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facts & figures

25hours Hotels Terminus Nord 12, Boulevard de Denain 75010 Paris	p +33 1 4280 2000 terminusnord@25hours-hotels.com
Opening	7th of january 2019
Owner	Hua Kee, Thailand
Operator	Solferino Paris Nord
General Manager	Xavi Vega
Architecture	Axel Schoenert architects, Paris
Interior Design & Story	Dreimeta, Augsburg
Location	10th arrondissement, opposite the Gare du Nord train station with a direct connection to the Eurostar, Thalys, TGV and RER trains. Le Bourget airport 12, km, Paris CDG airport 24 km, Orly airport 30 km, Eiffel tower 5.4 km, Montmartre & Sacré-Coeur 1.7 km, Louvre 3.1 km
Hotel	237 rooms Homage to the lively spirit of the exuberant 10th arrondissement. Parisian flair in the ambiance of a listed building, staged in an exciting and stylishly new way. Café corner and kiosk. Lounge area with vintage coffee truck. Free high-speed Wi-Fi and MINI rental
Rooms	Eclectic mix of African and Asian style elements in invigorating colour schemes. Rain showers, safe, minibar, UE Boom Bluetooth speaker. With a breath-taking view of the Gare du Nord as well as Montmartre and Sacré-Coeur
Meetings & Events	Two multifunctional areas on the 1st floor, directly adjacent to the Restaurant NENI: can be used for private dining or private conferences (Room 1 for up to 8 persons and Room 2 for up to 14 persons)
Prices 2019	Standard category S from 184 euros per night Standard category M from 199 euros per night

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Standard category L from 229 euros per night
Standard category XL from 259 euros per night
(prices inclusive of VAT, exclusive of breakfast)

Breakfast buffet 24.00 euros per person

15% discount for MINI drivers

Eating and drinking

NENI Restaurant (1st floor)

sape Bar (1st floor)

Coffee corner NENI Deli

Vintage coffee truck

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overview

The 25hours Hotel Terminus Nord is situated in the heart of the French capital, directly opposite the Gare du Nord train station. From the outset it was operated as a hotel throughout its long history. As 25hours, it has now been filled with a whole fresh, new life and has become a casual hotspot in the exuberant 10th arrondissement.

The prestigious Parisian architectural firm AXEL SCHONERT ARCHITECTES created the building's design. The building was carefully redeveloped and completely redesigned under the responsibility of Axel Schoenert and his team. The lively hustle and bustle in the 10th arrondissement and its colourful mix of cultures inspired the hotel's creators to grapple with the most diverse influences. Andrea Kraft-Hammerschall and Armin Fischer form the creative team DREIMETA from Augsburg, congenial partners in the development of the design process involving the bold and bright style worlds of the African and Asian residents of the quarter. They were supported on site with stimuli and ideas by an expert on the district. The art expert Alex Toledano wrote his graduation thesis on the people and history of the neighbourhood. With his Parisian art consultancy agency VISTO IMAGES and his team of curators and artists, historians and storytellers, Toledano developed a custom-made artistic concept for 25hours – including impressive wall art and the large-format "Neighbourhood Heroes" portrait series.

Expressive and imaginative, the 25hours Hotel Terminus Nord creates its own unique world that provides modern services to a fresh breed of urban nomads. The ground floor with its reception and kiosk attracts travellers and locals alike. The reception is the go-to place for all wishes, questions, or even just a friendly hello, and also functions as a kiosk. Quite in the tradition of larger, older grand hotels, it stocks the personal items needed by guests in emergencies, as well as a fine selection of books and beautiful things. The kiosk also sells products from the hotel rooms like cuddly toys or the "Stop the water while using me!" toiletries range.

The Restaurant NENI and the SAPE BAR are considered the pulsating heart of the 25hours Hotel Terminus Nord. The restaurant is the place to meet for lunch or dinner and in the bar one can enjoy a casual drink or two in a relaxed atmosphere. Adjacent to the Restaurant NENI, two multifunctional rooms are available for small events or meetings, with space for up to 8 or 14 persons respectively.

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237 rooms in a variety of categories await guests on the 1st to 6th floors. These are comfortable retreats in colour schemes inspired by Africa and Asia. Furnished to the 25hours standards that urban nomads appreciate: exquisitely comfy beds, air conditioning, sustainable toiletry products, flat-screen TV, minibar, UE Boom Bluetooth speaker and free high-speed Wi-Fi. Two rooms per floor are also equipped with a bath tub.

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hotel services

Situated in the 10th arrondissement directly opposite the Gare du Nord station, the 25hours Hotel Terminus Nord offers modern services for a new breed of urban nomads. The lobby area is immediately recognisable for its Parisian influences: The reception reminds one of a French kiosk, the classic tiles of the metro stations. It is the go-to place for all wishes, questions, or even just a friendly hello, and also offers unusual books, magazines and everything else that you could possibly want. From useful to beautiful – everyday items for hotel guests alongside selected products by 25hours affiliates and friends.

A large staircase conceptually connects the ground floor entrance area, which is open over two levels, with the 1st floor. It leads to a small lounge area, which acts as an additional reception area at peak times, as well as the Restaurant NENI and the Sape Bar. A vintage Citroën Acadiane stands in front of NENI, from which a café crème or even a quick coffee-to-go is served in an homage to tradition. A colourful piece of wall art by VISTO in a street-art style brings the atmosphere of the district right into the hotel.

At the heart of the 25hours Hotel Terminus Nord is the NENI eatery – and not just in a culinary sense. It's where our guests gather for an Oriental lunch or dinner. The warm, underlying 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 faces. A stylish counterpart to the restaurant is the SAPE BAR. A central element of the bar is the large counter made of bronze-coloured mosaic glass. Dark oak flooring, heavy dark green curtains and comfortable leather chairs ensure a gentlemen's club atmosphere. The Sape Bar is the perfect place to socialise and meet friendly people. It offers the perfect setting for quick after-work drinks as well as lazy evenings out with friends. The adjacent Speakeasy Bar is a real insider tip. In this hidden snug, up to ten guests can enjoy 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 NENI, two multifunctional rooms are available for small events or meetings, with space for up to 8 or 14 persons respectively.

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237 rooms in a variety of categories await guests on the 1st to 6th floors: These are cosy sanctuaries inspired by different design elements. Furnished to the 25hours standards that urban nomads appreciate: exquisitely comfy beds, air conditioning, sustainable toiletry products, flat-screen TV, minibar, UE Boom Bluetooth speaker and free high-speed Wi-Fi.

The rooms are peppered with clever details. So what does each category offer? The standard M room starts at a size of around 18 - 20 sq. m. The rooms in the L category are a little more spacious at around 25-28 sq. m. 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 the garment bags were transported to the catwalks in this, the capital of fashion.

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NENI Paris

What could be better than authentic world cuisine in a hotel for cosmopolitan individualists? NENI Paris weaves an eclectic brand of eastern Mediterranean cuisine that does far more than fill tummies and satisfy cravings.

NENI – these four letters are a name as well as a pledge. The NENI on Naschmarkt in Vienna is devoted to the finest food and the nucleus of an out-of-this-world culinary universe. It was created by the Molcho family. Haya Molcho is a passionate host, chef, catering entrepreneur, restaurateur to the scene, cookery book author, wife of the legendary mime Samy Molcho and mother of four. She developed the concept for NENI together with her sons Nuriel, Elior and Ilan. The family now enriches the Viennese culture with its locale and a cookery school. But her cooking philosophy extends far beyond the borders of Austria. Helped by 25hours, NENI has already conquered Zurich, Berlin and Hamburg, Munich and, most recently, Cologne. "I see NENI as the most cosmopolitan soul food I have ever encountered", says 25hours CEO Christoph Hoffmann, before proceeding to explain the special bond: "We have deeply appreciated the Molcho family as creative restaurateurs for some time, and our paths have since become closely intertwined."

With the NENI in the Terminus Nord, the Molcho family now wants to thrill the gastronomy scene of the French capital. All of the dishes are homages to their love of cooking. The name NENI stands for the first letters in the names of the sons Nuriel, Elior, Nadiv and Ilan. Three of them work full-time at NENI, and Haya Molcho leaves no-one in doubt that the family business is close to their hearts. "I am all of this, and all of this is me", says the entrepreneur, referring to her own childhood in Tel Aviv. It was there that she learned how to cook and to appreciate mealtimes as a communal ritual. "My grandmother was a good cook. And even as a three-year-old I would stand there and help her", she says with a smile. "Home is a culinary word for me. Cooking is to express longing for where you come from. It means warmth, sitting together and enjoying a full house, packed with guests."

Cooking like in Israel: for the Molchos this also means collecting inspiration from all kinds of regional styles: from the Persian region and Russia, as well as from Arab countries, France and Germany. Chinese, Indian and Thai influences have gradually permeated Haya's cookery as well from the years she spent accompanying her husband on tour. Her approach is international: she cooks for the world, not for individual nations.

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All of these experiences and styles blend into her very own, eclectic cuisine. "I call it nomadic cuisine", says 25hours CEO Christoph Hoffmann, adding: "Our restaurant concept creates a sensual tapestry." And Hotel Director Xavi Vega appreciates in particular that the spirited nature of the Molcho family reflects the character of NENI in the 25hours Hotel so well: "The restaurant will be an exciting place to gather – with surprising meetings and lively communication. The perfect embodiment of the NENI philosophy that eating is never lonely or serious, but always passionate and sociable." In this way, NENI cultivates the idea of communal eating, of sharing food and celebrating pleasure. Everyone is invited to sample the various dishes. As one would expect of a typical 25hours, the service is warm and personal – eating at NENI means becoming like one of the family.

And what's on the menu? Entirely in keeping with the tradition of Oriental starters, guests are invited to try mezze, a hummus platter with tahina, roasted cauliflower with grated tomato or a crunchy pak choi salad with roast beef and sesame-lime dressing.. Home-made chutney or a portion of zhug, a spicy coriander and chili pesto, are delicious extras for individual combinations. When it comes to the main dishes, the Jerusalem Platter is a perennial favourite among guests, while the sabich, the street food speciality from Tel Aviv with baked aubergine, hummus and tomato salad, is always a delight. Herbs such as coriander, mint, rosemary and thyme characterise the courses in an exquisite blend with Oriental spices like ginger and cumin, saffron and cinnamon. "However, the NENI cuisine is best enjoyed as balagan – freely translated as pleasant chaos", explains Bernd Gieske, Head of F&B at 25hours Hotels. "Countless plates with the most delicious creations come out of the kitchen and on to the table as a colourful mix. Pots, dishes and bowls are served directly from the oven with no pretention whatsoever."

The warm, underlying style of the design by DREIMETA lends NENI the perfect setting. Velvet-upholstered benches and chairs in powdery tones, rosé-coloured marble and copper, oak floors and kilims with floral patterns – in this ambiance, the legendary French way of life is newly interpreted, while the large community table is the ideal spot to meet new faces. Whether it's a light lunch, a fortifying snack or a sumptuous dinner with dessert – the Molcho family blends a sense of home with a longing for faraway places, all wrapped up in a delightfully extraordinary culinary experience. "NENI combines the familiar and the new. NENI is multicultural, but never a cliché", says Bruno Marti, Chief Brand Officer at 25hours: "That's what makes NENI and 25hours such a perfect symbiosis."

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sape bar

At each of its locations, 25hours looks to create a focal point that attracts guests and locals alike. What better place than a bar? The SAPE BAR in the 25hours Hotel Terminus Nord is the perfect place to socialise and meet friendly people. The bar takes its name from the so-called sapeurs and is just as striking as the elegantly clothed Africans whose outfits are in sharp contrast to their actual living conditions. Fashionable and eccentric clothes in bold colours are for them an expression of their inner freedom. These modern dandies characterise the urban landscape of the 10th arrondissement. As "la sape", the sapeur wave radiates from east Africa into other parts of the world even today. With the Sape Bar, 25hours pays a tongue-in-cheek tribute to the movement.

The creative mind behind the Sape Bar is Jörg Meyer, the internationally acclaimed barkeeper from Hamburg. "We cooperated with Jörg Meyer to develop a smart and unique bar concept", says a visibly delighted 25hours CEO Christoph Hoffmann, who values the bartender as a known face around the restaurateur scene in Hamburg. Jörg Meyer has run the Bar Le Lion in Hamburg together with Rainer Wendt since November 2007. A winner of multiple awards, the bar officially belongs to the "Best 50 in the World". It was here, in 2008, that Meyer created his internationally renowned Gin Basil Smash, a cocktail made of gin, basil and lemon. The barman opened his first Boilerman Bar in the district of Eppendorf in 2012. Its concept: Easy-going with a hint of nonchalance instead of upmarket and pricey. A handsome neighbourhood bar where people can enjoy meticulously concocted highballs in a laid-back atmosphere. Later on, he adapted the idea for the 25hours Hotel Altes Hafenampt in Hamburg and the 25hours Hotel The Royal Bavarian in Munich, reinventing it yet again for the Monkey Bar in Cologne and the Cinchona Bar in Zurich. "Jörg Meyer has again come up with his own approach for the Sape Bar in Terminus Nord", says 25hours Chief Product Officer, Henning Weiß. "I'm convinced that not only the guests but also the people of Paris will definitely take to this special service."

A central element of the Sape Bar is the large counter made of bronze-coloured mosaic glass. Dark oak flooring, heavy dark green curtains and comfortable leather chairs ensure a gentlemen's club atmosphere. It provides an ideal venue for quick after-work drinks, a leisurely aperitif and for longer evenings. It's a special and unusual venue with a laid-back style. And General Manager Xavi Vega is certain: "The Sape Bar will be our place to surprise and thrill the Parisian scene, its itinerant barflies and our hotel guests." The adjacent Speakeasy Bar

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has also become something of an insider tip. In this hidden snug, up to ten guests can enjoy drinks in a private atmosphere.

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design & stories

Inspired by the picturesque, Parisian atmosphere of the 10th arrondissement, the lifestyle in this exuberant district with its inhabitants from all corners of the world was a leitmotif for the design of the 25hours Hotel Terminus Nord. For a long time, this burgeoning district was simply a multicultural workers' quarter right in the centre of the city. The area between the town hall on the Boulevard du Faubourg Saint-Martin, the Place de la République and the Canal Saint Martin belonged to the "petits gens", the little people. Immigrants from north Africa, India or China characterise the urban landscape even today with their restaurants and shops. And so it was very important to the creators of the 25hours Hotel Terminus Nord to allow these references to the colourful history of the 10th arrondissement to flow time and again into the concept of the hotel. And to inspire the guests to set out from the hotel and discover the district for themselves.

DREIMETA was again a congenial partner for 25hours on this project. The creative team of Armin Fischer, Andrea Kraft-Hammerschall and project manager Esther Anthony developed a multifaceted concept for the new hotel in Paris together with the team from 25hours. Terminus Nord is now the fifth collaboration between 25hours and DREIMETA, following the two Hamburg establishments 25hours Hotel Number One and Altes Hafenam, as well as the 25hours Hotel in Vienna and the 25hours Hotel the Royal Bavarian in Munich.

These creative heads 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 the 10th Parisian arrondissement. He wrote his graduation thesis on the people and the history of the district. With his team of curators and 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, 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. 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 Middle East are reflected in many details, materials and accessories.

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Even the entrance area is a reference to the Parisian urban landscape. The reception is reminiscent of a traditional kiosk, classic tiles of the metro stations, a colourful piece of wall art in the street-art style stretching over two floors brings to mind the graffiti in the streets of the district. Curated by VISTO, it brings the lively atmosphere of the district into the hotel.

A large staircase conceptually connects the ground floor entrance area, which is open over two levels, with the 1st floor. It leads to a small lounge area, which acts as an additional reception area at peak times, as well as the Restaurant NENI and the Sape Bar. A vintage Citroën Acadiane stands in front of NENI, from which a café crème or even a quick coffee-to-go is served in an homage to tradition. The Restaurant NENI is designed under the motto "Girls' Night Out": Velvet-upholstered benches and chairs in powdery tones, rosé-coloured marble and copper, oak floors and kilims with floral patterns – in this warm and elegant ambiance, the legendary French way of life is newly interpreted, while the large community table is the ideal spot to meet new faces. The art on the walls is dedicated utterly to the theme of women and food, and celebrates modern femininity in all its manifestations, here with a subtle touch, there in a bold way.

A stylish counterpart to the restaurant is the SAPE BAR. The bar takes its name and inspiration from the just as striking and elegantly-clothed Africans whose outfits are in sharp contrast to their actual living conditions. Their fashionable and eccentric clothes in bold colours are for them an expression of their inner freedom. These modern dandies characterise the urban landscape of the 10th arrondissement. With the Sape Bar, 25hours pays a tongue-in-cheek tribute to them. A central element of the bar is the large counter made of bronze-coloured mosaic glass. Dark oak flooring, heavy dark green curtains and comfortable leather chairs ensure a gentlemen's club atmosphere. The adjacent Speakeasy Bar is a real insider tip. In this hidden snug, up to ten guests can enjoy drinks in a private atmosphere.

In the corridors, the wallpaper is reminiscent of the typical metal shutters in front of the businesses and shops of the area. Portraits of Neighbourhood Heroes show guests the way to their rooms. The rooms are peppered with clever details. They offer an eclectic mix of African and Asian style elements in invigorating 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, specially designed by Dreimeta, bathe the rooms in a warm light. Art conceived by Visto provides

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exciting accents from vintage French prints or posters from Indian films. Instead of wardrobes, mobile stands are provided for guests for hanging and storing their clothes – inspired by the classic hotel trolleys on which the garment bags were transported to the catwalks in Paris, the capital of fashion.

The 25hours Hotel Terminus Nord is an homage to the lively spirit of the exuberant 10th arrondissement and the cultural diversity of its inhabitants. "We have created our own contemporary take on authentic stories and topics – with a lot of affection for the inhabitants of this truly unique and exciting district", explains Bruno Marti, Chief Brand Officer at 25hours. "The Parisian hotel is colourful, romantic and has a very special charm of its own."

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architecture & history

The 25hours Hotel Terminus Nord is situated in the heart of the French capital in a stately building. It was conceived together with a counterpart situated opposite and the Parisian Gare du Nord train station, and built in 1870 shortly after the opening of the station. As the "hôtel du Chemin de fer du Nord", it was a symbol for urbanity and modernity and in its long history has always been operated as a hotel. At street level there are retail and gastronomy businesses, including the tradition-rich Brasserie Terminus Nord, since 1925.

The listed building in the classic belle époque style and its location in the 10th arrondissement inspired the creative heads of the 25hours Hotel to come up with an imaginative reinterpretation of the famous Parisian flair, paired with an eclectic mix of African and Asian influences. The vast Gare du Nord with its 31 platforms is the bustling hub for travellers from all over the world. With 700,000 passengers per day, it is the busiest station today in Europe and the third largest in the world. From here, trains set out to four different countries – to the UK, the Netherlands, Belgium and Germany.

The prestigious Parisian architectural firm AXEL SCHONERT ARCHITECTES was responsible for the entire renovation of the building. Under the leadership of the architects Axel Schoenert, Imke Brosch (agency manager), Matteo del Bene (team manager) and Lorraine Baudry (project manager) a complete new design was implemented. In spring 2017, the renovation of the hotel began in two stages. A total of 237 rooms on six floors and over 10,000 sq.m. were redesigned behind the listed external facade with its wrap-around balconies adorning wrought-iron lattice work and the roof of zinc sheeting in an elegant grey. The external gastronomy as well as the retailers at the street level were retained unchanged.

The first 141 rooms of the 25hours Hotel terminus Nord and the larger part of the public area, such as the Restaurant NENI and the SAPE BAR will open in summer 2018. The completion of the entire hotel is then planned for spring 2019. "The stage-by-stage renovation work during on-going operations is of course a challenge", explains 25hours CEO Christoph Hoffmann. "But we already proved with our Viennese property that this can lead to the emergence of really creative pop-up concepts. The guests will definitely have the full 25hours experience from the very first day."

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It was particularly important for Axel Schoenert's team to find a perfect, harmonious symbiosis between the historical property and the new elements of the design. This is clearly apparent in the new entrance which is very much in the style of the magnificent Parisian Haussmann boulevard. The building as it was had a small, insignificant entrance in a tiny entrance area. This area has now been opened up over two floors and designed to be inviting for guests and visitors alike as a generously proportioned portal with a door made of cast iron. A monumental staircase leads from the new, large entrance hall to the actual hotel area. The reception desk on the ground floor is completed by a Quick-Check-In on the 1st floor.

"The area around the station is a great place for a hotel and is particularly popular among guests from all over the world", explains Christoph Hoffmann, describing the special attraction of the project: "The 25hours Hotel Terminus Nord is neither an off-the-peg property nor is it 'just a hotel'. A central gathering point for visitors, it will add sparkle to the entire area." Hoffmann adds: "We wrote a story that was practically made for the establishment, underlining its character and introducing an even greater appeal."

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creative Team & partners

DREIMETA. The idea and concept for the interior design of 25hours Hotel Terminus Nord were drawn up by Armin Fischer and Alexandra Kraft-Hammerschall, as well as their team centred around Esther Anthony. It is their fifth collaboration with 25hours Hotels, after 25hours Hotels Number One and Altes Hafenamt, both in Hamburg, the property in Vienna and the Royal Bavarian in Munich.

DREIMETA is a versatile team of creative minds. Their aim is to create spaces with identity and character. Founded by Armin Fischer 2003 in Augsburg, the planning office is committed to the emotionalisation of space: interior design that touches the senses and has tales to tell. The prestigious awards they have repeatedly taken home prove just how emphatically they succeed. **DREIMETA** applies an interdisciplinary approach, drawing on a network of architects and interior designers, restaurateurs and planners, marketing experts and psychologists. They focus mainly on projects in the hotel, restaurant and retail sectors. Their aim is at all times to use bold interpretation as a means of bolstering the customer's identity and philosophy. "No repetition, no reproduction, no off-the-peg furnishings: instead a custom solution for each project", is how Armin Fischer describes his philosophy.

AXEL SCHOENERT ARCHITECTES. The prestigious Parisian firm specialises in the area of architecture, interior architecture, design and furniture design. Founded in 1999 by the architects Axel Schoenert and his wife, the interior architect Zsafia Varnagy, today their portfolio includes both new designs as well as complete renovations – including offices and hotels, restaurants and spas, private and public buildings and cultural buildings, in France and all around the world. Their vision is as much diversity as possible in the most varied areas and in all dimensions. And so, under the management of the architects Imke Brosch and Matteo del Bene, the Terminus Nord at the Parisian Gare du Nord was turned into a contemporary hotel for 25hours.

VISTO IMAGES. The Parisian art consultancy agency curates art collections for hotels, companies and private residences. Co-founder **ALEX TOLEDANO** is very familiar with the hotel's location in the emergent 10th arrondissement of Paris and wrote his graduation thesis on the people and history of the neighbourhood. With his team of curators and 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.

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SUPERSENSE stands for a kind of analogue universe. Florian Kaps from Vienna, aka Doc, is the creative mind and hands-on boss behind Supersense. Doc and his team collect, find and rescue analogue items. The world owes the survival of Polaroid to him. Der Supersense Shop in the 2nd district of Vienna is an interactive world brimming with analogue treasures (supersense.at). At 25hours Hotel Terminus Nord, Supersense is in charge of equipping the analogue rooms with record players.

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25hours Hotels

25hours is a fresh hotel idea, which builds on the shoulders of traditional hotel business in search of contemporary answers to the demands of an urban, cosmopolitan style audience. The 25hours brand originally focused on German-speaking countries. 25hours has three individual establishments in Hamburg and two in Frankfurt. There are now also 25hours hotels in Berlin, Munich, Düsseldorf and Cologne. A 25hours hotel is located in the MuseumsQuartier in Vienna, Austria, and there are two properties in Zurich, Switzerland. With the 25hours Hotel Terminus Nord in Paris, a hotel in a non-German-speaking country has now been added to the portfolio. Hotels in Florence and Dubai are to follow in 2020.

25hours caused quite a stir in 2003 as the first young and affordable option among the design hotels. It has since positioned itself as a creative alternative to the drab uniformity of the chain hotel business. The 25hours Hotel Company holding was founded in 2005. It was set up to continue expanding the hotel concept after three successful years running the 25hours Hotel Number One in Hamburg (opened 2003). The 25hours Hotel Company develops and operates the design and boutique hotels based on lease, hybrid or management contracts. Its parent company is in Hamburg, and management subsidiaries for the individual establishments are at the respective locations.

The leading European hotel company AccorHotels has been 25hours' strategic partner since November 2016. AccorHotels holds a 30-percent interest in the 25hours Hotel Company, and the two businesses cooperate closely, particularly in the areas of sales and development. This step laid the foundation for global expansion of the 25hours brand. Since then, the 25hours Hotel Company has continually strengthened its internal structures and works in Hamburg in its own creative lab towards developing fresh concepts.

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people

There are four initiators behind the 25hours Hotel Company: Stephan Gerhard, Ardi Goldman, Kai Hollmann and Christoph Hoffmann, who shape the company with their varying backgrounds. The 25hours Hotel Terminus Nord will be led by a passionate local team under General Manager Xavi Vega.

STEPHAN GERHARD is a native of Stuttgart who weaves the archetypal Swabian virtues into principles for his business approach. He has almost unparalleled experience in the international hotel business. Treugast Solutions Group, the company he founded in 1985, is among the leading consultancy firms for hotels, restaurants, tourism and the leisure industry in Europe. The parent company Solutions Holding holds an interest in the 25hours Hotel Company, and now Stephan Gerhard is committed to this trend-setting and auspicious niche in the hotel business as a partner and consultant for 25hours.

ARDI GOLDMAN is called a maker of districts in Frankfurt. Time and again, in the most varied of projects, he manages to inject cosmopolitan colour into liveable and lovable architecture that still takes the inhabitants seriously. Goldman is not just interested in property development, he is also dedicated to reviving clubs, bars and restaurants. Ardi Goldman is a key figure at 25hours in Frankfurt, having lent his name to the 25hours Hotel The Goldman and developed both hotels in the city. Goldman is inspired by urban spaces and is involved in the execution of his ideas right down to the very last detail. His concepts blur the boundaries between pleasure, construction, design and art.

KAI HOLLMANN manages Fortune Hotels in Hamburg (Gastwerk Hotel, The George Hotel, Superbude, 25hours Hotel Number One): four of the most internationally prestigious and successful lifestyle hotels in different segments. Kai Hollmann was awarded the title of Hotelier of the Year in 2003 for his visionary and successful implementation of this hotel concept. In 25hours, Hollmann created a hotel that responds to the needs of creative cosmopolitans who are uncompromising in their commitment to aesthetic trends, while still looking for affordable rates.

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CHRISTOPH HOFFMANN, CEO and partner in the 25hours Hotel Company, is responsible for developing and expanding the 25hours hotel group, among other tasks. He assesses potential sites with enthusiasm, courage and the necessary sense of humour and works with local partners to develop bespoke hotel products for urban nomads, daydreamers and night owls who are looking for something a little different. The sales and marketing expert gained initial experience in the hotel business at the American Colony Hotel in Jerusalem, before moving on to senior positions at New World Travel Inc. in New York, at Kempinski Hotels and Bürgenstock Hotels & Resorts (Leading Hotels of the World) in Switzerland, also at the small but very prestigious Louis C. Jacob Hotel in Hamburg (Relais & Chateaux). Hoffmann was awarded the title of Hotelier of the Year in January 2017.

XAVI VEGA is General Manager at the 25hours Hotel Terminus Nord in Paris. The Spaniard supervised the entire redevelopment process and managed operations with the existing team. After his Master's degree in Hotel Management at the Escuela de Administración de Empresas in Barcelona in 1998, he gathered experience in all corners of the world, including many years as General Manager of various luxury and designer hotels. Thanks to career stages in France and Belgium, he speaks fluent French and is very familiar with the Paris location. Most recently, he managed the Tabacón Grand Spa Thermal Resort in Costa Rica.

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