



**MASTERY IS
NOT JUST A
SKILL BUT
A STATE OF
MIND**

hotelmestari.fi/press



WELCOME TO HOTEL MESTARI

Hotel Mestari, in the Master Builders' House at the corner of Fredrikinkatu and Eerikinkatu, is a new meeting place in the centre of Helsinki where modern individuality meets an eventful and fascinating history.

Hotel Mestari is the latest chapter in the story of the Master Builders' House, which began in the 1930s. The origins of the building are still reflected in Mestari's philosophy, which respects the manual skills of the builders: in the hotel's rugged, masculine style, many of the original elements of the building are left exposed.

MASTER YOUR STAY

A modern touch gives Mestari its sense of individuality. Each guest can build their ideal stay at Mestari, with a choice of eight room categories and additional experiential services. For example, guests can order the relaxing **Cool Down** service for the room, the **Romance** package for the perfect end to a romantic evening, or the **Groom Your Gear** package to ensure that the party shoes are sparkling and the atmosphere is electric.

Mestari also offers a service called **Choose Your Timing**, which allows guests to choose their arrival and departure times according to their needs and daily rhythms. At Hotel Mestari, you can come and go whenever you please, and there is no need to stress about waking up in time or missing out on breakfast.



PRIMEHOTELS OY A Finnish company that owns, builds and operates premium hotels in several locations around Finland. Primehotels is a chain of hotels where each hotel is an independent, individual, high-quality and unique place of its own in terms of both the setting and the services.

We operate Hotel Katajanokka and Hotel Rantapuisto in Helsinki, Hotel Oscar in Varkaus, Hotel Sveitsi in Hyvinkää, and Spahotel Casino in Savonlinna. In addition to the five hotels around Finland, Primehotels is opening two new hotels - Hotel AX and Hotel Mestari - in Helsinki in spring 2022. Hotel Grand Hansa, a luxury hotel opening in 2023, will be Finland's first hotel in the Hyatt chain and part of The Unbound Collection™ by Hyatt. One thing our hotels have in common is a genuine passion for hospitality. Primehotels' CEO is Tomi Peitsalo.

[Explore Primehotels »](#)



Fredrikinkatu 51–53,
00100 Helsinki

ROOMS

237

MEETING ROOMS

13

BUILT

1932



Number of floors: 6

Floor area of the hotel: 12,000 m²

Year of construction: 1932 Extension: 1960s

Architect: Heikki Kaartinen,

new building: Helmer Stenros and Risto-Veikko Luukkonen

Interior designer: Kristiina Michelsson

Restaurant: Latin Bistro & Bar Maestro 51 + Maisu Bread & Sparks

Operator: Primehotels

Building owner: Rakennusmestarien Säätiö (The Master Builders' Foundation)

THE MASTERS' QUARTER:

The Masters' Quarter brings together new views and a communal spirit. The masters in commercial units bring their expertise, insight and passion to bear, serving hotel guests and the surrounding area. These experts in different fields have one thing in common. They offer Helsinkians new sights, smells, sounds and knowledge.

SERVICES IN THE MASTERS' QUARTER

SKY BEAUTY
— MESTARI —



Paint & Partii
Good Vibes Finland Oy



NAIL STUDIO

MEET THE MASTERS

The masters who have come to Hotel Mestari from all over Finland are driven by their passion and unwavering vision of what they do. Our masters have all left a lasting mark on the hotel's atmosphere by contributing their specialist expertise - every detail is carefully considered, from each individual ingredient in the dishes served at the Maestro 51 restaurant to the materials chosen for the rooms. This is, therefore, the perfect setting for new stories of mastery, and the personnel and partners at Hotel Mestari deserve recognition for it.



Nora Hasan

is the general manager of Hotel Mestari. She takes a determined approach to business success, and the earnings logic and processes in this sector are second nature to her. Hasan's work revolves around high-quality services provided in a functional way and a strong customer-oriented business culture.



Jenni-Maria Satopää

is the hotel manager of Hotel Mestari. Satopää recognises the evolving and diversifying needs of guests, and thanks to her 17 years as a professional in the sector, meeting such needs is never a problem - in fact, it is what inspires her.



Mikko Hämäläinen

is the kitchen manager at Hotel Mestari. He has worked in the restaurant business for over 30 years as a professional who is continuously sharpening and refining his expertise. Hämäläinen is responsible for the seamless workings of a complex whole - both for the personnel and the dishes on the menu. Mestari's menu is curated for excellent quality with an honest and relaxed approach, not forgetting some Latin nuances.



Mauricio Allende

is responsible for the cocktail profile at Hotel Mestari's Latin Bistro & Bar Maestro 51. He has won international awards for his work as a professional in food and drink culture. Allende's roots are in Mexico, and for him, top-quality ingredients are crucial, alongside good recipes and techniques. Mestari's carefully curated cocktail portfolio reflects this approach.



Robert Reid

is the meetings and events manager at Hotel Mestari, ensuring that all the meetings and events in the hotel are a success. Robert is a passionate provider of experience services, capable of handling any situation with calm and sure-handed professionalism.



Sanni Siurua

is Hotel Mestari's Guest Relations Manager. Sanni raises the bar for service in every area of the hotel in line with the philosophy of continuous joint development.



MESTARI STORIES

Mestari stories is a meeting place for showcasing masters of their fields, sharing insight, and nurturing the expertise of our times. The masters who come from all over Finland are united by their personal skills in their specialist areas and an unwavering vision of what they do.



Who is Kristiina Michelsson?

An interior designer who specialises in public spaces and the founder of Studio Arcibella, which creates designs that always bring out the genuine history of the sites.

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I want customers to experience the spirit of the place through our design. That's why the design stems from the history and environment of the space. I want to draw on what is already in the building. For example, the original 1930s brick in Hotel Mestari is exposed in various parts of the hotel.

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The coffee I roast for Hotel Mestari is a deliciously balanced and full-bodied blend with a hint of berries from Kenyan beans. The coffee is designed as the perfect accompaniment to treasured moments at the hotel.

Who is Krister Kaattari?

The master roaster at the Robert Paulig Roastery, who approaches his work with reverence and always starts the day with a cup of light-roasted coffee.



Who is Tuomas Laine?

The marketing manager at Joutsen, a company renowned for its high-quality products. Laine shares the same values as the family business he works for.

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Inviting bedding tempts guests to lie on the bed. The rustle of a down duvet is the sound of luxury, and the cool air in the room makes the warmth of the duvet feel even better. Sometimes people call us and ask where they can get the same pillows and duvets that were in the hotel where they just stayed.

[Read more inspiring tales of mastery »](#)



A TRUE MASTER OF MEETINGS, MESTARI MAKES IT HAPPEN

The versatile Verstas

Hotel Mestari's meeting rooms serve their purpose and meet the needs of every guest. At Hotel Mestari, you can take a seat at a round table for a cosy discussion or hold hybrid business events for hundreds of people. The lifestyle mindset was shifted up a gear in the design of the meeting and event services – and so **Hotel Mestari's Verstas** was born. In keeping with the setting, guests can book more than just a meeting room – they can enjoy comprehensive service. In addition to the setting and catering, we ensure that our customer's goals are satisfied.

The Verstas does not compromise on technology, service, style and endless possibilities for self-expression. Alongside the highly adaptable spaces, events can be supplemented with the addition of sauna evenings or cocktail courses, among other things. The diverse facilities at the hotel make it possible to hold distinctively individual workshops, business forums or even bachelor parties. The icing on the cake of the meeting experience is a 30-square-metre media wall two storeys high, which is visually stunning and immediately enhances the atmosphere of game, movie or gala evenings.

The **restaurant** is divided into different areas ranging from the atrium balcony to the long benches on the floor. The restaurant contains spacious rooms for larger groups, as well as various nooks and booths for couples and people dining alone. The restaurant can seat up to 220 people.

The **atrium balcony** is an atmospheric intermediate level in the heart of the hotel. It can be separated from the public parts of the restaurant, making it the ideal venue for events such as birthday dinners for large groups. The maximum capacity is 52 people.

Creative areas allow guests to spend relaxing time together, with or without a programme of events. For example, you can play table football with friends or arrange a Play-Doh workshop as a meeting breakout activity. The rooms range in size from 55 m² to 116 m². Depending on the room, the capacity is between 18 and 52 people.

The **function rooms** are a great solution for cosier meetings, offering a suitably peaceful space for making important decisions and helping to create ideas. The rooms range in size from 27 m² to 39 m². Depending on the room, the capacity is between 12 and 16 people.

The **banqueting hall** is a highly flexible space that can accommodate large celebrations just as well as seminars. The enormous media wall is visually stunning and offers endless opportunities for creating just the right atmosphere. The hall has a floor area of 150 m². The capacity is between 48 and 140 people.

The meeting spaces are a collection of more traditional meeting and workshop rooms for intensive working and creative ideation. Some of the meeting rooms can be combined to make them even more spacious. The rooms range in size from 50 m² to 110 m². The capacity is between 16 and 100 people.

[Read more about the Verstas services »](#)





HAVE A MASTERFUL STAY



Rooms

In Hotel Mestari's exquisite rooms, guests can enjoy a cafetière of the master roaster's coffee while curled up on an airy Joutsen down duvet. Each room has optional extra services for added experiences. Hotel Mestari's rooms can host movie evenings with friends and moments of indulgence far away from the day-to-day.

As befits the historic building, every room is unique and a different size. Hotel Mestari has a total of **eight room categories**.

The **MASTER BUILDER PENTHOUSE** is an absolutely stunning top-floor apartment bathed in light, allowing guests to enjoy panoramic views over the vibrant city from two different balconies. The apartment has two rooms, one of which can be either a living room or a second bedroom.

The **MASTER BUILDER SUITE** is a luxuriously cosy corner apartment at the corner of Eerikinkatu and Fredrikinkatu with enough space to host a group of friends for an evening together. The apartment has two rooms, one of which can be either a living room or a second bedroom.

ARCHITECT BALCONY KING is a room that exudes glamour where guests can enjoy panoramic views of the vibrant city from their own balcony, wrapped in a Mestari bathrobe.

ENGINEER LOFT KING is a two-storey room full of surprises for unforgettable movie nights. The internal balcony is an ideal place to spend an evening with friends, watching a film projected onto the opposite wall. This inventively decorated room bears all the hallmarks of engineering excellence.

BRICKLAYER EXECUTIVE KING is a spacious and artfully executed room for a luxurious stay. The divan in the seating corner is a great place to immerse yourself in a book, and the plush armchairs are perfect for enjoying a glass of wine.

CARPENTER SUPERIOR KING is a stylish, top-grade room with systematic solutions offering space for work and relaxation.

BUILDER TWIN is a ruggedly stylish room where friends can relax in separate beds and enjoy the comfort of cutting-edge technology.

BUILDER KING is a stylish and functional room where a plush, wide bed, soft Joutsen down bedding, and high-quality textiles guarantee a masterful night's sleep.

[Read more about our rooms »](#)





Restaurant

Restaurant **LATIN BISTRO & BAR MAESTRO 51** is the fiery heart of Hotel Mestari, where uncompromising Nordic tradition meets southern passion and bold flavours. The restaurant's menu was inspired by the South American food culture, as well as a combination of experimentation and pleasure - using sustainable, high-quality ingredients sourced from Finland and abroad. The heart of the Latin-inspired kitchen is the grill, which imbues a depth of flavour and colour on the plate.

A relaxed, South American approach is reflected in the restaurant's philosophy: breakfasts are served all day, and local residents can enjoy a Maestro brunch at weekends. During the day, Maestro keeps step with the rhythm of the city, and the restaurant promises lunch within 5-15 minutes. As the day turns to evening, the restaurant becomes a meeting place where guests can choose an area with the best atmosphere for them.

The Maestro 51 bar welcomes guests and friends until the early hours of the morning. An extensive selection of artisan tequilas and rums and a cocktail menu designed by master bartender Mauricio Allende keeps guests coming back again and again.

LATIN BISTRO & BAR
MAESTRO 51
Vege • Bread • Grill

Café

The **MAISU BREAD & SPARKS** café is the salvation of a busy urbanite. The selection includes savoury and sweet products, the master roaster's coffee made specifically for Hotel Mestari, and refreshments for relaxed after-work drinks.

Pick up a complete Grab & Go bag or sit down for a relaxing drink and some pinchos after work.

Maisu Bread & Sparks is open 24/7.

BREAD &
Maisu
SPARKS

[Read about our full offering »](#)

