



INTERVIEW WITH ALEXANDER KØLPIN



SANDERS

KØBENHAVN

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*"Stay true to your values."*

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*"An international career as an artist has shaped my passion for telling stories which ultimately led me down a path to the hospitality business - the ultimate theatre, where the performance never ends."*





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*Q - Sanders has now been open since 2017 and it has recently been recognized as ‘One of the best hotels in the Nordics’ by the Michelin Guide. The hotel has won numerous awards over the years. Are you surprised how relevant the hotel has remained over time?*

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It makes me very aware and happy that Sanders during these turbulent times continues to be current. I trust that our guests are still drawn to the quality we deliver. We work with devotion to guard this and focus on all the details in service and our design. It is a team effort and warm culture that I believe each guest actually feels and appreciates. That is most likely the reason that 2022 was our best year since 2017. So it pays off to stay true to our values.

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Q - Your days in the theatre have played a huge role in the concept for Sanders – that the guest remains part of a larger production playing out every day and night at the hotel. Why do you think this is such a winning combination?



Every performance, film, book, ballet or hotel need a good story that is authentic and hopefully personal. I have spent the past 45 years in telling stories, producing and entertaining an audience. This is my passion and my tool that I use in the hotel as well. Since I do not come out of food or beverage, but producing experiences for an audience, I see a clear connection between and hotel and theatre. It is a staged experience that is a mix between hospitality and entertainment. That is what I love about I and why I feel very at home in this field.

Q - The rich design and fabrics throughout the hotel provide an immediate comfort to guests. It creates the sense of stepping into the home of a well-travelled friend. How important do you think this sense of ease is to your hotel guests?

I think it is essential that how we behave and what surrounds the guests has a big impact. We are aiming to create a high-end yet low key atmosphere where surroundings and ambience is homey rather than posh or corporate. This means relaxed and comfy furniture, soft tones and warm natural fabrics makes the visit as Sanders a warm experience. Its more like visiting somebody's home.

# The Kitchen

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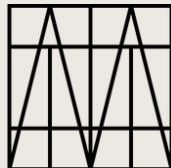
Q - The hotel's restaurant is such a simple concept – while Copenhagen is known for such extraordinary dining experiences and some of the most talented chefs in the world. Yet, the restaurant and café are full not only with guests, but with locals who frequently dine at the hotel. Why do you think that people often seek the familiar and relaxed dining options that you offer?

I think we have a really unique bar and restaurant that appeals locals because it is not complicated nor formal. We want to very basic and focusing on the quality of the produce and ambiance. You can drop in and have a casual dinner or cocktails. What make me happy is to experience the mix of international hotels guests and locals that keep returning - that's a really interesting dynamic.



Q - TATA is a very popular bar and in some respects its popularity is tied into the history actors and dancers would leave the Royal Danish Theatre after a performance and pop in for drinks. Since your undertaking of Sanders, this tradition has continued. Were you one of the performers that would come for drinks? Do you have a special memory that you would share from that time?

Yes, we would go to the previous hotel, Called Opera, after the shows and mingle with fellow artists, audiences and friends. This was for me a very unique and vibrant scene. I wanted to respect and reinterpret this feeling and community. I believe we have succeeded at this to some extent.

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SANDERS

KØBENHAVN

Q - Copenhagen has received a influx of design-forward hotels since the opening of Sanders as the first luxury boutique hotel in the city — what do you think continues to set Sanders apart from the other properties in the CPH?

The hotel market here is booming and has meant a lot of international brands has arrived. It gives momentum and intensifies the competition . That's great.

I think our force is that we are locally rooted, we stay true to the values and brand and what we communicate and share as content in the hotels comes out of a passion for art, culture and design.

Basically my own tool box and dedication. Hopefully this generates a portion of authenticity and character for our brand.

## *What sets Sanders*



# A City of CREATIVES

Q - Who else is doing cool things or what places have caught your attention as a native?

There tons of interesting things going on here, year round. We have some dedicated craftsmanship going on here.

Københavns Møbel fabrik is very inspiring. Atelier September is really a unique cafe with great delicacies and awesome vibe.

La Banchine (by the harbour) is great when boating around the city.

Thorvaldsens Museum is always a big inspiration.

La Bagatelle (in Værnedamsvej) is a really cool new clothing brand. High quality and very chill at the same time.

Lot 29 (my sister small clothing store) I think is one of the best stores in DK if you want quality clothes that is not flashy but is cool and casual.



## The Next Chapter

Q- What's next for Sanders?

2022 was a record year for Sanders. This has fueled the idea of doing another Sanders somewhere else in Europe. We are now working on preparing this scope and examen the potential of opening up in another city. We want to make sure that we maintain and develop our current location while to work very thorough with our future plans.

We want to grow and have ambitions, but are well aware that next step is of course a complex move...but we will move forward when we feel well prepared. I would love to be a part of setting the stage for an additional Sanders home and experience in another country.