

Press Release 14<sup>th</sup> September 2018

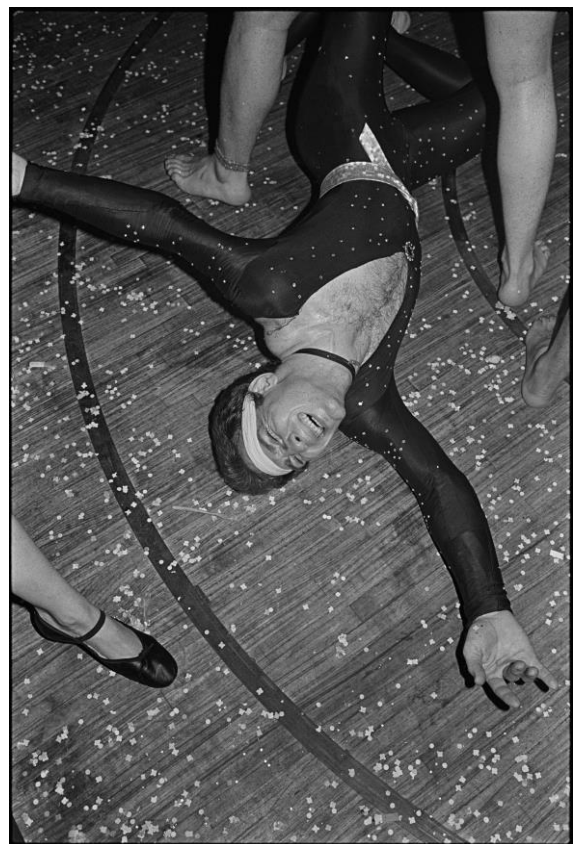
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## Legendary photos: 25hours Hotels is expanding its art collection

New York in the '70s, a metropolis in crisis – and in the Big Apple's nightclubs, the wild life rages on. Always at the middle of it all: the photographer Bill Bernstein. His shots from the legendary *Studio 54* and clubs like *Paradise Garage*, *Mudd Club* and the *Empire Roller Disco* speak of a brief, yet intense time of being carefree.

The 25hours Hotel Group has now purchased 30 of the photographer's works from the years 1977-1979, thereby expanding its art collection even further. In future, the series of black-and-white images will be on display in the 25hours Hotel Bikini Berlin and the 25hours Hotel The Circle in Cologne. They will be hung in the Monkey Bar at each hotel in tribute to the most exciting era in New York's night life. 25hours CEO Christoph Hoffmann explains: "These photos tell us about a very special time. At our Monkey Bars, the photos will serve to honour the heroes of the New York nightlife."

At the same time, the *Galerie für Moderne Fotografie* will display Bernstein's images from the heyday of disco for the first time in Berlin. Gallery owner Kirsten Landwehr has finally managed to bring *The Bill Bernstein Photographs – NYC 1977 to 1979* to Berlin, with the help of co-curator Arman Nafeei. They will be on display from 27th September in Berlin-Mitte. The exhibit will be launched with a big opening event on 26<sup>th</sup> September at the 25hours Hotel Bikini Berlin. That evening, the Monkey Bar will see a range of DJs, including former Studio 54 resident DJ Nicky Siano, as well as Arman Nafeei, who will all be bringing disco fever back to life with classic hits.



Click [here](#) for the 25hours Hotel Bikini Berlin media information and image material.

For more information about all of the 25hours Hotels, visit [www.25hours-hotels.com](http://www.25hours-hotels.com)  
25hours Hotels videos: [youtube.com](https://www.youtube.com)

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Press material and images: <https://www.25hours-hotels.com/en/company/media/press-releases/berlin/25hours-hotel-bikini-berlin>

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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 now operates eleven hotels in German-speaking countries. 2018 will also see another opening: 25hours Hotel Terminus Nord (Paris) The 25hours Hotel Firenze and 25hours Hotel Dubai will open in 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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