

An Industrial Past Meets a Bright Future at FREIgeist Göttingen Nordstadt — Press Release

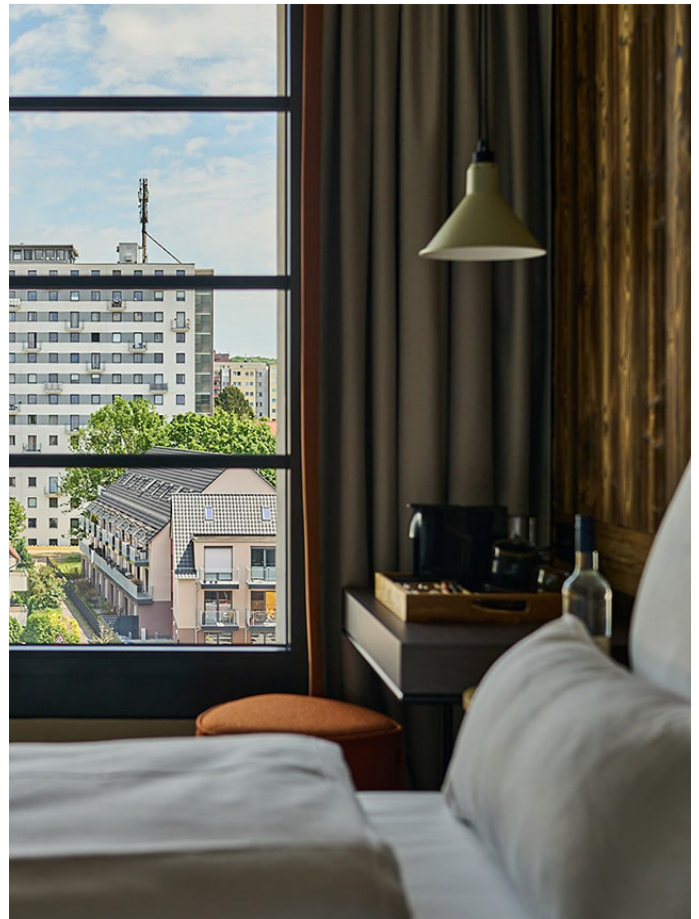


What was once the footprint of a sprawling factory in a central German city is now home to a vibrant creative complex, and at the center is FREIgeist Göttingen Nordstadt. Here, industrial sleekness meets Mediterranean warmth through a perfectly balanced medley of black steel and cast-iron accents, colorful Turkish rugs, and creative art installations. Italian fare is the focus at the in-house dining outlets, and a timeless bar surprises guests with unique blasts from the past. [Click here to view FREIgeist Göttingen Nordstadt on designhotels.com.](#)

FREIgeist Göttingen Nordstadt: The Heart of a New Contemporary Hub

For nearly 120 years, the northern part of Göttingen, Germany, was known for its factory owned by Sartorius, a leading life science research and biopharmaceutical manufacturing company. But since the factory relocated to elsewhere in the city in 2017, the district has undergone significant renovation and recently made its debut as the bustling, contemporary Sartorius Quartier. At the center of the mixed-use, car-free district is FREIgeist Göttingen Nordstadt—the second Design Hotel in the city, following its downtown sister property, [FREIgeist Göttingen Innenstadt](#). With architecture overseen by Bieling Architekten and interior design by Frank Kassner, Georg Rosentreter, and Lina Freund, the new Nordstadt location honors the area's industrial past while establishing a welcoming atmosphere imbued with Mediterranean warmth. FREIgeist Göttingen Nordstadt is, at its core, a contemporary gathering spot for locals and visitors, inspired by the neighborhood's past and simultaneously beckoning its future.

The five-story new build was constructed in harmony with its surroundings and features blended bricks on the façade and exposed concrete and oak inside. Industrial details include large lattice windows, black steel accents, corrugated metal siding, and old workbenches from the old factory that have been upcycled to create tables. These sleek features are softened by a warm color palette expressed in white linen curtains and original Turkish kilim rugs, which have also been repurposed as sofa and pillow covers. Specially commissioned graffiti complements the hotel's urban location, with unique wall and light installations adding additional layers of creativity. Beyond these one-of-a-kind artistic interventions, lighting fixtures



and lamps by DCW Éditions Paris, Pulpo, Marset, and Foscarini are found throughout the property, as well as design furniture from Atmosphère d'ailleurs, Raw Materials, and Gommaire.

Such complementary combinations continue to be seen in each of the 123 guest rooms and five suites. Darker details, including black glass backslashes in showers and cast-iron vanities, extend the industrial vibe, while an abundance of natural materials bring a sense of warmth into each space. Oiled oak floors are found in every room along with headboards made of larch that has been burnt with the Japanese yakisiku method. Bespoke armchairs produced by Bielefelder Werkstätten are paired with wooden bedside tables and dressers by NTSTischlerei, a local carpenter and long-time partner of FREIgeist Hotels. Suites also feature original kilim carpets, just like those in the lobby, while all rooms are equipped with natural bath amenities by L:A Bruket. Moreover, all towels, duvets, and comforters are made from organic cotton.

At the ground-floor restaurant East of Italy, light Levantine cuisine is fused with Neapolitan-style classics to create an inspiring menu focused on regionally sourced

and organic ingredients. Recipes for dishes like beetroot dip and cod served with a tomato-orange salsa have been around for centuries, just like the restored cement tiles from Italy adorning the front of the open kitchen. Adjacent to the restaurant is the bar *Weights & Measures*, which serves signature cocktails inspired by Mediterranean destinations. Here too a southern European influence is countered with an industrial spin: the ingredients for drinks are measured using old Sartorius scales. The concepts for both *East of Italy* and *Weights & Measures* were developed in collaboration with the Belfast-based design studio *Drinksology*, who also conceptualized the *Herbarium Bar* at FREIgeist Göttingen Innenstadt. Also on the ground floor of FREIgeist Göttingen Nordstadt is an outpost of the Italian delicatessen *Viani*, which offers coffee, a large selection of dried goods, and a fresh meat and cheese counter (also adorned with restored Italian tiles). Meanwhile, the FREIgeist Skybar on the sixth floor provides panoramic views of the city and surrounding areas. No matter the outlet, there is always the opportunity to dine and drink *al fresco*.

On the hotel's first floor is a 200-square-meter fitness and wellness area. Yoga and Pilates classes are offered in

a dedicated studio, while a training room has state-of-the-art cardio and strength equipment, including a Peloton bike. There's also a Finnish sauna and oversized plush chairs for relaxation. Elsewhere are five seminar and conference rooms, each of which feature a terrace and original Thonet seating. The lobby also doubles as a work and gathering space, as well as a library. A chesterfield sofa in front of a fireplace creates a cozy place to settle in and peruse a selection of reading material: antique books are shelved alongside the latest tomes published by Steidl and Gestalten.

Location

Gottingen is a historic city in the center of Germany's Lower Saxony region, largely known for its university. At least 14 Nobel Prize recipients have studied at the University of Gottingen—the main campus of which is only a 10-minute walk from FREIgeist Göttingen Nordstadt. Directly across from the hotel is the historic Satoriusturm, or Sartorius tower, which now houses a café focused on serving cuisine crafted from local

ingredients and regional suppliers, as well as a wine cellar that hosts exclusive tastings and boasts an impressive list of by-the-glass offerings. The Sheddachhalle, an event space suitable for up to 800 people and designed by architect Charles de Picciotto, is also nearby. Gottingen's city center is only a 15-minute walk from the property, and the main train station is a six-minute drive.

About Design Hotels

Design Hotels represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

In 2017, Design Hotels launched Further, a traveling laboratory for experiential hospitality that transforms hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing Promad, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing Promadic movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels offers its members insightful travel industry knowledge, from market trend consultancy to

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