

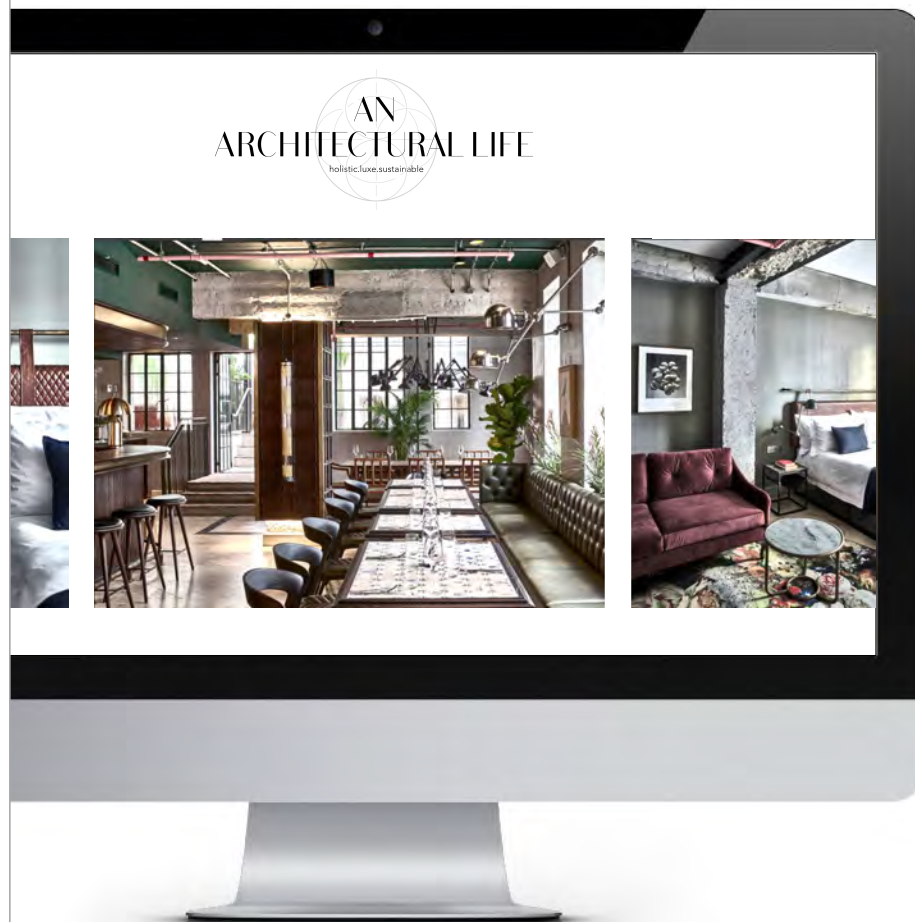
# AN ARCHITECTURAL LIFE

holistic.luxe.sustainable

The new magazine and network for the luxury segment in the hotel industry  
by the founder of MuenchenArchitektur, Regine Geibel, in collaboration with Maren Boettcher

You value high quality, good design, sophisticated craftsmanship and environmentally friendly production?  
Your target group includes luxury hoteliers, investors and architects?

If so, the new online magazine is the perfect platform for you as well as the ideal network, by our  
recommendation in the function as consultant and planners in the sophisticated hotel sector!



## An Architectural Life

### A platform for selected hotels & sophisticated companies

As the new international umbrella for the renowned 'MuenchenArchitektur'-platform, 'An Architectural Life' evolves to including **hotels**, **design**, and **lifestyle**. Thus offering manufacturers of high-quality products from the interior, fashion&beauty and mobility industries the opportunity to establish a comprehensive and meaningful presence.

### The connecting link is: honest luxury - sustainable luxury!

Our focus is on the detailed presentation of hotels which take a new approach to luxury, personally selected and evaluated by us. Throughout our trips from Cape Town to Copenhagen, we visited about 40 hotels and identified major differences. This is because the understanding of luxury has evolved over the past years. Discerning guests with a modern, conscious, and responsible lifestyle increasingly value hotels in which they feel comfortable. Those hotels score with characteristics that are not covered by the criteria of Dehoga evaluation (Star Categorization).

We evaluate according to the following aspects:  
ARCHITECTURE | INTERIOR | ATMOSPHERE | LOTS OF SPACE | LIKE WITH FRIENDS | KINDRED SPIRITS | SUSTAINABILITY | SOULFOOD | MINDFULNESS | ACTIVITY... The need to meet these criteria in a hotel has been further increased due to the recent pandemic.

### Short Facts of the subsidiary platform 'MuenchenArchitektur' + ArchLife\*

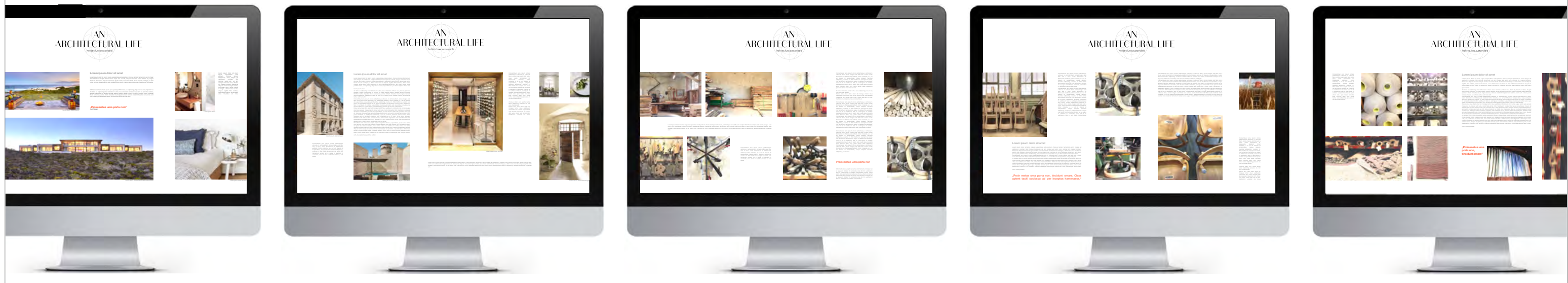
- Over 800.000 page views per year\*
- Over 180.000 unique visitors per year
- Over 30% of visitors are regular readers
- Over 5.000 followers on social media
- Over 6.000 project presentations and online articles
- Over 7.500 newsletter subscribers\*
- Over 40% open rate for newsletters\*
- Over 37% click-through rate for newsletters\*
- Over 500 newsletters sent
- Over 50 events planned and organized

### The content on the platform [anarchitecturallife.com](http://anarchitecturallife.com)

- Presentation of exceptionally well designed and well managed hotels
- Presentation of manufacturers producing sustainably and their high-quality products
- Interviews with interior | -architects, interior | -designers, and hoteliers about their favorite hotels
- Creative solutions for co-working and co-living
- Expert articles on important topics such as furniture, acoustics, lighting, textiles etc..
- A hit list with DON'Ts in the hotel industry
- A print edition published twice a year
- Coming soon: An Award with a prominent jury and exclusive award ceremony

### The new platform will further be advertised through the following channels:

- Professional PR, Social Media, and SEO by external agencies
- Our consulting company "8 Senses Conscious Consulting & Interior"
- Cooperations with other hotel portals
- Viral spread by the listed hotels
- Google-Ads



## FOUNDER OF 8 SENSES - CONSCIOUS CONSULTING & INTERIOR AND THE PLATFORM 'AN ARCHITECTURAL LIFE'

### What enables us for network and platform

- **Recommendation of suitable products to the hotelier:** international activity in the field of interior design for +20 years
- **Contacts to hoteliers:** consulting and planning regarding change and new hospitality
- **Creation and management of a platform:** MünchenArchitektur has been successful as a portal for architects and end consumers for 16 years.
- **Invitation to the hotels:** Through architectural journalism
- **Selection of manufacturers for ArchLife:** A combined 43 years of experience in the field of interior design have allowed us to work with countless products.
- **Conception and execution of awards:** 12 years experience, among other things conception of the real estate price 'young, beautiful and still to have'.



### **Regine Geibel** | Founder 8 SENSES

My love and passion are to join architecture, interior design and art with spirituality as the basis for purpose in life and profession. As a visionary with a keen sense for future trends, I feel things that are in the air very early on and my heart beats faster when I can incorporate this gift into the consulting.

**Dipl.-Ing. architecture, chief-editor of 'An Architectural Life', founder and publisher of the online magazine MuenchenArchitektur.com, Systematic Coach, Consultant**



### **Maren Boettcher** | Founder 8 SENSES

After 20 years of planning and implementing projects in all phases of work - in London, Southern France, and New York - my full attention is now on consulting and supporting committed hoteliers and restaurateurs. Many years of experience and intensive knowledge of the 'contract' collections of renowned manufacturers, including exclusive unique pieces from international manufacturers, are of great benefit to me.

**Interior architect with a focus on hospitality, new work, corporate interior architecture & design, Consultant**

**8 SENSES** conscious consulting & interior

**Kontakt:** Boettcher Geibel GbR | Maren Boettcher | Munich - Tegernsee | Germany | +49 172 88 94 515 | boettcher@8senses.consulting  
**8senses.consulting | anarchitecturallife.com | muenchenarchitektur.com**