

Press Release, 27 November 2017

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## **Taking a breather in the analog realm Supersense and 25hours Hotels create an analog hotel world**

Hamburg: SUPERSENSE and 25hours Hotels have been working on a shared dream for almost two years now. This process has culminated in one or two, carefully conceived sanctuaries in every 25hours Hotel, each equipped with up to 16 analog adventures that are designed to provoke both thought and action.



The guest is welcomed by a vinyl record, cut specifically by SUPERSENSE for 25hours, that automatically fills the suite with warm waves of sound. A small, classic tube TV and a video recorder with a fine selection of cassettes invite the guests to a seductively pleasurable film evening, while the more creatively inclined take a seat at the typewriter to write a letter on exquisite, handmade paper before heading off with a polaroid for an analog photo adventure. What's more, the 25hours Hotel at MuseumsQuartier in Vienna has opened a newly designed kiosk with a tantalising selection of analog souvenirs to take home.

"These aren't props or snazzy design. Everything has a function and is intended to give the guests a giddy sense of magic. The analog technologies transform the digital contents into real objects", says Florian Kaps. The SUPERSENSE founder, aka Doc, started out selling polaroid films online. And when the production of polaroid films was set to shut down after sixty years, he simply took over the last factory in the Netherlands and developed a new manufacturing method.

**come as you are.**



Inquisitive minds and adventurous spirits are warmly invited to explore the analog hotel world of 25hours and SUPERSENSE. Bookings at [media@25hours-hotel.com](mailto:media@25hours-hotel.com)

There will also be an exclusive competition for all analog lovers of Vienna. We are giving away a weekend for two in the SUPERSENSE suite of the 25hours Hotel at MuseumsQuartier, a strictly limited [Mastercut Edition of Kandance Spring](#) and a single recording session in the Record-Elevator. Visit [Facebook](#) for the details.

For more information about 25hours Hotels, visit [www.25hours-hotels.com](http://www.25hours-hotels.com)

25hours Hotels videos: [youtube.com](http://youtube.com)

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

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#### **About SUPERSENSE**

Founded 2014 by Florian Kaps, SUPERSENSE has the mission and goal of preventing the demise of analog technologies and giving them a home in a digital age. SUPERSENSE's (re)discovery and presentation of traditionally analog producers, products and technologies restores the analog realm to its rightful place in the digital world. SUPERSENSE runs an analog manufactory on Praterstrasse in Vienna, which is home to a print shop, a recording and photo studio, an office and a concept store.

#### **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 nine hotels in German-speaking countries. Other establishments will open soon: 25hours Hotel Paris (2018), 25hours Hotel Das Tour and 25hours Hotel The Circle (2018). In autumn 2016, the 25hours Hotel Company announced their strategic alliance with AccorHotels and now also actively pursues hotel projects around the globe.

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