

Press Release 7 August 2018

A trip round the world: The 25hours hotel in Frankfurt's Bahnhofsviertel is being expanded and surprises guests with a new concept

Making new from old: the refurbishment, modernisation and expansion of the 25hours Hotel near central station in Frankfurt is expected to be underway until 21 September 2018. At a central location, exactly at the point where the colourful lights of the main train station meets the bourgeois west end, there will be a hotel that can take you on a trip around the world: The 25hours Hotel The Trip.

The hotel was opened in 2008 with 76 rooms in a variety of categories. Frankfurt-based artist MICHAEL DREHER was already involved with the development at that time, and collaborated with the architecture firm KARL DUDLER ARCHITEKTEN on the first renovation of the post-war building into a contemporary hotel. Today, together with design expert THOMAS TRITSCH from MORGEN INTERIORS, he is responsible for the expansion and the new concept.



“Frankfurt’s Bahnhofsviertel neighbourhood is an up-and-coming district that thrives on its particular mix of milieus, cultures and nationalities.” explains General Manager Andreas Schnürer. “Here you can feel the heartbeat of the urban jungle on the River Main. It’s also incredibly exciting to watch how the creative economy has taken root in the area in recent years, and how the restaurant and bar scene has developed as well.”

Inspired by the flamboyant and often raw reality of the neighbourhood, the 152 rooms on the 1st to 6th floors are dotted with nods and winks to adventurous expeditions, people from all over the world, their countries and stories. Each floor is given over to its own thematic world and therefore exudes an inherently individual character. Africa and Asia, Oceania and the Arctic, the tropics and mountains are the leitmotifs, as reflected in the individual furnishings, lamps and wallpapers, carpet inlays and fabrics. The

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hotel's publicly accessible courtyard also serves as an exhibition space for the global art project INSIDE OUT. Inspired by French street artist, JR, the documentary photographer Rey Scue took portraits of a total of 250 of his neighbours in different walks of life as part of the SMILE THE WORLD project, showcasing the cultural diversity of Frankfurt's Bahnhofsviertel.

The restaurant on the ground floor will also be given a fresh look, and will delight visitors with home-made dishes, exclusive recipes, and special spice mixes, under the name BAR SHUKA. The menu will feature salads fresh from the market, home-made stone-baked bread and black olives with Oriental beef and tomato sauce. The Oriental soul food restaurant is the brainchild of James and David Ardinast, brothers and fixed stars in the Frankfurt eatery scene thanks to their IMA restaurants. The restaurant and the SHUKA Bar form the lively centre of the hotel. Here, guests are served sake-based drinks in a stylish Japanese-inspired atmosphere.

Moreover, the hotel is also offering facilities for working in a relaxed setting with STUDIO 54. Under the motto "my studio is your studio", business travellers and freelancers can rent a comfortable space to work, with free use of the Wi-Fi, printer, scanner and copier, and access to the kitchen with tea, coffee, and water.

The first rooms have already been given a fresh new look. The rest of the rooms and the public spaces in the 25hours Hotel The Trip should also have been modernised by the end of September, furnished with all of the 25hours standards. During the renovation phase, the IMA pop-up restaurant at Niddastrasse 56 is offering a Best of Chez IMA menu.

Click [here](#) for the 25hours Hotel The Trip press information.

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

25hours Hotels videos: [youtube.com](https://www.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, which 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 12 hotels in German-speaking countries. 2018 will also see more openings: 25hours Hotel Terminus Nord (Paris), 25hours Hotel Firenze and 25hours Hotel Dubai (2020). The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016, and now also pursues hotel projects around the globe.

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