



## nhow Hotels Launches ‘dance nhow, change now’

Innovative new concept blends dance, science and self-expression to inspire guests through the power of movement



**London, 20th March 2025.** nhow Hotels & Resorts has launched an innovative new concept, dance nhow, change now, designed to help inspire guests to embrace self-discovery and transformation during their stays through the power of movement. The initiative is debuting at an exclusive launch event today which is being held at the brand’s music-inspired property nhow Berlin, which features a headline talk by UK-based world-leading dance psychologist Dr Peter Lovatt, also known as Doctor Dance, who has spent decades exploring the connections between movement, thinking, emotions, and social bonding. The concept will now be rolled out across all eight current nhow properties this spring, and also the brand’s newest openings, nhow Lima and nhow Rome later in the year. A Transformative Guest Experience.

Reflective of the nhow brand, known for offering emblematic, creative and unique stays, *dance nhow, change now* is grounded in extensive research in dance neuroscience, neuroarts and neuroaesthetics. This initiative highlights the profound impact artistic movement and expression can have on stimulating the brain, reducing stress and enhancing overall well-being. By integrating these scientific insights into the guest experience, the brand aims to create transformative moments that inspire meaningful, life-changing memories of self-expression. Most importantly, it encourages

guests to take care of their physical and mental health, which was the guiding reason for starting this initiative.

### **Creative Collaborations with Leading Dance Influencers**

To bring the concept to life, the brand collaborated with several renowned creatives from different artistic disciplines, including nine diverse international dancers and influencers who feature in the new brand- and property videos. Among them are TikTok sensation **Noel Robinson**, renowned for his viral street dance videos, and British dancer **Will West**, who appears in the recently released *Wicked* movie. Together, they have produced an array of engaging visual and video content to further amplify the initiative.

### **A Travelling Photography Exhibition**

Paris-based portrait and fashion photographer **Daria Senin**, known for her creativity in capturing human expression, has been one of the creative forces behind the development of the new brand assets. A photography exhibition showcasing Daria's stunning shots will tour all nhow properties in the coming months, beginning at **nhow Berlin**, where it will be available for eight weeks from the launch date. The creative direction and production of the video series was led by Alexandra Rasmussen of Copenhagen-based production company NG Media.

### **Dance Experiences and Events Across nhow Hotels**

Guests will have the opportunity to engage with the *dance nhow, change now* initiative through a series of experiences and exciting events across all nhow hotels.

**THIS.IS.EDEN**, a silent disco dance, will be bookable at several nhow properties in Benelux and Germany.

nhow Frankfurt's NFT Skybar - Germany's tallest rooftop bar - has teamed up with the **World Club Dome** dance music festival to host a series of exclusive afterwork events featuring top local DJ performances and immersive experiences. These events will take place on the first Tuesday of each month from April to June, leading up to the World Club Dome festival in June.

nhow Milan will host dancing yoga sessions twice a month on the property's Vertigo rooftop, in partnership with exercise accessory brand CAPSULA, along with DJ sessions every weekend.

nhow Rotterdam will host **DJ salsa** nights on the last weekend of each month throughout the summer, alongside a variety of dance parties at the property's Elvy Gastrobar.

nhow Amsterdam will feature **Salsa & Bachata Nights** at the hotel's Moana bar, with four scheduled dates in the coming months.

Meanwhile, nhow Berlin will host two special **dance events designed for women** this summer: "Mama Geht Tanzen" and "Tanz Dich Glücklich".

nhow London, the brand's UK property, has partnered with the renowned dance theatre **Sadler's Wells** to offer guests a 15% discount on tickets.

These are some initial examples of how the dance offerings will manifest at the different properties, with experiences set to be ever-evolving to meet customers' preferences.

Fans and followers can look out for an exciting Tiktok competition coming up in summer where they can share their own interpretations of the choreography.

Visit the new campaign landing page to learn more and discover the fresh and inspiring content: <https://www.nhow-hotels.com/en/dance-nhow>

The new brand video is available here: <https://www.youtube.com/watch?v=uMSMUJZBSjA>

Content can be downloaded here: [IMAGES](#) / [VIDEO](#)

#changenhow #dancenow #nhowHotels

## Editor's Note

### About nhow Hotels & Resorts

nhow Hotels & Resorts is Minor Hotels' disruptive hotel brand, known for its iconic establishments. Inspired by the cities in which they are located and designed by the leading creative minds of our times (Foster+Partners, OMA, founded by Rem Koolhaas, Karim Rashid, Sergei Tchoban, Teresa Sapey and Matteo Thun, among others), nhow is simultaneously a hotel and a creative hub. Each nhow establishment becomes a landmark in its city, a melting pot for creativity.

At a nhow hotel everything is unexpected, thought-provoking and surprising. Every room, restaurant and lobby are an invitation to meditate, a call to take action in our lives, as embodied by the slogan #changenhow. Each guest will live their own personal experiences with one thing in common: the wow factor! Located in key urban districts undergoing a transformation, the nhow hotels quickly emerge as landmarks for self-discovery and experimentation through 'artivism'. Why wait? The time is now, nhow.

For more information, visit [www.nhow-hotels.com/en](http://www.nhow-hotels.com/en)

### About Minor Hotels

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 58 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands - Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli - and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 280 hotels by the end of 2027.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit [minorhotels.com](http://minorhotels.com) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

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