

Press release 23. November 2017

Welcome to paradise: 25hours Hotels plans its first hotel in Italy

Hamburg: The 25hours Hotel Company has signed a long-term lease with Art-Invest Real Estate for a listed building in Florence's old town. The new 25hours Hotel Firenze will be located right on Piazza San Paulino, close to the central station, and is expected to open its doors in early 2020.



"Italy has been at the top of our list of potential areas for expansion for a long time now, so we're particularly delighted about our upcoming entry into the Italian market in Florence. The building itself has enormous potential, and the generously sized, open areas will allow us to go wild with our concept," says Florian Kollenz, Chief Development Officer of 25hours Hotels, with visible excitement. "On top of this, with Art-Invest Real Estate we have an experienced partner at our side, who will contribute their extensive expertise in hotel development."

"We are delighted that, in the shape of 25hours, we've found the perfect partner for this unique building at the heart of Florence. Establishing an individual, creative hotel product will permanently enrich the already excellent hotel market in Florence," explains Peter Ebertz, Managing Director of Art-Invest Real Estate.

The listed group of buildings in the Tuscan capital, which was awarded the status of UNESCO World Heritage site in 1982, spans an area of 10,750 m² and has space for a total of 173 rooms. On the covered patio of the former bank building, built in 1800, there will be a new, conceptual Italian restaurant. A café with lots of character will bring more life to Piazza San Paulino, and an elegant bar will celebrate the culture of sophisticated drinking. The bar concept will be created by an old friend of the 25hours family, the internationally renowned bar pioneer Jörg Meyer.

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The architects of Genius Loci Architettura and interior designer Paola Navone have been brought on board for the design and development of the new hotel project. While the local architecture firm will take care of renovating the three properties and integrating them into a single complex, Paola Navone will add her own creative hallmark to the hotel with her interpretation of the wanderings of the exiled Dante Alighieri, in her own independent style combining the traditional with the contemporary. The 25hours Hotel Firenze will draw inspiration from the paradise depicted in the Italian poet's masterpiece, the *Divine Comedy*.

For more information about 25hours Hotels, visit www.25hours-hotels.com

25hours Hotels videos: youtube.com

Press material and images: <https://www.25hours-hotels.com/company/presse/bilder>

About 25hours Hotels

25hours is a young hotel idea characterised by personality and charming, relaxed service, that seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto 'Know one, know none'. The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates ten hotels in German-speaking countries. Three more openings are planned for 2018: 25hours Hotel Paris, 25hours Hotel Düsseldorf and 25hours Hotel Cologne. In autumn 2016, the 25hours Hotel Company announced their strategic alliance with AccorHotels and now also actively pursues hotel projects around the globe.

About Art-Invest

Art-Invest Real Estate is a property investment and project development company, which invests in properties with value creation potential situated in excellent locations in large cities. The focus is on the German metropolitan regions of Berlin, Dusseldorf, Frankfurt, Hamburg, Cologne/Bonn, Munich, Nuremberg, and Stuttgart. Their own investment management company has already established 13 investment funds for institutional investors such as pension funds and charitable foundations.

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