

Press Release 07. May 2018

The French Connection: 25hours Hotel Das Tour opens in Düsseldorf

Düsseldorf: The new 25hours Hotel Das Tour will open at a central location at the centre of the new Düsseldorf urban development project, Le Quartier Central. On the premises of the former freight depot in the major city on the Rhine, the hotel will welcome its first overnight guests from 17 May 2018. The Paris Club restaurant and bar will be presenting the best of French cuisine and wines as of 24th May.

German engineering meets French artistry

The sleek high-rise building with a clearly structured metal façade at Louis-Pasteur-Platz 1 was designed by the renowned Düsseldorf-based architectural firm, HPP. The proximity to France inspired the hotel's creators to shine a spotlight on the varying lifestyles and mentalities of the French and the Germans. The 17 storeys are home to 198 rooms in a variety of categories and themes. The Swedish agency STYLT TRAMPOLI under creative maestro ERIK NISSEN JOHANSEN developed a design concept that



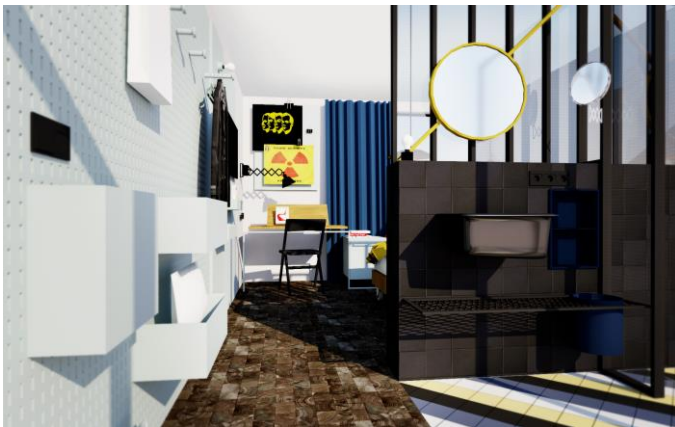
flirts coquettishly with the exciting contrasts between German engineering and French artistic flair. It is the first collaboration between the Scandinavian design agency and 25hours. STYLT TRAMPOLI is composed of a diverse team, whose aim is to use storytelling as a means of creating spaces with identity and character. The 24 rooms on the south side of the building have a very special extra: their own balconies and French bathtubs. The generously designed spa area on the 14th floor, which was designed with inspiration from the Tour de France, also offers a rain shower on the balcony.

The bicycle workshop in the hotel lobby is a nod to German engineering and offers bikes and accessories for mobile residents of the big city. The quality single-speed bikes from the Berlin-based bicycle manufacturer, SCHINDELHAUER, stand for stylish urban mobility and unite technological innovation with discerning design.

Another eye-catcher is the kiosk, designed in French style. Alongside specialty coffees and tasty little treats, the shop also stocks books, magazines, and everyday essentials. Moreover, they also sell fresh flowers and items found in the hotel rooms, such as cuddly toys or products in the STOP THE WATER WHILE USING ME! cosmetics range. The hotel is

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intended to serve as the new quarter's living room, where travellers and locals can meet in an organic, analogue setting. Furthermore, the team at SUPERSENSE with its Viennese head, Florian Doc Caps, have created a world of experiences packed full with analogue treasures, and have equipped some rooms with record players, Polaroid cameras, and typewriters.



A new interpretation of the French lifestyle

The culinary heart of the hotel, The Paris Club, spans the upper two floors. While the restaurant on the 16th floor invites you to stop for lunch or dinner, the bar on the 17th floor will win you over with exquisite drinks and a spectacular panoramic view over the rooftops of the city. The creative minds behind the Paris Club are restaurateur Rainer Wendt and the internationally celebrated bartender from Hamburg, Jörg Meyer, who are both established players in the local food & drink scene with Bar

Le Lion and the French brasserie, Café Paris. Contrasting delightfully with the elegant restaurant, the Paris Club Bar exudes the laid-back atmosphere of an artist's studio. At the bar, Jörg Meyer lets his francomania run free, creating extraordinary highballs with French fruit brandies. The expert bartender is unparalleled in his ability to come up with new and pleasurable experiences for the taste buds. The Paris Club is now his fourth bar concept for 25hours.

On 17th May, the 25hours Hotel Das Tour will open at Louis-Pasteur-Platz 1, in the new Düsseldorf urban development project, Le Quartier Central. 198 rooms in a variety of categories await guests on the 2nd to the 15th floors. Room prices start at EUR 139 per night. The little sanctuaries are all furnished to the customary 25hours standards: exquisitely comfy beds, air conditioning, sustainable cosmetics, flat-screen TV, minibar, UE Boom Bluetooth speaker and free high-speed WiFi. There is a special opening offer available for guests staying with us before the end of August, starting from EUR 89, including breakfast. The 25hours Hotel The Circle at the heart of Cologne will also open on 1 August 2018, and bookings are now being taken at the special opening rate.

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>

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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. 2018 will also see more openings: 25hours Hotel Terminus Nord (Paris), 25hours Hotel Das Tour (Düsseldorf), 25hours Hotel The Circle (Cologne), 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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