

Inselloft Norderney: Only the North Sea is fresher!

Norderney, January 2026. Zeitgeist meets Gründerzeit. The East Frisian island of Norderney is known to many for its family-friendly North Sea tourism, thalassotherapy, the Wadden Sea World Heritage Site and miles of sandy beaches. What no one expects to find there, however, is a hotel like the Inselloft. At the cutting edge of design, the kind usually only found in the world's major cities, and, thanks to its modern orientation, truly different for once: the Inselloft is an individual, design-loving hotel with 35 rooms, its own bakery, a wine & deli, design shop, spa, sauna and gym. Perfectly located in the immediate vicinity of the beach. Four historic buildings from the turn of the 20th century were carefully renovated for this distinctive project, given a modern design and finally connected by a continuous veranda. More than 100 years after their construction, a new zeitgeist has moved into Damenpfad, which owes its name to more prudish times when ladies and gentlemen still bathed separately. Those who spend their holidays here will find company when they want it, exercise when they need it, culinary delights when they are hungry and absolute peace and quiet in the elegant and tastefully furnished rooms. The Inselloft is thus an island within an island. Apart from a few beach adventures and dune excursions, you could spend the most precious days of the year exclusively there.

The view is spectacular. Feeling at home. Many promise this. At Inselloft, the promise is fulfilled, as you can feel from the moment you arrive and are given a very personal welcome. In your room, you can make yourself a cup of tea in the open-plan kitchen, spread butter and island cheese on the crispy baguette provided as a welcome gift, and lean back into the light grey upholstery. With the window open, you can listen to the powerful sound of the crashing waves, and when the sun comes out, you won't want to leave. Some of the 35 rooms have incomparable sea views, while others face the garden-like courtyard or look out onto the Damenpfad. The smallest rooms in the Inselloft measure 21 square metres. The largest is around 75 square metres and has its own conservatory. No matter how modest or spacious, all rooms are furnished with the same attention to detail and confident sense of style by hosts who want holidaymakers to have an even better time than at home. The solid real wood floors are pleasant under bare feet, as is the Belgian bluestone in the bathrooms. Aged wood with signs of wear has been roughly sawn to create wall panelling. Shades of grey and sandy colours create a pleasant atmosphere. In the rooms of the island loft, no

private taste in art intrudes on sensitive natures. Instead, the beds and linen are of select quality, and the crockery in the cupboard is timelessly beautiful. Particularly sophisticated are the specially made cubes in many of the rooms, which provide extra space and can accommodate a loft bed, a kitchen or a wardrobe, and sometimes all of these in one. Families and guests spending a longer holiday here cook together in the well-equipped kitchen in the evening and then enjoy their meal at the large dining table. If you particularly like all this, you will find many of the selected accessories in the in-house **Brune Design Shop**, allowing you to take a piece of Inselloft home with you.

Your own baker in the house. The Inselloft bakery attracts guests and islanders alike to Damenpfad, because the tastiest and crispiest rolls, the most delicious cookies and the juiciest breads come from this bakery. Everything is homemade, without artificial additives and with natural fermentation – even the dog biscuits for your four-legged friends. Anyone can shop, have breakfast or enjoy a piece of freshly baked quiche, hearty paninis and other delicacies during the day at the bakery. Coffee and cake are also a given here. The coffee is freshly roasted in the bakery. Those who don't like crumbs in their bed can sit at long tables in the **Esszimmer** with its open kitchen. There, every day is greeted with a lovingly prepared breakfast. When it gets dark outside, the Esszimmer with its open kitchen is transformed into the Inselloft restaurant.

If you'd like to enjoy a quick pasta, small tapas or a glass of wine at lunchtime or in the evening, the best place to go is the Inselloft's **Wein & Deli**. It's a wine shop, tasting room, delicatessen and snack bar all in one. With its carefully selected range of wines, mainly from Germany, regional cheeses and Frisian sausages, homemade jams, pasta and much more, the beautifully designed Wein & Deli offers everything you won't find on every corner of the island. This is particularly appreciated by guests who like to eat in their rooms or take a small snack with them to the beach. And then there's the neighbouring Michelin-starred restaurant in the Hotel Seesteg, the Restaurant and Café Marienhöhe and the legendary Milchbar right on the beach, where you can really enjoy yourself.

Guests at Inselloft quickly discover that their holiday retreat offers them complete freedom. Whether they want to relax in peace or immerse themselves in the conviviality of Inselloft. Here, everyone can be themselves – and feel however they want to feel. This is particularly

evident in the **Wohnzimmer**, the heart and meeting place for all guests of the house. There, the samovar bubbles away for a warming cup of tea while the house wine rests in ice. Guests by the fireplace sink into the comfortable sofas, leaf through picture books and lifestyle magazines, and postpone further plans until the next day. Parents and children often sit concentrated and with flushed faces at one of the many board games, enjoying being together as a family. It is not uncommon for guests to strike up conversations with each other, arrange to go for a walk on the beach the next day or end the day together with a glass of wine.

Guests arrive at the Inselloft and relax. The sauna under the pointed roof, with a view of the seaweed on the dyke slope, also contributes to this. Afterwards, guests can relax with a cup of tea in the relaxation room or outside on the veranda. Those looking for exercise can work out in the gym or explore the island on one of the hotel's bicycles. At the Brune Nature Spa, under the sensitive hands of experienced therapists and using regional natural cosmetics from La Mer and Swiss anti-ageing care from Perris, traces of sun and wind disappear almost by themselves.

The visionaries, or: the hosts' love of nature. The concept for the Inselloft was developed by citizens of the world. Old enough to have seen the world and young enough not to confuse old charm with stagnation. In the right place, brothers Marc and Jens Brune combine a sense of style with business sense. With their Bremen project office, they have developed a concept that fits perfectly with the times and with Norderney, leaving imitators looking outdated. The Brunes spent their childhood holidays on Norderney time and again. The incomparable, clear light, the wind, the dunes, everything authentic that they love so much is reflected in the rooms of the Inselloft: in the materials, the food, the carefully pointed and lovingly used light in the living rooms. Wherever you go in the Inselloft, you can feel their signature. Quality everywhere. Redundancy in the right place leaves room for your own imagination. In places like the Inselloft, Norderney is breaking into modern times. Second helpings are welcome.

The Inselloft Norderney is located at Damenpfad 37 in 26548 Norderney. The Norddeich-Mole ferry port can be reached from Zurich, Luxembourg and many major German cities by direct train. The nearest airport is Bremen Airport. The ferry runs almost hourly in summer.

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Bookings can be made by telephone on 04932-893800, by email at hallo@inselloft-norderney.de or online. Further information about the hotel can be found at www.inselloft-norderney.de.

Brune & Company

The Inselloft is an independently run hotel owned by brothers Marc and Jens Brune. Together, the trained architect and qualified hotelier manage Brune & Company, based in Bremen. The company is primarily active as a hotel operator and project agency, but also has a real estate division. In addition to the Inselloft, the Brune family runs four other projects on the island of Norderney: the Hotel Haus am Meer (www.hotel-haus-am-meer.de), the Relais & Châteaux Hotel Seesteg with 18 suites, a private spa and a Michelin-starred restaurant (www.seesteg-norderney.de), the Milchbar Norderney (www.milchbar-norderney.de) and the Restaurant und Café Marienhöhe (www.marienhoehe-norderney.de). The family business also includes the Hotel und Restaurant Linde (www.landgasthaus.de) in the southern Black Forest.