

Press release 16. April 2018

25hours is conquering the world and presenting new projects

Hamburg: Now that 25hours has conquered Munich in the past year, in addition to Hamburg, Berlin, Frankfurt, Zurich, and Vienna, the plans for 2018 include conquering even more major cities on the Rhine and Seine. The plans for the upcoming openings in Düsseldorf, Cologne, and Paris are going full steam ahead. Furthermore, international projects in Florence and the United Arab Emirates are also well underway.



The **25hours Hotel Das Tour** in the new Düsseldorf district, Le Quartier Central, will open its doors in June, and is the embodiment of a very special liaison. The major Rhine city of Düsseldorf and its proximity to France inspired the Swedish creative team, STYLT TRAMPOLI, to weave German engineering and French artistic flair into a holistic concept for the new hotel. In addition to a kiosk with tasty little treats, a bike corner, and a florist exhibiting an array of fresh flowers, there will also be a spa area with a panoramic sauna and a dousing shower on the balcony. Highlights include the restaurant and bar: The Paris Club spans the top two floors, and is extremely impressive given its panoramic view over the city's rooftops.

From August, the wraparound terrace at the Monkey Bar in the new Cologne hotel will offer an equally as spectacular view. **25hours Hotel The Circle** is centrally located in the Friesenviertel district, in the middle of the Gerling Quartier, one of the largest architectural monuments at the heart of Cologne, as the former head offices of the Gerling group. The listed building will be home to 207 rooms, and in the space where insurance policy holders once paid in their contributions, there will be an extraordinary lobby with a café, kiosk, bike corner, and record store. The entire transformation of the historical rotunda will be undertaken by the renowned Cologne

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architecture firm O&O BAUKUNST and Werner Aisslinger's team at STUDIO AISSLINGER from Berlin.

Moreover, the **25hours Hotel Terminus Nord** will open by summer 2018, directly opposite the Gare du Nord station in the 10th Arrondissement. Architect Axel Schoenert and his team will take great care to ensure that the historical building retains its traditional charm and fits in well with the style of the vibrant Parisian neighbourhood. Armin Fischer, Andrea Kraft-Hammerschall and their creative design team at DREIMETA in Augsburg will be responsible for redesigning the 237 rooms.

It will be possible to travel the world in 25 hours in Frankfurt as of autumn. The 25hours Hotel by Levi's will be given a fresh coat of paint by MICHAEL DREHER, and will be known as the **25hours Hotel Bahnhofsviertel** in future. The redesign by the renowned Frankfurt artist and designer will involve a gradual modernisation and expansion of the hotel. In addition to the new design, there will be a rooftop sauna with a fitness area and a library of lost lands. The options for food and drink at the hotel will be extended to include a Japanese sake bar.

Furthermore, there will be exciting hotel openings in Dubai and Florence in the next few years. In spring 2020, the **25hours Hotel Firenze** and the 25hours Hotel Dubai will welcome their first guests. In Florence's old town, a UNESCO World Heritage Site, a listed group of buildings originating from the year 1800 will be transformed into a new hotel with a total of 173 rooms, inspired by Dante's Divine Comedy. The architects of Genius Loci Architettura and designer Paola Navone have been brought on board for the design and development. Navone is currently considered to be one of the most influential interior designers in Italy. The Middle Eastern debut is also scheduled for 2020. The **25hours Hotel Dubai** will be situated in the DWTC One Central development project, and will be the largest 25hours Hotel in the world, with 434 rooms.

Hotel openings at a glance

25hours Hotel Das Tour (Düsseldorf)	June 2018
25hours Hotel The Circle (Cologne)	August 2018
25hours Hotel Terminus Nord (Paris)	July/August 2018
25hours Hotel Bahnhofsviertel (Frankfurt am Main)	August 2018
25hours Hotel Firenze (Florence)	Spring 2020
25hours Hotel Dubai (Dubai)	Spring 2020

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For more information about all of the 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 a charming and 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. Other establishments will open soon: 25hours Hotel Terminus Nord, 25hours Hotel Das Tour, 25hours Hotel The Circle (2018), 25hours Hotel Firenze and 25hours Hotel Dubai (2020). In autumn 2016, the 25hours Hotel Company announced its strategic alliance with AccorHotels and now also actively pursues hotel projects around the globe.

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