

THE PURPOSE

To introduce The Burman as a new landmark in Tallinn's luxury landscape through an intimate and meaningful opening. The aim was to **reflect the hotel's core values** – timeless charm, personalised luxury, heritage, and unparalleled hospitality – while **working within a complex, maze-like space** that ruled out a traditional grand opening format.

THE EXPERIENCE

The opening was designed as a **curated journey built around a single symbol: the pearl**, inspired by Burman's restaurant Écrin - the French word for a jewel case that reveals what is precious within. Logistical constraints became the foundation of a story-driven experience focused on discovery.

Each guest received a pearl - identical at first glance, value yet unknown - **the key in guiding small groups through a sequence of rooms**, revealing The Burman's 4 founding pillars.

THE IMPACT

Constraints became the creative language of the launch, shaping a carefully choreographed journey of discovery. **The Burman emerged as the missing pearl in Tallinn's hospitality landscape**, forging an emotional connection with its guests. This positioning translated into immediate appeal: from April through December 2025, the hotel welcomed **1,595 guests from 72 nationalities**, accounting for 3,587 overnight stays.

A single pearl, left unaccounted for, ensured the narrative extended beyond the night itself - living on as an ongoing mystery and a **foundation for future brand storytelling**.

THE BURMAN

O P E N I N G



Bespoke art exhibition of Karl Burman, the architect of the building, created exclusively for one night.

Elegant, **internationally curated musical program** featuring Bethannie Hare, Angela Quartet, Kraak & Smaak and many more, performed across 2 venues.

The Burman Post Office, where guests sent bespoke letters.

Ikebana art experience in the prestigious Koyo restaurant, blending heritage and craftsmanship.

Sound healing ritual inside The Burman spa, offering a sensory immersion.

Custom caviar art experience, elevating gastronomy into a visual statement.

The Pearl Room, where **guests discovered whether their pearl was real** - authentic pearls were transformed by a jeweller into bespoke pieces, created especially for them.