
EAT, SLEEP, PLAY, DANCE

The many faces of Münster

“I know a lot of people who live in Hamburg or Berlin or wherever, and when I say, ‘Come to Münster for a weekend,’ they say, ‘What are we supposed to do there?’ I tell them, ‘Just come here.’ Now they come back again and again.”

— DAVID DEILMANN

Factory may be the most stylish hotel in Münster, but it’s much more than just a beautiful place to sleep. From the start, David Deilmann’s vision involved creating a constellation of attractive venues in and around the hotel that would offer delicious food, fantastic cocktails, or an unforgettable nightclub atmosphere. And he wanted each of those to become destinations in their own right.

“At the time that we opened,” he explains, “there were so many places that we were trying to combine—clubs that were also restaurants, bars that were also bistros and clubs. They wanted to be everything to everyone. I said, ‘Let’s go back to the roots.’ ”

Deilmann’s philosophy: Nothing too complicated, and everything carefully, obsessively thought through. For his Spanish restaurant, **la tapia**, which serves tapas along with a variety of hearty main courses, and for his German-Austrian restaurant, **EAT**, he ensured that the staffs were focused not on drinks or music, but on good food and a strong atmosphere. (It helps that the restaurants make ample use of the brewery’s breathtaking old brick architecture).





He wanted the Factory’s dance club, **GREY**, to have a top-notch sound and lighting system. “In the same way, I knew the cocktail bar (**TIDE**) didn’t need a DJ or a dance floor or a menu of appetizers,” he says. “They just needed to concentrate on making good cocktails. That was our philosophy—that each individual area should focus on its own concept.”

Given Deilmann’s own love for electronic music, it’s not surprising that one venue, **GREY**, sometimes gets a little extra hands-on attention. “Friends of mine from Münster do their own party in our nightclub once a month, and so sometimes,” he says, with a laugh, “I get up and DJ.”

CREDITS:

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