

Press Release, 12 December 2018

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## Toujours Paris: The first French 25hours Hotel will open on 7 January 2019

Located directly opposite the Gare du Nord in the 10<sup>th</sup> arrondissement, the **25hours Hotel Terminus Nord** will be welcoming its first guests on 7 January 2019, and is currently accepting bookings. This marks the beginning of a new



chapter in the still relatively young history of the 25hours Hotel Company and represents the first time that it has opened a hotel in a non-German-speaking country. The thirteenth hotel extends the range offered so far at locations in Germany, Austria and Switzerland. Hotels in Florence and Dubai will follow in 2020. CEO Christoph Hoffmann: "I love Paris, so the opening of our hotel near the Gare du Nord is a real dream come true for me. The neighbourhood is very attractive as a hotel location and popular with guests from all over the world". Hoffmann adds: "We wrote a story that was practically made for the Terminus Nord, underlining its character as a hotel and giving it an even

greater appeal."

Architect Axel Schoenert and his team took 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 were responsible for redesigning the 237 rooms. They were also supported by the Parisian art consultancy agency VISTO IMAGES. They curate art collections for hotels, companies and private residences. Co-founder Alex Toledano knows every facet of Paris's 10<sup>th</sup> arrondissement. He wrote his dissertation on the people and history of the district. With his team of artists, historians and storytellers, Toledano developed a custom-made artistic concept for the 25hours Hotel Terminus Nord – including impressive wall art and the large-format "Neighbourhood Heroes" portrait series. In this series, people who characterise the district are immortalised – from hairdressers to mechanics, train station announcers to musicians and artists. Their images hang in the corridors, and their life stories are told in an illustrated book that lies open at random on the beds in the rooms, inviting guests to browse through its pages.

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Together the various teams developed a kaleidoscope of stories about Paris, the hotel surroundings and the comings and goings at the Gare du Nord, the busiest train station in Europe. Local references and inspiration from Africa, Asia and the East are reflected in many details, materials and accessories.

At the heart of the 25hours Hotel Terminus Nord is NENI – and not just in a culinary sense. It's where our guests gather for an oriental lunch or dinner. The warm, elegant style of the design by DREIMETA lends NENI the perfect setting. The upholstered benches and chairs weave an easy and entirely new interpretation of legendary French savoir-vivre, while the large community table is the ideal spot to meet new people. A stylish accompaniment: the SAPE BAR with a large counter made of bronze-coloured mosaic glass as a central element. Dark oak flooring, heavy dark green curtains and comfortable leather chairs ensure a gentlemen's club atmosphere. The bar offers the ideal location for both quick after-work drinks and lazy evenings out with friends. The adjacent Speakeasy Bar is a real insider tip. In this hidden snug, up to ten guests can enjoy sophisticated drinks in a private atmosphere.

And however relaxing the concept may be, the business side of things is not neglected either: adjacent to the restaurant, two multifunctional rooms are available for small events or meetings, with space for up to 8 or 14 persons respectively.

In total, 237 rooms in a variety of categories await guests on the 1st to the 6th floors. The standard M room starts at a size of around 18-20sqm. Rooms in the L category are a little more spacious at around 25-28sqm. Guests can enjoy an eclectic mix of African and Asian style elements in five different colour schemes. Carpets with Asian-inspired patterns, African fabrics and strong wall colours or wallpapers with floral motifs ensure a cosy atmosphere. Ceramic wash basins give the bathrooms an oriental touch. Filigree lamps of brass-coloured metal bathe the rooms in a warm light. Instead of wardrobes, mobile stands are provided for guests for hanging and storing their clothes – inspired by the classic hotel trolleys on which garment bags were transported to the catwalks here in Paris, the capital of fashion.



The 141 rooms completed in the first construction phase are cosy sanctuaries inspired by different design elements. Furnished with the standards that urban nomads appreciate at 25hours: exquisitely comfy beds, air conditioning,

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sustainable cosmetics, flat-screen TV, minibar, UE Boom Bluetooth speaker and free high-speed WiFi. Room prices start at EUR 174 per night. There is a special opening offer available for stays until 10 March 2019, starting from EUR 159 for a single room, including breakfast. This excludes trade fair periods. The remaining 96 rooms will be completed during 2019.

Click [here](#) for the 25hours Hotel Terminus Nord 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)

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

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### About 25hours Hotels

25hours is a young hotel idea characterised by personality and 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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