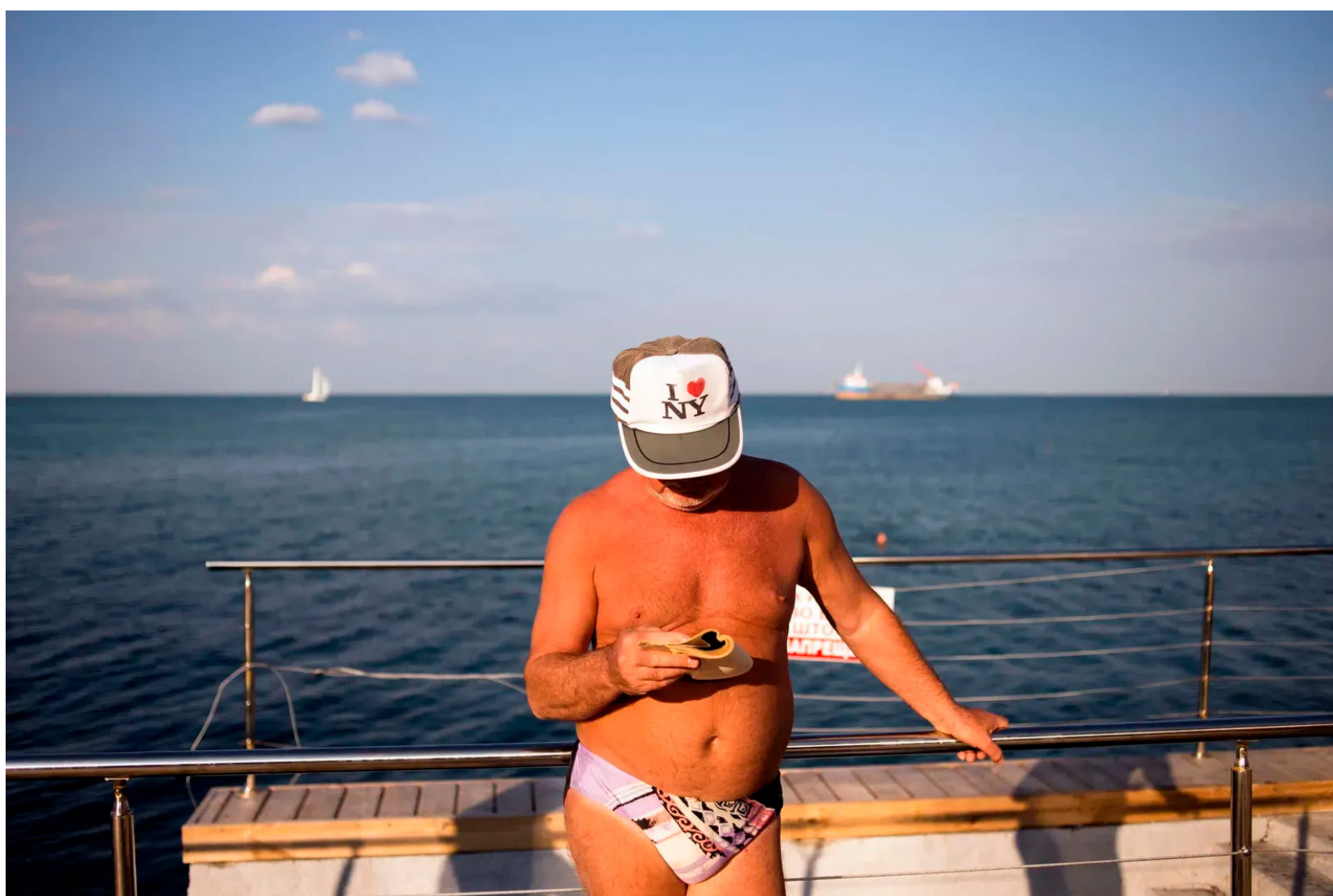


Fountain of Youth is now gold ⁰²⁻⁰³ / MXPSM & Five Elephant ⁰⁴
 ORA & Theke ⁰⁴ / Forest Cinema + Podcast Studio ⁰⁵
 What's on ⁰⁶ / Life at the Hotel ⁰⁷
 Michelberger Farm ⁰⁸ / Mix + Blast from the past ⁰⁹



Picture taken by Azar Kazimir on his trip to Odessa 2015

Dear Friends,

There lies magic in connecting with others around a table, in a house, with no other agenda than to share and make good times happen. No matter what background, opinion, attitude, experience people bring to the table, people always find a way to get along. Even at times, when on a bigger scale it does not seem that way.

Too often we forget how we are the little creators of big worlds. And those worlds can start forming in a conversation with the other. Despite all of the stories that keep us away from each other, that keep us away from being present, that keep us from creating peace in our families and communities.

For us our mission is clear: we create, we host, we serve. In many ways this feels like a contribution worth making. Opening spaces, setting up tables, inviting for experiences. In the real world, in the analog world, in the human face-to-face world.

Maybe we are overstressing some things here and there. Maybe the technological trajectory of the past 100 years is continuing exponentially. Maybe AI is changing the face of the earth in the next 10 years, maybe conflicts will escalate. And maybe there is a niche, a network of people and places that start interconnecting, that puts technology back to a place where it serves the human spirit, instead of infiltrating it. And maybe peace expands from the small to the big. Maybe it's not all always better than before, maybe we already figured out some quite substantial things, like how to cook the most amazing food, made with the most flavourful vegetables grown on healthy soils, like the wisdom of the elders in our cultures.

Maybe the time has come to reconnect with this knowledge, to value the achievements and use the wisdom we have collectively gathered over millions of years.

To actively bring in the new, where it makes the old better, and keep it in check, where it makes it worse.

Maybe - which for us symbolises hope, humbleness and openness. Who knows? Maybe we figure out a way forward that currently only few people dare dreaming of.

For now, to us it very much feels like a moment to go more analog, to leave the phone at home, to spend only little time in front of the screen, to eat real food, to have conversations, to spend time with your loved ones and with strangers. To travel, to see places, to spend time together. To experience the magic in front and all around. Celebrating the little things, to appreciate the people who do the work, who make our life what it is. From the roads to the food, from the caretakers to the peacemakers. From the neighbour to the delivery person to the people building things.

And to pray or meditate or wish the best for those who have other things to worry about.

We can change course, reconnect with the past or embrace the future as it serves the overall evolution of what it means to live on this planet together as humans. Trying to dig deep in our views and opinions, taking the wide angle as much as we can. The more we connect and appreciate what we have, the higher the chances that we make better choices.

As friends, as consumers, as citizens, as neighbours.

We look forward to welcoming you back to our spaces, may your experiences be filled with as much life as possible!

your
 Michelberger

Fountain of Youth is now gold!
We have a crazy beautiful new website,
please enjoy and explore!



It took a lot of thought and months of work to build this website. I thought it would be nice to share a little of that journey.

Text: Azar Kazimir

We built our first Fountain of Youth website back in 2012. We used it for over 10 years, with its Story of Monkey and its cheerful little tune. In that time the internet changed a lot and so a new one was well overdue.

The very first step was to go to see the how and where of it, to stick my nose into every detail of the production. After that trip I became convinced that the most important story to tell is the one of the place in which our drink is made: the magical, mysterious and powerful country of Thailand.

We can make coconut water and I can draw monkeys, but we can't build websites. So the next step was to find the perfect collaborator. I searched and searched and finally I found the right one, a website designer called Samuel Day (samuelday.de). We chatted and it soon became clear that this was very much a meeting of minds, with strong, shared opinions about what is interesting and what is not.

We would develop the conceptual ideas together. Sam would design and build the site and I would handle the illustrations. Sam would build the site using Webflow and we'd use Miro as a tool to work collaboratively and remotely from one another since we are based in different countries.

We laid a few ground rules. We definitely wanted to make something out of the

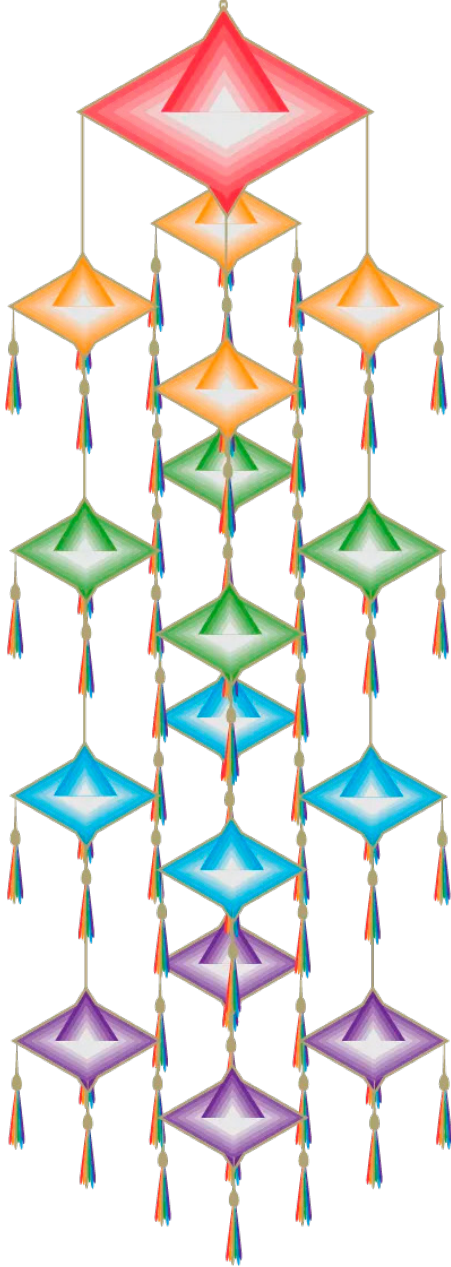
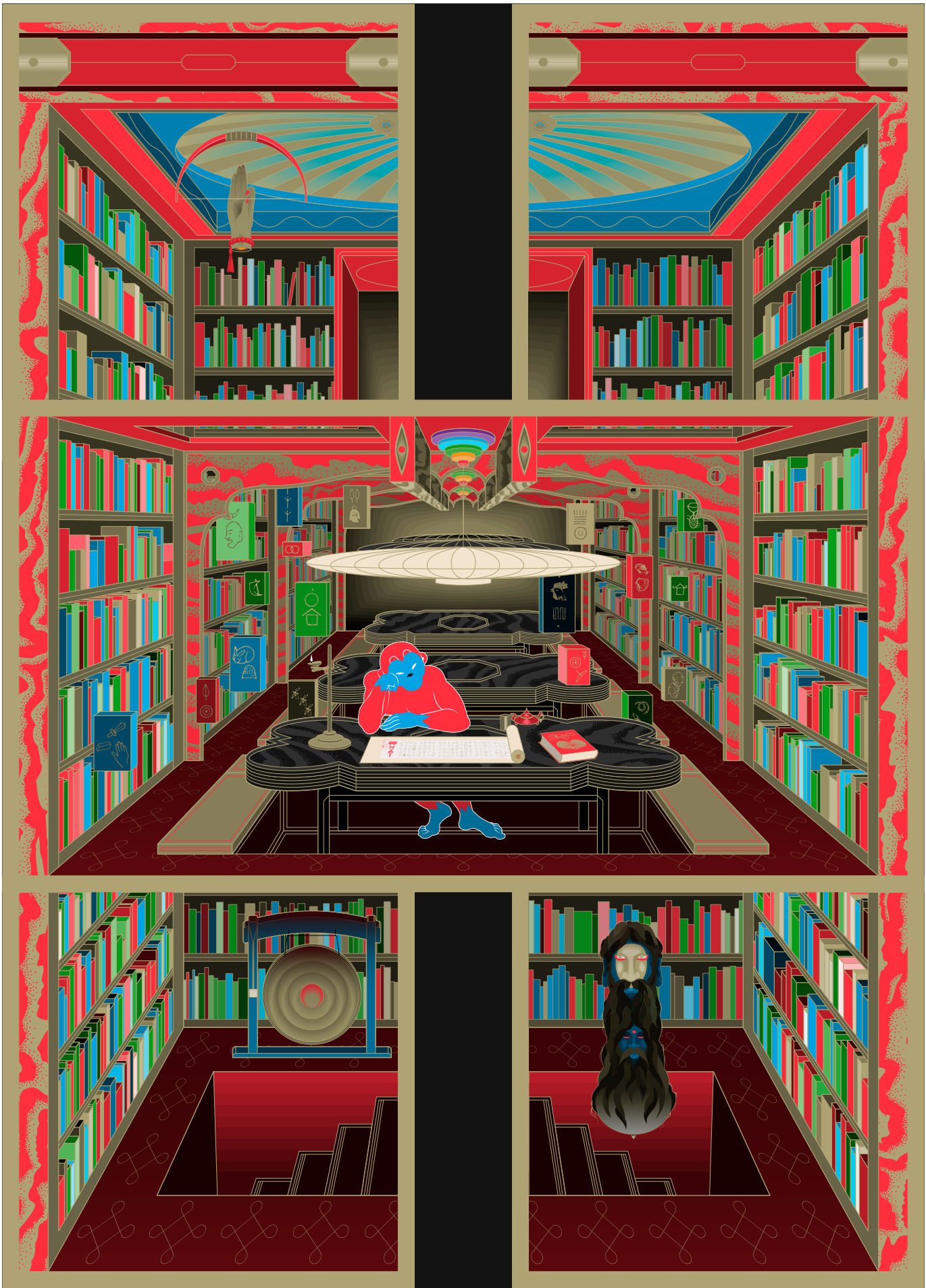
ordinary; a memorable, immersive, discoverable experience rather than a conventional information-driven site that is the norm now. We wanted to make something that wasn't instantly understood or super-convenient to use, something that forces us to think a little. After all, if everything is easy then everything is bland. All the information and transparency would be there... you'd just need to look for it, like in a game or a story. We wanted to come up with an experience rather than an explanation. We didn't want to be concerned with analytics and data because if you use empirical, statistical information to lead the creativity, again, you almost always end up with something dull and homogenous. We wanted to find a more grown up, mysterious Fountain of Youth, something past the beaches and palm trees. And definitely no green coconuts! We've seen enough of those right?

We looked through lots of books about Thailand. Not the things we know of - sandy beaches and street food - but the more unseen side: art, magic tattoos, the occult, Buddhism, holy people, sacred places and temples.

A lot of our customers use the Fountain of Youth after sport; running, yoga, cross-fit, indoor climbing and so on. Therefore the human body felt like an important territory for us. Doing all that research, we often came across representations of the body as



The gold signifies
the sun, purity,
happiness,
knowledge and
of course
enlightenment



almost structural, portrayed as a microcosm of the wider environment or universe or as a container for other kinds of symbols such as the 5 elements. This works in reverse, for when you then look at a pagoda, temple or stupa you then see it too as a representation of the body! The temple as a kind of body is expressed literally when you see the vast statues of Buddha which are both body and temple...

The statues you see are often golden so what is the meaning of that? The gold signifies the sun, purity, happiness, knowledge and of course enlightenment. In Thailand they will apply gold leaf to statues as a dedication and sign of respect.

The temples you find in Thailand are often highly syncretic. You can find references from religious cultures from all over Asia. In fact, this integration of external influences into many aspects of local culture is quintessentially Thai, which is why we also opened ourselves to inspiration from further a field too.

In the end we came up with the idea of following our Monkey going through a golden temple. Of course, with his superpowers, he would start from the top and come out of the bottom. This would echo the journey of a drink through the body. Monkey enters through the third eye and comes out at the feet of the statue/temple and it's only right at the end

that we reveal that this temple is in fact the body of the monkey who is exploring it!

We thought that each level of the temple should have a different use and that the various spaces should relate to the categories of information we wish to communicate. So for example, the dojo room to train the body is also the FAQ place where you can learn and train the mind. Thailand has a very strong ghost culture, which is of course fascinating to us. We just had to make our temple a bit haunted!

Over months we slowly built up an unconventional but easy to navigate website, which works mainly using scrolling down and up. There's a navigation tip to follow the Monkey, and by clicking on him when you see him, you will be taken to the relevant information. There are 4 talismans which function as a kind of menu and take you to the specific level you might be looking for. There is a Vajra cursor which helps you locate all the little easter eggs that are hidden away there.

The colours we used are all based on the 3 brand colours of red, blue and green with gold added in. The illustration style was inspired by the decoration you can often see painted onto trucks in Thailand. Colour gradients on svg artwork can crush website performance, so this way lets us have a kind of gradient effect without breaking the internet.

After the site came together, we felt like music was going to be a vital ingredient to make it feel more immersive. We reached out to our buddy Jeremy Black ([instagram.com/jeremyblvok](https://www.instagram.com/jeremyblvok)) who took a look at it and came back with the perfect musical response to what he encountered.

We hope you enjoy exploring our new website as much as we enjoyed making it!



MXPSM & Five Elephant

Together with Five Elephant we created a new coffee liqueur it is now based on an ancient recipe from Dobislaw



Sophie & Kris founded and run the specialty coffee roastery, bakery and café Five Elephants in Berlin. They are passionate about quality and their goal is to source the best coffees in the world in a way that is mindful of our environmental impact and thoughtful of the social impact of the communities who produce their coffees.

They were one of the first and started with a little café in Kreuzberg. By now they have 5 locations around Berlin. We work with them since the beginning and their coffee until now is our favorite filter coffee on our brunch buffet!

Now we combined our passions for great ingredients, craftsmanship and the love for delicious drinks. In

the search for the best coffee liqueur we reached out to Five Elephants and we did some test series with different coffee blends. It turned out that their unique House Blend gave the best flavors! So from there we did some more tests and dug deep into our archive of ancient recipes just to find out that our first master distiller Ernst Dobislaw documented some very helpful formulas for us to work with.

The result is our new KAFFEE LIKÖR!

You can taste and buy our Likör at all Five Elephant Cafés, in our MXPSM store in Wedding and in our webshop mxpsm.com



THE KE
THE KE
THE KE

New Family Member: Theke at MXPSM

Our distillery gets a some nice food to enhance the Likör experience! The idea is a day time eatery serving rustic wholesome plates of food from 12 – 3pm and hearty snacks in the early evening to be paired with an aperitif or beer in the golden hours.

Sam who has been working with us since 8 years now at ORA and the Hotel, will create the food and run the show!

Our Hausmeisters are on it to have the place happy and shiny for you in June!

Goaaaaaaaaaaaaa!

For the opening season of Theke we will have a big outdoor screen on our big brick building. Join us when we watch the football games all together, with some nice drinks & food from MXPSM & Theke! Starting 14th of June for the first game of this year's European Championship.



Forest Cinema + Podcast Studio



We are excited to announce the latest addition to our Michelberger Family: Together with the independent streaming service *behind the tree*, we created an intimate in-house cinema on our new 5th floor.

Every week we will show a movie hand-picked by our team.

Lean back in a field of cushions to watch everything from timeless beauties to thought-provoking and inspiring contemporaries by filmmakers from around the globe.

Get delicious drinks & snacks from our bar and enjoy the night with your friends!

Also a fully equipped podcast studio including video technology has found its place on our top floor. It was lovingly furnished and it provides a professional set-up paired with a cozy atmosphere.

For private screenings or podcast productions:
→ events@michelbergerhotel.com

Words from Nico from behind the tree

At times when discourse is not actively practiced and different approaches and opinions are less openly discussed, films hold great significance. They make the diverse perspectives of people and filmmakers visible, by making different angles and viewpoints accessible to all.

Films are fascinating and moving, a mirror of their time and offer space to dream. Yet, the film industry seems stagnant, appearing less relevant to culture enthusiasts compared to the thriving music, fashion, and art scenes. Film awards, festivals, streaming services and cinemas are focusing on mass production, hoping for that one breakthrough success. Often, exciting films lack the environment to garner the attention they deserve.

We founded “behind the tree” to make films relevant again. Starting as a digital meeting place celebrating films and encouraging us to get to know them better. Our goal is to find different ways



to make films and filmmakers’ perspectives more accessible: Streaming films, podcasts, open-air theaters, a blog and merchandise – a space for art and culture.

And we want to experience even more quality together. That is why “behind the tree” serves as another analog pathway for the future, strengthening communal experiences and discourse. It was important to us to create this space in the hotel. The “Forest Cinema” is an intimate room, a playground for cineastes where you can relax on cushions and meet people who want to broaden their horizons through movies.

A few doors away, we have set up our first podcast studio. After years of digital recordings, we envisioned a space where people could engage in face-to-face dialogue about films, moving topics, and people.



Cinema Program

//////// MAI //////////

- 07.05: **Der Himmel über Berlin**
Original version: German
- 14.05: **Fitzcarraldo**
Original version: German
- 21.05: **Das Fest**
German version
- 28.05: **Buena Vista Social Club**
Original version: Spanish, English

//////// JUNI //////////

- 04.06: **Julia**
Original version: English
- 11.06: **die Linie**
Original version: German
- 18.06: **Mulholland Drive**
Original version: English
- 25.06 **Eraserhead**
Original version: English

→ behindthetree.de/kino

The Michelberger Schwalbe

From Addis Ababa
to Berlin

Just like the Schwalbe (Swallow) these shoes have flown to us in Europe, all the way from Africa.

This shoe is our homage to that brave little bird and the amazing continent they come from.

Handmade in Ethiopia, this classic design, all in leather with a gum sole, features subtle feather detailing and lands with new colours in summer of 2024.

And for all those other long-distance travellers out there, these sneakers come with a special in-built navigation system meaning you'll never confuse right from left again and won't ever get lost while wearing them. These shoes don't require batteries.

Take off and fly with the Michelberger Schwalbe!

→ michelbergerhotel.com
→ sawashoes.com



Mittagstisch is back

Join the locals, neighbors and hotel guests for lunch in our restaurant. Our chefs take a home cooking approach to the weekly changing menu. Expect some bistro classics the Michelberger way on the daily special. You can choose a la carte along with a set express menu for those who are in a rush.

Lunch has been a beautiful part of

our hotel for almost ten years. Now we are happy to bring it back as the last remaining piece after sleep. The reactivation of lunch service creates liveliness around the clock, from breakfast lunch, and dinner. We love it if our spaces are used around the clock and full of people.

Monday-Friday from noon - 2 pm
Reserve or just come by!

Kundalini Teacher Training

Over the past years, our yoga and meditation practice has become part of our daily routine and is also deeply interwoven in what we create in the Michelberger Family. Like the natural rhythm we witness on our farm or in the hotel business, the Kundalini Teacher Training has been part of our cycle for 5 years.

If you feel the call to becoming a kundalini yoga teacher and/or diving deep into the practice and connect to yourself, join us for the upcoming teacher training.



Starting
June 2024

Sign up on
→ panchnishan.com

Life at the Hotel

Erik Penny: “How Life Imitates Art, and The Other Way Around”

The first thing many people notice when they enter the Michelberger lobby is the smell. I have had countless people wander up to me at the reception desk and ask, sometimes in a rather dreamy voice, “What is that SMELL?” (It’s rose-geranium, by the way.) As unusual as this experience would seem to be in one’s workplace, it’s typical here to the point of being a daily occurrence.

I worked for 15 years in restaurants, bars, and hotels in LA and El Paso, and since I moved to Berlin in 2008, I hadn’t held a “real” job, but rather had worked as a self-employed musician, visual artist, and Papa. As the pandemic waned, a friend of mine at the hotel mentioned an opening at the front desk, and I was somewhat surprised to find myself excited at the prospect of re-entering the hospitality scene after such a long break.

It paid off: the social interaction that I hadn’t realized I was missing so badly, the exchange of energy and ideas with people from anywhere and everywhere, the simple pleasure of TALKING to people (I love to talk to people), the satisfaction of hosting people in a beautiful space - those were the unexpected treasures I found at the Michelberger.

So it’s no real surprise then, that after just a few weeks of working the front desk, it became clear to me that this place where I welcomed people daily would be the perfect setting for an acoustic concert series. My wife and I hosted the “Sofa Sessions” house concerts in our Kreuzberg apartment when we first came to Berlin, from 2008 until 2011, and the series had been dormant for more than a decade. The Michelberger

lobby had, it seemed, been waiting for its rebirth.

The “Sofa Sessions” came back to life on October 20th, 2023, one day after my 50th birthday. The night was packed with hotel guests, team members, and friends, family and fans, some of whom were at the very first Sofa Session in 2008. The lobby and bar, dimly-lit, cozy, and welcoming, were filled with a lovely, relaxed energy that I had not felt in a long time. The energy of people gathered with a simple something in common; people who occupied a space and time together with no plan and no agenda; people who sang and clapped and closed their eyes and swayed.

I had spent the days leading up to the concert inviting our hotel guests to join, and I had the pleasure of talking to many of them in the days after the show, my experience of the night reflected in their kind words and recollections of the evening. It was clear that the success of the night was no accident, and obvious that it was meant to continue.

So you can understand, dear Reader, how gratifying all this is: having the job of welcoming new friends to a hotel that is as unique as it is gemütlich, a space full of light, music, warmth, and positive energy, made so by the people who work here, live here, and leave their impression here.

And it smells really great.

05.05:
Erik Penny’s Sofa Session #4,
in the Michelberger courtyard
→ whatson.michelbergerhotel.com



Thank you, Jordan
for 6 beautiful years
with us heading the
bar! We wish you
good luck in Canada,
here some words
from Jordan on the
art of hosting guest in
a nighttime business.



Why do we never sleep before 3am, and never rise before midday? Why do our backs and joints hurt? Why do we sometimes struggle to maintain our own personal connections? Why do we have a growing collection of pens, corks and bottle caps at home that we empty from our pockets every night?

We give up our energy daily to enhance that of others. We master the dark art of the fake smile, then work on

refining it until it’s truly convincing. We adapt our personalities every few minutes to fulfil the needs of a mixed bag of guests. The older couple craves peace and quiet, and to be served by a polite and gentle young man - and that’s who we become. The next table over is a high energy group of younger drinkers expecting our fun side. So lo and behold, we grit our teeth and crank up that dial for them and give them the puppet show exactly how they want it. We hold our own daily struggles inside us, then proceed to stand on our feet all day tending to the needs of others. Even through our hardest personal times, we switch off, we show up, and we host.

And after all of that, we wouldn’t have it any other way, and we know that.

Michelberger Farm

Our kitchen is fired up, our rooms are open
for you to stay over night and
here comes some news from the field.


The springtime is lovely to behold, but it entails a lot of work for our gardeners: weeding, mulching, sowing, chipping, pruning... And since much of it needs to be done by hand in our system, it takes time and many diligent hands. Our reward comes in the form of sunshine, blossoms, and the first edible greens. Please keep your fingers crossed that there won't be any more late frosts – unfortunately, the plants are in bloom 2-3 weeks too early.

Here's a small selection of our hand-picked herbs for our wild herb salads. The composition varies depending on the season.

Currently available:

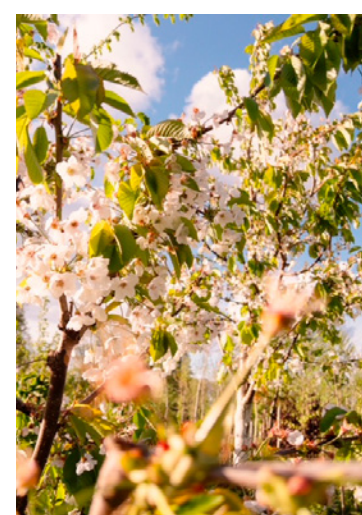
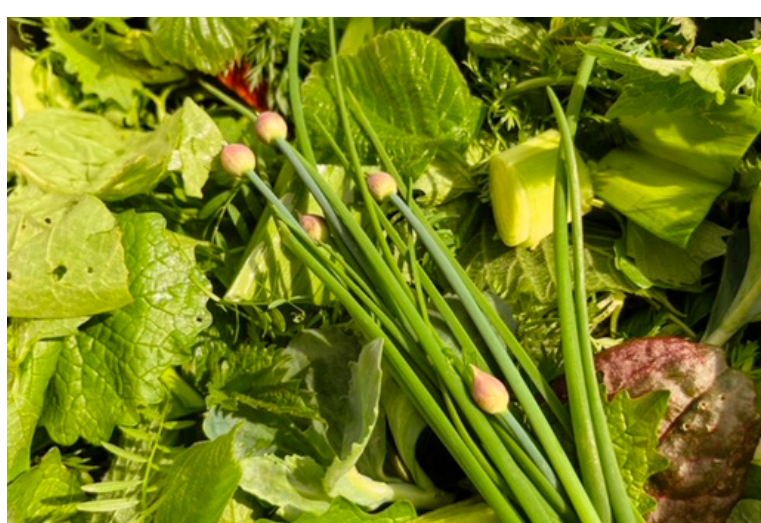
- Chickweed (Vogelmiere)
- Salad Burnet (Pimpinelle)
- Garlic Mustard (Knoblauchrauke)
- Bronze Fennel (Bronzefenchel)
- Valerian (Baldrian)
- Red-veined Sorrel (Rotlaubiger Sauerampfer)
- Ground Elder (Giersch)
- Nettle (Brennessel)
- Stonecrop (Fetthenne)

All sourced directly from the forest garden to your table. The little bite marks are a guarantee of ecological cultivation.



Sunday Feast

All summer long there will be sunday feasts at the Michelberger Farm, every sunday from 5pm.





Blossom

- 20ml mxpsm Rose
- 15ml mxpsm Elderflower
- 12ml Noilly Prat
- 10ml Versus
- 30ml Prosecco
- 1 dash grapefruit bitter
- 2 sprays of angostura
- Flower garnish
- Rocks glass served on ice



Rose Spritz

- 125ml cava
- 2cl mxpsm Rose
- on ice

Blast from the past



Fashion Week Party 2009 with VICE Magazine and 1.000 people in our hotel under construction



The old barn at Michelberger Farm



Are the rooms high enough for a LOFT bed? First trial in 2008.



Our Lobby was built from cardboard when the first showroom was ready in 2008



Our Baby Grand was the first piece of furniture that moved in, and the first on it Michael Schanze playing 1,2 oder 3



First ever article about the hotel and our basement construction Club in 2009.



Picture taken when we rode our bike past a building, which said "for rent" 2008.

PHOTO CREDITS

Picture of Nico: Maxine van Endert | Cinema + Podcast Studio: Nicolas Solar Lozier
Picture Kaffee Likör: Anne Thieltges | Team at reception: Christian | Michelberger Farm: Mike Klar

HERE TO BE ALIVE

We regularly host concerts, food, wine & liqueur gatherings celebrating the arts & crafts. Plus events centered around yoga, meditation, breath and ice work and other practices to empower our individual tool boxes and our journey.

To learn more about our programming, subscribe to our Events & Lift Off Newsletter on our website or check: whatson.michelbergerhotel.com

OUR WEEKLY OFFERINGS:

FOREST
CINEMA

Every Tuesday,
8pm

PROJECTING
THE FUTURE

Wednesdays from
6.30-7.30pm:
Chanting,
meditation
and movement

KUNDALINI
YOGA

Saturdays from
11-12.30pm:
For advanced
and beginner
students alike

KUNDALINI
TEACHER TRAINING

We are delighted
to host for the
6th year in a row!
More info:
panchnishan.com

VINYASA
YOGA

Sundays from
11-12:00pm:
For advanced
and beginner
students alike