

DID YOU SLEEP WELL, BREMEN?

A FRESH GUESTROOM EXPERIENCE IN
THE HEART OF BREMEN'S OLD TOWN.

A FRESH LOOK FOR BREMEN.

*96 rooms from in-house production
for the Radisson Blu Hotel Bremen
on Böttcherstraße.*

Located in the heart of Bremen's Old Town, the Radisson Blu Hotel Bremen combines a historic setting, international hotel standards and a clear commitment to quality. The **four-star hotel** with 235 rooms and suites is located directly on Böttcherstraße, between the

Weser River and the market square, just a few steps from Bremen City Hall, the Roland statue and the Bremen Town Musicians. The hotel is also one of the **most sustainable properties in the city** and is certified with Green Key and BREEAM.



THE BRIEF

*A clearly defined scope of work,
two construction phases and several
project stakeholders.*

Right from the preparation phase, it became clear what mattered most in this project: **furniture and interior elements had to be produced in series**, precisely installed on site and seamlessly integrated into the design concept of the Radisson Blu Hotel Bremen.

REINHOLD KELLER's **scope of work** focused on selected guestroom areas on the **first and second floors**. For these areas, the team produced, delivered and installed furniture and interior elements from its **in-house production facility in Kleinheubach**.



The project was carried out in **two consecutive construction phases**.

On the client side, the project was managed by **Othello Hotel Projects**. Stefan Diederichs coordinated the renovation together with the hotel, the owner, the external interior design studio and other execution partners.

For REINHOLD KELLER, it was the **first collaboration** with Othello Hotel Projects and Radisson Blu.

The requirements were clear: adherence to schedule, consistent quality, solutions suitable for series production and an assembly team able to move confidently within an **active hotel environment**.



LOOKING FOR THE RIGHT PARTNER FOR YOUR NEXT PROJECT?

From a single location to an international rollout, **REINHOLD KELLER** supports projects right where they begin and brings them safely across the finish line.

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FROM MOCK-UP TO SERIES.

What later feels effortless was carefully prepared beforehand in the mock-up room, production and assembly.

It all started with a **mock-up room**. This is where the design concept was implemented, reviewed and approved. After that, the project moved into further preparation and finally into production.

The headboard was especially demanding. Shaped elements, different fabrics, integrated lighting and rounded edges had to be solved in a way that

brought **design, technical requirements and assembly** cleanly together.

The other guestroom furniture also came down to the details. **Upholstered fabrics on panels, recycled panels, decorative profiles and integrated lighting** were meant to feel light and premium in the finished room, while remaining reliable in execution.

“At this project, it was important for design, production and assembly to work cleanly together from the very beginning. Many details later feel completely natural in the room. Behind that, it takes clear coordination, short lines of communication and a team that keeps the execution in focus.”

HEIKO BREUNIG & CLARA KLUG
Projectmanagement
REINHOLD KELLER Group





WOW!
WOW!
WOW!
WOW!
WOW!



REUSED. REFINED.

AHA!
AHA!
AHA!
AHA!
AHA!

*Recycled panels from Belgium,
coordinated between supplier,
engineering and production.*

Recycled panels made from recycled plastic waste were used for the **bed-side tables**. The material matched the hotel's **sustainability focus** and gave the furniture a visible detail with character of its own.

The panels were sourced through a supplier in Belgium. This made the coordination more international and

required clear communication between all parties involved. REINHOLD KELLER coordinated the open points so that **material selection, engineering and production** could be brought together.



TRUST FROM THE SOURCE.

A look inside production showed before the project began what REINHOLD KELLER stands for.

Before the project moved into execution, a **visit to Kleinheubach** took place. Stefan Diederichs got a first-hand impression of the **production facility, machinery and team**. This experience created trust in the way REINHOLD KELLER prepares projects, handles production and supports them all the way through to assembly.

For hotel operators, project developers and franchise companies, this proximity matters. **In-house production** in Germany means **short decision-making paths** between project team, workshop and construction site. Materials, components and delivery dates remain transparent. When something needs to be checked or adjusted, the right contact person is close at hand.

Especially at a time when supply chains, availability and international coordination have become more demanding, a location like Kleinheubach gains importance. The Bremen project shows how production in Germany, **clear responsibilities and direct communication** bring reliability to a hotel project.



PROJECT

Radisson Blu Hotel Bremen
Böttcherstraße 2
28195 Bremen



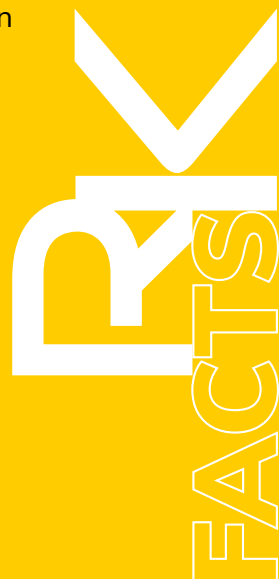
KEY DATA

96 rooms
2 construction phases



SERVICES RK

Joinery
Delivery
Assembly



OTHELLO X RK

Stefan Diederichs shares what mattered most in the collaboration with REINHOLD KELLER.

Othello Hotel Projects is an independent project management and procurement company focused on FF&E for hotel openings and renovations. Stefan Diederichs was responsible for the Bremen project as project manager and worked with REINHOLD KELLER for the first time as part of this assignment.



ON THE COLLABORATION

“REINHOLD KELLER delivered on the commitments made in the initial conversations. The planning stayed within the agreed timeframe, and open points were clarified efficiently and pragmatically.”

ON THE PREPARATION

“The production plans were developed in detail, and the project was well prepared in advance. Production was on schedule, and the quality of the furniture largely met expectations.”

ON THE WAY OF WORKING

“I appreciated the efficient, friendly and solution-oriented way of working, the structured approach and the willingness to take responsibility when something did not fit right away.”

STEFAN DIEDERICHS
Managing Director
Othello Hotel Projects

BREMEN WORKS.



New guestroom furnishings, supported by in-house production, clear preparation and partnership-based collaboration.

In the end, this was a hotel project where **many details** had to come together: demanding headboards, recycled panels from Belgium, a tight schedule, several project stakeholders and a hotel operation that continued running.

For REINHOLD KELLER, the project shows **what interior fit-out with in-house production** can achieve. Short lines of communication, clear coordination between project team, production and assembly, and an on-site team that acts independently and takes responsibility were key.

From Stefan Diederichs' perspective, the success of a hotel project is not

defined by one single point. What matters is **how schedule, budget, quality and partnership-based coordination come together**. At the end of the day, the result has to fulfill commitments and convince owners, operators and guests alike. The collaboration in Bremen was aligned around exactly that goal.

So the project stands not only for a completed renovation, but for **a collaboration in which preparation, trust and execution** came together successfully in an **active hotel environment**.

YEAH!
YEAH!
YEAH!
YEAH!



HEY!
HEY!
HEY!
HEY!

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LET'S TALK!

FROM VISION TO WOW!

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