

Locke

SCHWAN LOCKE TO OFFICIALLY OPEN IN MUNICH THIS JUNE.

Locke announces its first location in Germany, Schwan Locke, will officially open this June in the heart of Munich.



Leading UK aparthotel brand Locke will officially open its first property in mainland Europe, Schwan Locke, next month.

"Schwan Locke marks the first of two Locke openings in Munich and it is a particularly exciting start for all of us. Similarly, to other Locke locations, we have gone to great lengths to create a space that is deeply rooted in the neighbourhood – where both locals and visitors can feel at home.

To achieve this was a significant creative challenge, but also a unique opportunity. Munich is steeped in a rich and diverse history, while being home to a unique creative landscape. We wanted to celebrate this – paying homage to the City's past, but working with disruptive, forward-thinking partners to bring our vision to life." – Stephen McCall, CEO of edyn, Locke's parent company.

A high-end lifestyle hotel combined with the space and flexibility of an apartment.

Locke has already established itself in the UK as a pioneering and innovative hospitality concept, known for combining the experience and design of a high-end lifestyle hotel with the space and flexibility of an apartment.

Just a few minutes' walk from the Theresienwiese, the site of Oktoberfest, Schwan Locke will feature 151 spacious, design-led studio apartments, as well as a complimentary co-working space, gym, coffee shop, retail space, leafy courtyard and craft cocktail bar.

Each of Schwan Locke's signature studio apartments offer more space than a typical hotel room – featuring fully equipped kitchens, living areas and dining space. Locke aims to put the guest at the centre of the experience, creating spaces that are designed to be

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lived in in, not just sleep in. This makes each location attractive to a wide range of travellers from the leisure and business markets – for both long- and short-term stays.

Taking design cues from the Deutscher Werkbund.

Designed by interior architecture firm Fettle, Schwan Locke's design is inspired by the Deutscher Werkbund, which established itself in Munich in the early 20th century. The Werkbund sought to redefine aesthetic standards by integrating traditional crafts and industrial mass production techniques, in the belief that high-quality applied art could improve the nation's quality of life.

The spaces at Schwan Locke pay homage to these principals rather than a pastiche of this iconic style; housing custom-made furniture as well as a sophisticated, mid-century-inspired colour palette.

Schwan Locke will also house a unique art collection, championing local talent including designer and illustrator Veronika Grenzebach; graffiti artist Armin Kiss-Istok; and illustrator Tomomi Maezawa.

A disruptive new food and drink concept from the minds behind The High.

Known for collaborating with disruptive food and drink partners in the UK, Locke makes no exception in Munich – partnering with the masterminds behind renowned local craft cocktail bar, The High, on a new concept for Schwan Locke.

Building on the success of The High, the food and drink concept will include a café and retail space which will have a strong focus on locally sourced, fresh produce; as well as an innovative cocktail bar set within chic interiors and a leafy courtyard area.

A prime location in the heart of Munich.

The Schwan Locke is not only just a few minutes away from Munich's best festivals, but also in one of the city's most interesting districts, the Glockenbachviertel. Shops, museums, parks, farmers' markets and even a theatre are all within easy walking distance. If you feel like sightseeing, the city's most important sights are located just a few underground stops away. Among them are the Marienplatz, the Viktualienmarkt, the Augustiner-Keller and the museum district.

Earlier this year, Locke announced that it will open its second outpost in Munich, WunderLocke in Sendling this summer.

Room rate: €145 per night.

Address: Schwan Locke, Theresienwiese, Landwehrstraße 75, 80336 Munich.

You can find more information to Schwan Locke [here](#).

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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 property in 2016, Locke has expanded to include sites across the UK and internationally, with further openings planned in Dublin, Berlin, Lisbon, Munich and Copenhagen.

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

For press enquiries, please contact: verena@ontimepr.com

About Fettle

Fettle is an interior architecture and design firm specialising in hospitality design founded by British born Tom Parker and Andy Goodwin. Fettle work with a variety of clients, from one-off operators and start-ups to large commercial brands.

With offices in London and Los Angeles, Fettle provide a full-spectrum of services, from space planning and project feasibility studies, to bespoke lighting and furniture design to create beautiful, functional spaces which portray their history, their location and their ethos.

Fettle's studios in London and Los Angeles work collaboratively across all projects which include the Moncks of Dover Street London, Olivetta and the Draycott in Los Angeles and the Hoxton Hotel Portland.