshaus

 I like it because...


They serve the very best grilled chicken and potato salad. This is one of the restaurants that perfectly exude the real Berlin flair as this one does. It's a true part of Berlin's history. Each piece of the original interior portrays the moving history of this traditional premise. Even John F. Kennedy was a guest once.


 City map number: 6




Address
 Leuschnerdamm 25
 10999 Berlin
 Tel. +49 30 6147 730




 Name: André Höftmann
 Position: Head Concierge
 At the Adlon since: 2010

 Don't miss...
 Sra Bua by Tim Raue

 I like it because...

Sra Bua („Lotus pond“) takes you on a culinary journey through Asia with a modern interpretation of classical dishes. Add in Kempinski flair with regional touches, and you are in for a memorable dining experience. Star chef Tim Raue is running the restaurant. I can only recommend: go there and taste for yourself!

 City map number: 7





Address
 Behrenstrasse 72
 10117 Berlin
 Tel: +49 30 2261 1959




 **Name:** Bardia Torabi
Position: Director of Sales & Marketing
 Area Director Sales Germany & Austria

At the Adlon since: 2010

 **Don't miss...**
 Lavanderia Vecchia

 **I like it because...**


To experience authentic Italian cuisine, I like to meet up with friends in the Lavanderia Vecchia. Unlike at a more usual restaurant, the kitchen is located in the heart of the restaurant, so the chef can be watched as he prepares culinary delights for his guests. The fact that the restaurant is housed in an old laundry equipped with functioning washing machines makes for a rustic ambience.

 **City map number:** 8




Address
 Flughafenstrasse 46
 12053 Berlin
 Tel: +49 30 6272 2152




 **Name:** Sabina Held
Position: Public Relations
 At the Adlon since: 1997

 **Don't miss...**
 Hackesche Höfe & Barcomi's Deli

 **I like it because...**


I love the Hackesche Höfe because they are full of galleries, tiny exclusive shops, really quirky shoe shops, trendy boutiques as well as a whole load of unusual cafés, coffee shops, restaurants and snack bars that are second to none anywhere in the world. My walks almost always end up at Barcomi's Deli in the Sophien-Höfe.


 **City map number:** 9




Address
 Sophienstrasse 21
 10178 Berlin
 Tel: +49 30 2859 8363




 Name: Joanna Dziersek
 Position: Guest Relation Manager
 At the Adlon since: 2002

 Don't miss...
 Bocca Di Bacco

 I like it because...


For me, the Bocca Di Bacco is undoubtedly one of the best restaurants in Berlin. I usually have a plate of their delicious homemade pasta or one of their great fish dishes. The modern decor and atmosphere of sheer elegance is just how I like a restaurant to be!


 City map number: 10




Address
 Friedrichstrasse 167
 10117 Berlin
 Tel. +49 30 2067 2828




 Name: Mario Weidner
 Position: Florist
 At the Adlon since: 2001

 Don't miss...
 Markthalle Kreuzberg

 I like it because...

I love this market. When I moved to Berlin a few years ago I discovered this market hall while walking around this very nice urban area in Kreuzberg. Since then it is a ritual for me to buy fresh vegetables and fruits there every week. Not only the relaxed atmosphere is a weekly highlight for me but also the great variety of merchants is a bonus. Be aware of the heavenly delicious bruschettas.


 City map number: 11




Address
 Eisenbahnstrasse 42
 10997 Berlin




 Name: Philipp Hartmann
 Position: Assistant Restaurant Manager Restaurant Quarré
 At the Adlon since: 2006

 Don't miss...
 Solar Bar

 I like it because...


You would like to have a splendid view over Berlin while having a delicious dinner? Solar is the place. Reserve a table near the panoramic window and see the beautiful sunset over Berlin! And if you feel like sipping cocktails just head to the bar one floor above and listen to the vibrant lounge music until sunrise.


 City map number: 12




Address
 Stresemannstrasse 76
 10963 Berlin
 Tel. +49 163 765 2700




 Name: Stephan Hempel
 Position: Assistant IT Manager
 At the Adlon since: 2010

 Don't miss...
 Café Anna Blume

 I like it because...

On a sunny morning, do what Berliners love to do... have brunch!

Anna Blume is possibly the loveliest of all casual places to enjoy brunch. Be prepared for loads of tasty treats (go for the three tier display) and enjoy the chatty atmosphere outside in the shade of old trees, or inside where the interior reminds me of a 1930's cabaret. Don't let the fact that it's a weekday stop you; any day can be brunch-tastic.

 City map number: 13



Address
 Kollwitzstrasse 83
 10435 Berlin
 Tel. +49 30 4404 9641



🌀 Name: Hanna Hinz
Position: Sales Manager
At the Adlon since: 2010

🌀 Don't miss...
KaDeWe - Kaufhaus des Westens

🌀 I like it because...

A sight to see. I personally consider the Kaufhaus des Westens („Department Store of the West“) one of the two legends here in Berlin. It is the largest department store in Continental Europe and has a history dating back to 1907 - just like the Hotel Adlon Kempinski. A total of eight floors focus on a different type of merchandise on each floor. The 6th and 7th floors are entirely devoted to food & beverages. Jaw dropping and perfect for sipping off a weekend with a glass of champagne.

🌀 City map number: 14



Address
Tauentzienstrasse 21-24
10789 Berlin



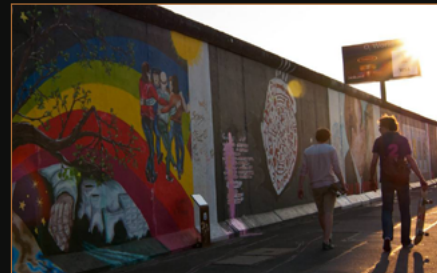
🌀 Name: David Seidel
Position: Front Office Manager
At the Adlon since: 2000

🌀 Don't miss...
East Side Gallery

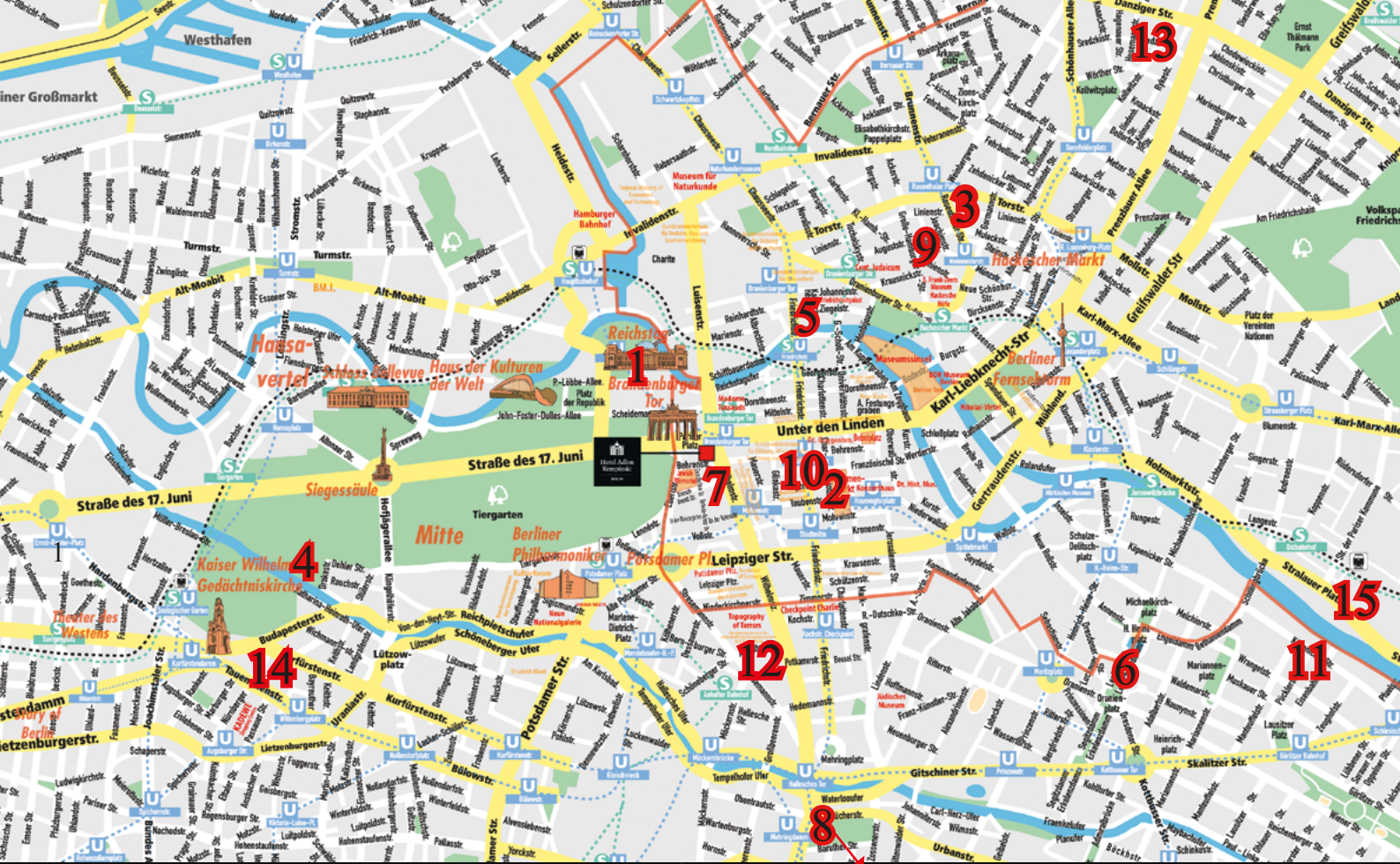
🌀 I like it because...

The east side gallery has always been the must show sight to my visiting friends. This gallery is one of its kind and the longest open air exhibition worldwide. The extraordinary paintings on the Berlin wall reflect the past, future, hope and peace that is Berlin's history. It always reminds me of the quote „Where there's a will there's a way“.

🌀 City map number: 15



Address
Mühlenstrasse
10243 Berlin



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|----------------------|------------------------|--------------------------|-----------------------|
| 1: Reichstag | 5: Grill Royal | 09: Hackesche Höfe | 13: Café Anna Blume |
| 2: Gendarmenmarkt | 6: Die Henne | 10: Bocca Di Bacco | 14: KaDeWe |
| 3: Art Galleries | 7: Sra Bua by Tim Raue | 11: Markthalle Kreuzberg | 15: East Side Gallery |
| 4: Café am Neuen See | 8: Lavanderia Vecchia | 12: Solar Bar | |



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