

# HIRMER

## HOSPITALITY

### Art on the coast: Premiere for the Urban Nature Art Weekend in St. Peter Ording

St. Peter-Ording, Sept. 21, 2023 - Since its opening in April 2022, the Urban Nature team has been known for combining urban and nature lifestyles through the combination of a modern hotel together with an experience concept in Sankt Peter Ording. The indoor and outdoor happenings will now be expanded for the first time to include contemporary art and culture through artist talks, get-togethers, live painting sessions and music as part of the first Urban Nature Art Weekend on September 29 and 30, 2023, in collaboration with the Hamburg gallery, Daniel und die Kunst.

On the weekend of September 29 and 30, 2023, the Art Weekend in Sankt Peter Ording will celebrate its premiere with the three-week exhibition, "Urban meets Nature". The initiator and host is the Urban Nature Hotel in cooperation with the Hamburg gallery, Daniel und die Kunst. To make art tangible, the duo RON MILLER and marKO, both represented by Bianca and Volker Daniel, will be on site for the vernissage in order to give insights into their work. The main venues for the Art Weekend are the Urban Nature Bar and Drifters Hang Out – locations where locals and hotel guests have been meeting regularly since the beginning for event evenings and drinks since the beginning.

The program starts on Friday, September 29, with a soft opening. The evening will be ushered in by DJ Oonops, followed by the Art Weekend concept presentation, an artist talk, a get together with conversations between guests, artists, and gallery owners, the first of three live painting sessions with RON MILLER, and a closing concert with singer-songwriter, David Beta. On Saturday, September 30, the motto "Urban meets Nature" will be experienced even more intensively by guests: the art will be freely accessible starting at noon in conjunction with two more live painting sessions, a get-together and the official welcome, during which the concept and the relationship to the hotel and gallery will be presented. During an artist talk and meeting, participants will learn about the philosophy and artistic approaches of RON MILLER and marKO prior to DJ Oonops closing the evening.

To be in line with the Urban Nature hotel, which stands for the symbiosis between urban lifestyle and proximity to nature, the pairing of the artist duo RON MILLER and marKO was chosen for the exhibition. Ronny Kindt and Marcus Langenick aka RON MILLER have their roots in urban culture. Marta Jansana and Frauke Kohlmorgen aka marKO create motifs from sand, paint and special ingredients that are reminiscent of landscapes. The artists and the interaction with them at Urban Nature are representative of the moments of encounter that Bianca and Volker Daniel create in their gallery. At Urban Nature, they have found the space for cultural highlights and a new approach to art that they have already been opening up to art lovers in Hamburg since 2020. The creatives' work can be viewed at the hotel until 22.10.2023.

All information on the Urban Nature Art Weekend "Urban meets Nature" at:  
<https://www.urban-nature.de/events/urban-nature-art-weekend>

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### **About Urban Nature**

The best of both worlds: Urban Nature is more than just another hotel brand. Urban Nature is a place of fusion, of double contrasts, of fantasy and dreaming. City and country, community and cocooning, self-discovery, and security. Urban Nature positions itself as a polarizing living space for modern nomads with an urban lifestyle, surrounded by fancy landscapes and always in harmony with nature. As if through a magical puddle that connects city and countryside, Urban Nature makes it a child's play to leave your personal comfort zone and broaden your horizons - to be inspired and create new space for yourself. No matter who you are, whether building sandcastles, juggling soap bubbles or bending around raindrops - somewhere in between, now, and here, everyone is welcome. The brand's first house opened in St. Peter-Ording in April 2022.

### **About Hirmer Hospitality**

Hirmer Hospitality is part of the long-established, family-run Munich-based Hirmer Group and combines two strong hotel brands under one roof: Travel Charme Hotels & Resorts, the leading expert for holiday hotels in Germany and Austria, and the young and dynamic lifestyle concept Urban Nature with the house in St. Peter-Ording, which will open in April 2022. In addition, there will be selected individual hotels in the luxury segment: The Grand Hotel Straubinger in Bad Gastein which opened September 1, 2023, the Badeschloss in Bad Gastein in the fall of 2023 and Salò Si on Lake Garda in the spring of 2024. In total, Hirmer Hospitality's portfolio currently includes ten hotels and five hotel projects in Germany, Austria and Italy.

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