

Press Release, 22 May 2017

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**A home for art and artists:  
The 25hours Hotel Langstrasse in Zürich as a place of constant transformation**

**Swap table for bed – there's plenty of ways to cough up the cash**

Sleeping in Zürich without the readies? Not a problem! The 25hours Hotel Langstrasse, recently opened on 1 April, more or less doubles up as a pawn shop. Zürich's latest addition to the 25hours Hotel family offers room and board in return for valuable, decorative and/or useful pieces, whether they are collectors' items, small furniture, electronic gear, artworks or the prospective resident's very own masterpieces. Depending on availability, you can put yourself forward for accommodation on Fridays, Saturdays or Sundays. Simply fill out the form below, upload a photo, and maybe write a few words about the history of your deposit. The hotel's curator team will contact you within 25 hours.

And then? You hand over the piece in lieu of payment during check-in. It can then be redeemed at any time before departure if you happen to change your mind. Afterwards the item becomes the property of the hotel. <https://www.25hours-hotels.com/de/langstrasse/home/leihhaus.html>

**Artist in Residence – the hotel's creative heart**

Changes are extremely welcome in the second 25hours Hotel at the intersection between the pulsating Langstrasse and the new Europaallee district. The interior design incorporates far more than pawned objects: for around a month at a time, artists from an array of stylistic disciplines are invited to shift the epicentre of their creative output to the hotel's own studio. This turns the establishment into an artistic space with public events like artist talks, performances or showings. Curator of the Artist in Residence project is the Zürich-based art mediator Esther Eppstein. 'The role models for this project are establishments like the Chelsea Hotel in New York or the Colombe D'Or in St. Paul de Vence. Hotels that invite artists to come and stay. Our dream is to become a hotel with its own artistic legacy inside of ten years,' says 25hours CEO Christoph Hoffmann. The video and performance artist Richard Bott from the Animal Charm collaboration in Los Angeles will be the hotel's creative guest from 29 May to 25 June 2017.

**25hours – you know one, you know none!**

Offering 170 rooms, the hotel is the brainchild of the Zürich architects from E2A and plays with the contrasts between the banking and red-light districts, art and commerce. The people behind the interior design were Werner Aisslinger and his team, who had already given the 25hours Hotel Bikini Berlin its unmistakable look.

Like in the first 25hours Hotel in Zürich West, guests can look forward to culinary delights from the eclectically eastern Mediterranean cuisine served up by Haya Molcho and her family in their restaurant NENI. In the adjacent Cinchona Bar, which was developed in collaboration with Hamburg bar pioneer Jörg Meyer, the focus is on highballs and fortified wines.

Click [here](#) for the 25hours Hotel Langstrasse media folder and image material.

**come as you are.**



Information on all 25hours Hotels: [25hours-hotels.com](http://25hours-hotels.com)

Videos for the 25hours Hotels: [youtube.com](http://youtube.com)

Media and image material for all hotels in the group: [25hours-hotels.com/de/company/mediaImages](http://25hours-hotels.com/de/company/mediaImages)

## **About 25hours Hotels**

25hours is a young hotel idea that, characterized by personalities and charming, relaxed service, seeks to find answers to the demands of urban, cosmopolitan travelers. The brand focuses on individuality, authenticity and character, and designs each of its hotels together with various designers and in a unique style under the motto " you know one, you know none ". The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates nine hotels in German-speaking countries. Four additional establishments will open soon: 25hours Munich (2017), 25hours Hotel Paris, 25hours Hotel Düsseldorf and 25hours Hotel Cologne (2018). In autumn 2016, 25hours Hotel Company announced their strategic alliance with AccorHotels and now also actively pursues hotel projects right around the globe.

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