

“Anyone can create playlists. Atmosphere is something else.”

How Das Stue makes music part of its hosting DNA

Interview with Ze'ev Rosenberg
Host & General Manager at Das Stue Berlin



The Stue Bar - an exceptional venue in the heart of Berlin's Tiergarten

At Das Stue, music is never just background. It is part of the hotel's philosophy, shaping rhythm, mood, and the guest experience. In this interview, Ze'ev Rosenberg shares why professional curation, a clearly defined progression throughout the day, and a reliable platform are essential to that vision.

Music is not decoration. It is part of the identity.

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What does your role as a host at Das Stue mean in practice, and what role does music play in the hotel's culture and guest experience?

Zeèv Rosenberg

“Being a host means taking responsibility for the mood, the mindset, and the rhythm of the house. It is not about managing, but about shaping. Music is not decoration, it is part of the identity. It speaks before anyone says, ‘Welcome.’ It sets the tone for encounters, pace, and standards, and that is exactly where the guest experience begins.”

**„Musik speaks bevor anyone says
,Welcome’“**



Convenience is not a benchmark for quality

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Why did you decide to change your background music provider, and which must-haves were decisive in that process?

Zeèv Rosenberg

“Convenience is not a benchmark for quality. Changing providers was a clear commitment to greater control, depth, and professionalism. Our must-haves were legal compliance, genuine curation, a clear structure throughout the day, and technology that works reliably in day-to-day operations. Music should lead, not distract.”

A sound that resonates throughout without ever feeling out of place

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What makes Das Stue, as an open space, so musically demanding, and why does it need music that works everywhere?

Zeèv Rosenberg

„Openness is both a strength and a challenge. The lobby, bar, restaurant, and transitions in between form one connected space. Guests move through different situations, not different places. The music must therefore connect rather than dominate, resonating throughout without ever feeling out of place.”

Every time of day calls for its own attitude

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You approached the daypart concept very consciously. What kind of mood should emerge in the morning, at midday, and in the evening?

Zeèv Rosenberg

„In the morning: calm, clarity, arrival.

At midday: lightness, movement, a subtle pulse.

In the evening: warmth, depth, ease. Music that carries conversation and gives the room its bearing.“

„Good music does not call attention to itself - it works.“



Restaurant Carte Blanche – French classics in a cosy brasserie atmosphere

Anyone can create playlists. Atmosphere is something else.

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How important are professional curation and variety in making sure the music never feels clashing, while still remaining engaging?

Zeèv Rosenberg

„Extremely important. Anyone can create playlists. Atmosphere is something else. Professional curation avoids disruption, creates seamless transitions, and sustains interest without creating restlessness. Good music does not call attention to itself. It works.“

Technology that supports, rather than explains itself

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What has improved through the atmosphere365 platform, and how do you use the iOS/Android controller app in daily operations?

Zeèv Rosenberg

„Centralised control brings a sense of calm, with clear programmes instead of gut feeling. At the same time, it creates flexibility. Weather, occupancy, spontaneous events. A few clicks, and the mood adjusts accordingly. Technology that supports, rather than explains itself.“

When space, people, and sound come together

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Were there moments or pieces of feedback that made you think, this is exactly how it should feel?

Zeèv Rosenberg

„Yes. When guests stay longer than they had planned, when no one talks about the music and everyone feels at ease. Or when a team member says, ‘The evening felt complete.’ That is exactly when space, people, and sound come together.“

**Music at Das Stue is not background.
It is part of the hotel’s hosting DNA.
And that is no coincidence.**

The atmosphere**365** media platform

Everything Your Hotel Needs to Look and Sound Its Best

The atmosphere**365** platform brings together curated music, exclusive video content, and intuitive control in one solution, designed for the demands of modern hotel operations.

It creates clarity in programming, reduces technical complexity, and helps teams shape public spaces with intention, musically, visually, and atmospherically.

Whether for a boutique hotel, resort, or luxury property, atmosphere**365** combines content, technology, and operational reliability in one elegant platform.

Content:

- Curated background music
- Virtual live bands
- Immersive nature films & moods

Control:

- Centralised via browser
- Local control via iOS and Android app
- Audio and video in perfect sync



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