



Berlin, 19 September 2024

Radisson RED debuts in Germany with opening in Berlin's Charlottenburg area



Radisson RED Berlin Kudamm has opened as the first bold, upscale Radisson RED property in the German capital. Just steps away from Kurfürstendamm, Berlin's iconic boulevard and famous shopping street, the new Radisson RED Berlin Kudamm offers an ideal base for exploring the vibrant city. This stylish hotel features exciting interior design, inviting public spaces both indoors and outdoors, and comfortable rooms, making it the perfect choice for travelers eager to experience the best of Berlin.

The newly opened [Radisson RED Berlin Kudamm](#) welcomes guests with cutting-edge lifestyle design. Following the extensive refurbishment and renovation of an existing hotel, Radisson RED Berlin Kudamm features a progressive design scheme, consisting of contemporary and elegant interiors infused with strong art and design features, perfectly aligned with Radisson RED's signature creative and bold aesthetic. Various materials, including wood, steel, stone, velvet and other soft fabrics, are used in a wide variety of colors and patterns for an eclectic, inviting and cool vibe in the public spaces.

The hotel's 133 rooms are designed in soft hues with red and black accent, creating a cozy yet stylish ambiance that invites guests to unwind. Rooms include comfortable single rooms for solo travelers, standard rooms facing the street, superior rooms looking out onto the tranquil garden, and range up to junior suites with a sofa bed for up to three guests. Rooms are equipped with Nespresso coffee machines, USB-C ports to charge devices, steamers,

TVs with streaming functionality, rain showers in the bathrooms, and plush bathrobes in the higher room categories. Wi-Fi is free throughout the hotel.



Radisson RED Berlin Kudamm's "Signature Bar" offers a dynamic experience from day to night. During the day, guests can enjoy a variety of delicious dishes, coffee, and drinks in a relaxed atmosphere, with the added benefit of a co-working space. As evening sets in, the bar transforms into a vibrant hotspot featuring a DJ and an extensive drinks menu, including signature cocktails such as the RED Temptation. The bar extends onto a garden terrace, providing spaces to relax and unwind, complete with hammocks, table football, and barbecue on Fridays and Saturdays during the warm summer months. The breakfast restaurant, with direct access to the garden, offers a versatile venue for any occasion and event. Completing the hotel offer, the state-of-the-art fitness room is perfect for maintaining a workout routine while traveling, and the lobby kiosk provides a convenient selection of snacks and drinks, ideal for guests to grab before heading out to explore the vibrant city of Berlin.



"We're beyond excited to open the first Radisson RED in Germany! It's the ultimate spot to explore Berlin, whether you're here for business or fun. Unwind with a fabulous drink at our bar and enjoy live music and DJs on Friday and Saturday nights. Don't miss our restaurant, serving international food with a twist. We're here to make sure your stay in vibrant Berlin is unforgettable," says Katja Hagenbucher, Curator/General Manager at Radisson RED Berlin Kudamm.



Berlin is Germany's most-visited city for a reason: the metropolis offers iconic landmarks and old-world charm, and visitors come to Berlin for its thriving arts scene and countless museums, the non-stop nightlife, its multicultural, eclectic neighborhoods, and the vast culinary landscape that offers unparalleled diversity in cuisines and price levels. The city provides a captivating experience that caters to history enthusiasts, art lovers, and those seeking a vibrant and multifaceted urban adventure.

Radisson RED Berlin Kudamm is Germany's first Radisson RED hotel. The brand is present in sought-after urban destinations such as Cape Town, Dubai, London, Madrid, Oslo, Shanghai, or Vienna, with 90 hotels in operation or under development in Europe, the Middle East, Africa, and Asia-Pacific.



###

MEDIA CONTACT

Simon Riegler-Kern, Senior Area Manager PR CESEE & Marketing Activation DACH, Radisson Hotel Group
simon.kern@radissonhotels.com

ABOUT RADISSON RED

Radisson RED is an upper upscale hotel brand that presents a playful twist on the conventional. The brand injects new life into hospitality through informal services where anything goes, a vibrant social scene that's waiting to be shared and stylish public spaces with standout design to inspire our guests. Radisson RED hotels are designed to fit the needs of our guests by giving them endless opportunities to tune in and out, switching effortlessly between business and pleasure. Guests and professional business partners can enhance their experience with Radisson RED by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson RED is a part of the Radisson family of brands, which also includes Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and Prize by Radisson brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](#). Or connect with Radisson RED on:
[LinkedIn](#) | [Instagram](#) | [X](#) | [Facebook](#) | [YouTube](#) | [TikTok](#)

