

## PRESS INFORMATION

### Somewhere in between:

### Urban Nature combines the best of city and country

**Munich (w&p)** - 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-expression 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. Here, everyone from the young(ish) backpacker to the neo-ecological hipster can choose how much city and how much nature she or he wants to experience. As if through a magical puddle that connects city and countryside, Urban Nature makes it child's play to leave one's personal comfort zone and expand one's horizons - thereby becoming inspired and creating new space for oneself. Cosmopolitanism, sociability and freedom characterize the self-image of the new brand. Whether building sand castles, juggling soap bubbles, or bending around raindrops - somewhere in between, now and here, everyone is welcome. Colorful as the rainbow, alive as the sea, grounded in green. A place where everyone can be whoever they want and do whatever they feel like. All or nothing. It is what it is. To isolate yourself from the noise of the world or to meet new experiences with open arms. Finding yourself or celebrating togetherness.

### Lost in the middle

The first hotel of the Urban Nature brand is located in St. Peter-Ording on the North Sea coast. The flickering lights of Helgoland gleam like the New York skyline in the distance, the eternally identical sound of the sea settles like a gentle veil on tired ears. The extroversion of the seaside resort and the raw, introspective beauty of the sea come together in this place - unique and unconventional, vintage and chic. The architecture is refreshingly new and inspiringly uncommon: straightforward with colorful accents, created for dreaming, celebrating and reflecting, with plenty of space for creativity, leisure and self-care. In a total of 90 rooms, 14 of which are suites, the hotel creates a diverse mix of Urban Legends and Mother Nature, combining the best of both worlds: The convenience of the city and the serenity of nature. The goal is to celebrate the diverse community with positive vibes, turning guests into companions via creative exchange while becoming the locals' hood. Five outlets, including a restaurant, two bars, a 24-hour kiosk and a store with all the essentials, as well as a modern spa landscape with sauna area, transform the hotel into one big playground. Ever stomped through the mud flats? Danced in a storm? Sailed to the Halligen? How about cycling, beach volleyball, stand-up paddling, horseback riding on the beach? With Urban Nature nothing is impossible. It's your choice - enjoy yourself.

More information at [www.urban-nature.de](http://www.urban-nature.de)

# URBAN NATURE

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