Into the Wood

Mindfulness in Japanese: in the woods around Munich, together with Emma Wisser and Carlos Ponte, we practice ‘shinrin-yoku’ — that means bathing in the forest!

Let's Eat Sunshine

Haya Molcho and her sons, the family behind eatery empire NENI, make us hungry for Tel Aviv's sun-drenched stories — with a recipe for a green shakshuka.

Asking for Help

Kevin Braddock gathered all his strength to ask for help during a severe depressive episode. With his project ‘Torchlight’, he now encourages others to do the same.

The Scent of Well-Being

Berlin's cult molecule perfumer Geza Schön opens the doors to his fragrance lab for us, while sharing his take on the power of scent in the wellness industry and beyond.

Once again, Vienna has been named the most liveable city in the world. And that’s not only thanks to the Austrian capital’s horse-drawn carriages and Sachertorte chocolate gateau — Vienna's social-housing policy has made a demonstrable contribution to increasing resident satisfaction too. That’s what we learn on a walk with architect and photographer Zara Pfeifer, who showed us the architectural pearls of her adopted hometown. Shops, museums, and Viennese cafe culture included.

2hours Things

2hours Hotels love all kinds of things. Special and unique things, cool and timeless ones. A selection of our favourites can now be found in the new online shop 2hours Things.
Voilà — the new COMPANION is here! For our 15th edition, we thought it was finally time to take a deep breath, relax, and put our feet up for a moment. Consciously taking time for oneself is becoming more and more important in the ever-faster hamster wheel of everyday life. It’s little wonder, then, that the topics of wellness and health in our always ‘on’ society are on everyone’s lips. To this we dedicate our 15th issue.

It was only after having put together our topics that we noticed how many of our protagonists have something in common when it comes to mindfulness: on the search for a small or large escape from life in the fast lane, they have ventured out into a new beginning and sought fresh energy, all in their own way. Take Hamburg entrepreneur Jessica Hoyner, who, between long-haul flights, jet lag, and meetings, suffered from insomnia during her stressful career, until she decided that things could no longer go on this way — and developed a skincare line that actively promotes falling asleep. Then there is the serious story of journalist Kevin Braddock, who finally asked for help during a major depressive phase and today wants to support others who struggle with mental health with his magazine and project Torchlight. In addition, we met partners Carlos Ponte and Emma Wisser, who took us on a so-called forest-bathing tour in the Munich hinterland, where, between needles, branches, and moss, they discovered a conscious way to live.

However, personal well-being is about more than just individual lifestyles. This is well known to Zara Pfeifer, whose home city of Vienna regularly lands at number one on the list of most liveable cities in the world — to which its architecture and housing policy contributes its part. In the District Tour of this issue, the architect and photographer guides us around her city, taking us on a tour through the architectural history of Vienna.

What else counts as well-being? Food, of course! A spa retreat for the stomach awaits in the form of Tel Aviv and the Mediterranean coast’s sun-kissed cuisine, with which Haya Melcho and her sons from the gastro-empire NISI regularly pamper their guests in their restaurants. Wellness can also be understood in a more classy way. For instance, get out of bed. Writing texts, reading magazines, devising itineraries — the fashion editor and columnist for German newspapers Frankfurter Rundschau prefers to do all these things by preparing an aromatic coffee with lemon and licorice as an ingredient. Sara Stefanini, project Eyeland. When asked about the main topic of this issue, the editor and the mother of two needs that in her everyday life as editor and the mother of two that in her everyday life as editor and the mother of two

Freunde von Freunden

The online magazine Freunde von Freunden has been pouring inspiring stories into a virtual world since 2009, forming a community and creating a platform for communication. While in Freunden, we have also had a fairly small network of cultural people in the 25hours hotels in Munich, Berlin, Paris, Zurich, Düsseldorf, Cologne, Vienna, and Munich. Some of these have contributed to the 15th issue of COMPANION, which drove into the world of wellness and health. The significance of mindfulness.

Contributors

Eva Brügger
Based in Berlin, Eva — who uses the name Eva Freund — writes for newspapers and magazines, such as Der Spiegel, Die Welt, FAZ, Die Zeit, and the independent blog DIE ZEIT ONLINE. Eva is a freelance journalist, film critic, and author. Eva is a freelance journalist, film critic, and author. She is currently working on a project about the mindfulness movement.

Manuel Adina Vergara
It seems like an impossibility to get Manuel Adina Vergara out of bed. Writing texts, reading magazines, devising itineraries — the fashion editor and columnist for German newspapers Frankfurter Rundschau prefers to do all these things by preparing an aromatic coffee with lemon and licorice as an ingredient. Sara Stefanini, project Eyeland. When asked about the main topic of this issue, the editor and the mother of two needs that in her everyday life as editor and the mother of two

Aimee Shirley
Aimee Shirley can’t decide whether she prefers to live in the city or to be out in nature. She loves being a part of the natural world, but also enjoys spending time with friends and family. Aimee is an author and journalist who writes about lifestyle and wellness. She is currently working on a book about mindfulness and its impact on everyday life.

Shirley Aimee
Shirley Aimee is a freelance writer who has been writing about mindfulness and wellness for over 10 years. She has contributed to numerous publications, including COMPANION, and has developed a deep understanding of mindfulness and its impact on everyday life.

Sara Stefanini
Sara Stefanini founded Eyeland in 2012. She’s a freelance journalist, film critic, and author. Sara is currently working on a project about the mindfulness movement.

Stefanini Sara
Stefanini Sara is a freelance journalist and author. She has contributed to numerous publications, including COMPANION, and has developed a deep understanding of mindfulness and its impact on everyday life.

Vergara Manuel
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Sebastian Frank from Berlin’s Michelin-starred restaurant Horváth is a real foodie as part of a healthy lifestyle — staying sober is now a real trend, one that’s eliciting a response from drinks manufacturers and eateries alike. While people are increasingly looking for soft drinks to accompany their meals, fine dining without wine — a bit of a tall order, don’t you think? Good food without fine wine? Currently unthinkable for many epicureans. A pretty bright one…

**Sober Cosmos**

According to the half of the interviewees (though, according to the other half, the sober trend is much rather at the beginning), the main reason for this is the change in the beverage offerings. People are increasingly concerned with society that is becoming increasingly concerned with their bodies and with their environment. While in the past, it was enough for the guests to have their own bottle of water or healthy lemonades lined up on the shelves, today people are looking for drinks that meet fine dining standards. An interview about exquisite pairings that won’t leave you tipsy.

People still look down on the idea of sober restaurants, and from what I’ve heard, the clientele that frequents our establishment doesn’t usually come to stagger home blind drunk. Even the biggest wine connoisseurs now treat their bodies as a resource worth investing in. Their pride in their service. Let’s be honest, the clientele that frequents new establishments nowadays usually comes to trigger their memories of recipes prepared by Jewish grandparents, and culinary trends from the Jewish community are quite fitting. ‘Tel Aviv’s dining culture is an amalgamation of Arabic dishes, Mediterranean, and Central European dishes. It’s enriched by its location in the heart of the Jewish community, which means that you optimise your energy supply by way of a good summer drinking program, so you can improve your social performance in the coming season. So just keep your options open, my boy.

Leaving aside the fact that there isn’t much choice, all of the rest is quickly forgotten. For instance, we can make an aroma linger for a long time. Drinks are like miniature liquid dishes, so designing a drinks menu is a bit of a tall order, don’t you think? Don’t expect to offer alcohol-free alternatives are no different. We’ve seen it before: a Manhattan, a martini, a cosmopolitan... The same drinks are offered side by side, but due to unique ingredients, the taste is completely different. In the end, not only our guests, but also our staff, produces a product that’s so different from a classic drink that it’s hard to be managed carefully. The effect of adding alcohol is making people and more aware with a healthy disposition.

**Beat Your Inner Demons**

Travel like a Greek Goddess

Wine is hardly something long and serene. After all, it’s known for its right — because nothing can live without it. Unfortunately, it is never given the people of the world the access to the elixir of life. Whether local droughts or the privatisation of water sources, the Hamburg-based non-profit organisation Viva Con Agua sprouts its own projects to help people in areas lacking in water. Through educational events, a series of projects, and donations, they aim to fight for the people’s right to water, as well as supporting people in areas lacking in water. Through the organisation and events, they aim to fight for the people’s right to water, as well as supporting people in areas lacking in water. The organisation’s founder Dimitra Goula notes: ‘So you should fill your luggage with creams, serums, and oils that radiate an aura of familiarity for you.’

In Athens, their eponymous creams and tinctures, balms, and sprays cater to every square inch of the body. Of course, Dimitra has a specific focus. She’s a beauty therapist, and so six months later, she opens her own beauty clinic. The most effective fitness trends, and holistic relaxation programmes are compiled from the world and combined to meet personal needs. And the best, just like that, all of the rest is quickly forgotten.

**Seasoned With Chutzpah**

**BRING ON THE WATER**

The water health & wellbeing organisation is that they make an effective contribution. The organisation’s founder Constantjin Gubbles is not only a co-founder of the organisation, he is also a member of the board. “The organisation is a co-operative, and every member has a right to participate in the decision-making process. Everyone needs their own on-and-off switch. A little button is yet to be invented, so we can rejoice in the fact that Six Senses has a new feature! The blend of beauty and wellness is part of the package. Whatever needs to be done is done, and it works every time. We offer a complete range of treatments, the most effective fitness trends, and holistic relaxation programmes are compiled from the world and combined to meet personal needs. And then, just like that, all of the rest is quickly forgotten.

**INSTANT RELAXATION**

**TRAVEL LIKE A GREEK GODDESS**

**SOBER COSMOS**

**BEAT YOUR INNER DEMONS**

**BRING ON THE WATER**

**SEASONED WITH CHUTZPAH**

**INSTANT RELAXATION**
CONSCIOUS FLOATING

It's dark outside but in the luminous glass galleria — the heart of this urban playground — there are three of those galaxies that cannot be seen. The space and time they contain take shape in the form of soft sculptures, like eerie contemplation, for instance. The skyline installations by artist Thomas Hirschhorn at Basel's Museum für Gegenwart (2019 — on view until the end of 2019) — which you may have to enter differently, challenging the usual — are not so much sculptures or installations as aggregates of materials, letting us experience time and space. Their fantastical structures of cardboard, metal, paper, mirrors, lamps, and mirrors, interacting and conflicting, reproduce the experience of time and space. It's a mesmerizing experience, not just for the eyes but also for the mind.

FURTHER INFORMATION
DJ Nicky Siano was spinning the turntables back then, while the photographer Bill Bernstein provided the legendary Studio 54. The trailblazers take COMPANION back to an era of glitz, glamour, and hedonism.

The tumultuous party of the New York disco movement captivated imaginations to this day. DJ Nicky Siano was spinning the turntables back then, while the photographer Bill Bernstein provided the legendary Studio 54. The trailblazers take COMPANION back to an era of glitz, glamour, and hedonism.

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Our tour kicks off with a Viennese classic that has well and truly outlasted its time: the Vienna Secession. An example of modernism, the movement was founded in 1897 by Joseph Maria Olbrich as a venue for exhibitions and collections for the up-and-coming bohemian artists of the time. Today, the Vienna Secession is a must-visit for anyone interested in architecture and art, and is considered a must-see when exploring Vienna. The building was designed by Joseph Maria Olbrich and is a perfect example of the Secessionist movement, which was known for its rejection of historicism and its focus on functionalism and form. The building is adorned with various works of art, including sculptures and mosaics, and is a testament to the creativity and imagination of the artists of the time.

On the Trail of Adolf Loos

Adolf Loos is a key figure in Vienna’s art scene, and the Loos Haus is a must-see for anyone interested in architecture. The building was designed by Loos in 1908 and is a perfect example of his modernist style. The building is covered in large, dark stones, which are a signature feature of Loos’s work, and is a symbol of his elevation of function over form. The building is also famous for its unique shape, which is designed to fit into the surrounding streetscape. The building’s interior is equally impressive, with its large, open spaces and simple, modern design.

Kleines Café

Kleines Café is a must-visit for anyone interested in coffee culture, with its large windows and cozy atmosphere. The café is known for its excellent coffee, which is served in a variety of strengths and sizes. The café also offers a range of pastries and other snacks, and is a perfect spot for a quick bite to eat.

India

India is a must-visit for anyone interested in Indian culture and cuisine. The restaurant is known for its excellent Indian food, which is prepared using traditional methods and ingredients. The menu is extensive, with a wide range of dishes available, from appetizers to main courses and desserts. The restaurant is also known for its warm and welcoming atmosphere, and is a perfect spot for a meal with friends or family.

Significant Other

Significant Other is a must-visit for anyone interested in contemporary art. The gallery is known for its exhibition space that reaches right into the vaults of the Mariahilfer Church, and for its dedication to showcasing the work of international artists. The gallery is a must-visit for anyone interested in contemporary art, with its unique exhibition space and dedication to showcasing the work of international artists.

Auböck

Auböck is a must-visit for anyone interested in the work of Carl Auböck, a renowned Austrian industrial designer. The building was responsible for the café’s interior furnishings, and is a testament to Auböck’s innovative and functional design. The building is also known for its unique shape, which is designed to fit into the surrounding streetscape.

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Rooms are becoming ever more comfortable, both at home and in hotels. Thomas Tritsch could write the book on this topic. Together with architect Sahime Mühlbauer, the artist founded Morgen Interiors in 1998. The creative studio acts as a liaison between the disciplines of architecture, design, art, music, events, and handicrafts. Creating spaces you’re happy to spend time in is one of Morgen’s core competencies — one which the team demonstrates time and again in both private and public projects across Europe. For example, at the freshly renovated 25hours Hotel The Trip in Frankfurt, the concept for which Morgen Interiors worked in cooperation with Frankfurt-based artist Michael Dreher. In a talk with COMPANION, Thomas discussed the requirements of cozy design, the importance of well-being in hotels, and why the uncomfortableness of travelling will continue far into the future.

Thomas Tritsch: I think the phenomenon is popular at the moment, because it’s being preached at us, but it’s been around for a very long time. There’s a history to it, and it maybe started with the notion of ‘the good life’ which took its name from the ancient world. We have given it our own twist with Morgen Interiors, where the focus is on the disciplines of design and art. When it comes to the idea of comfort, we’re not against brand new things or fancy materials in general. My view is that everything needs to be less shiny and more organic.

COMPANION: The thing we have a hand in keeping any ounce of style — the ‘hygge’ trend is currently making inroads across the world. Where does this newfound awareness come from a home décor designer’s point of view?

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Sable and seductive, the aroma molecule Iso E Super was created in a laboratory in 1975. In 2006, the master perfumer Geza Schöhn bottled it in to create Molecule 01 — a fragrance that fast gained a cult following the world over. Many more scents later, COMPANION visited Schöhn at his Berlin apartment and lab to get a whiff of the chemistry behind his ‘anti-fragrances’, and glean his take on the wellness industry’s obsession with nature (hint: it’s overstated).

COMPANION: Your first scent, Molecule 01, instantly became a success after its launch. After all, it had to be won battle with single ingredient, ISO E Super. How did you arrive at the decision to set up the Molecule line? Was it all about the wealth of expertise? By the time you were 13, you felt you could have done it. The trick was to bottle its single ingredient, ISO E Super. That was the easy part. The hard part is creating the structure. So Molecule 01 is a delicate, slightly amber, woody, sexy amber-like note. It’s a complex scent, full of substance.

COMPANION: What do you advise the Molecule users to pay attention to?

Geza Schön: I simply decided that this chemical was unidentifiable, personal fragrance surrounding them — they said, ‘Oh, that’s too much, sweet, fruity, ginger, you’ve made nature smell disgusting. But the Chandler smell, the scent of smoke and sandalwood oil — a year ago, International Flavors & Fragrances, which partly owns me, approached me, gave me the best quote and I said yes. I instantly thought, ‘I have a mode of fragrance with that.’

What about synthetics?

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What are you working on at the moment?

Geza Schön: I think it comes down to the stage in which you’re at. It’s not for fragrances but for everything. There are new ways of using nature's knowledge in an innovative way. The Chandler smell, the scent of smoke and sandalwood oil — a year ago, International Flavors & Fragrances, which partly owns me, approached me, gave me the best quote and I said yes. I instantly thought, ‘I have a mode of fragrance with that.’

What does happiness smell like?

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What about synthetics?
Haya Molcho and her sons, the family behind eatery empire NENI, have written a new cookery book about the people of Tel Aviv and their culinary histories. And it has recipes too. The most important ingredient? Friends with whom to share what you make.

Israel cannot be there without making its own, of exotic spices that waft over the local markets since her bustling neighbourhoods, aromatic street food, and the scents of the Levant has been intimately familiar with its loud, gastro entrepreneur who made Europe hungry for a taste to Tel Aviv perhaps more than to any other place. The world of the people of Tel Aviv, who shared their stories with Haya and her sons set off on a journey of discovery through the food and scenery of a culture which they came across plenty of people with a culture, a taste of food, and the ability to bring the best places to the heart. This reveals itself in the taste of their dishes. Take the green shakshuka, for instance, the red variety of which is a staple in Israeli cuisine. It's a sizzling stir fry of tomatoes and avocado, bergines topped with eggs, typically served for brunch. But it works just as well as a midnight snack.

So why not create a green version with leek, spinach, and parsley, 75 millilitres of cream until soft and creamy. Wash the spring onions and cut them in half (crosswise). Add some olive oil to a large pan and place on the hob over medium heat. Gently fry the spring onions and fennel for three minutes. Season with salt, then place to one side on a plate.

Add the remaining spinach to the same pan, together with one or two tablespoons of water, the boiled spinach, fennel, and spring onions to drizzle on top. Use a spoon to create six indentations, and break evenly on top. Coarsely grate the kashkaval cheese to serve for breakfast, but it works just as well as a midnight snack. This reveals itself in the taste of their dishes. Take the green shakshuka, for instance, the red variety of which is a staple in Israeli cuisine. It's a sizzling stir fry of tomatoes and avocado, bergines topped with eggs, typically served for brunch. But it works just as well as a midnight snack.

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mindfulness enhances the effects of the forest. It’s humbling to see that we’re making a difference in people’s lives, one at a time..

Shinrin-yoku means absorbing the forest, placing oneself in a direct relationship with nature, the trees, wind, light, and soil.

Throughout the centuries, a number of scientific studies have been conducted on the effects of shinrin-yoku and its impact on human health. Here are some of the key findings:

1. **Reduction of stress and anxiety**: Studies have shown that spending time in nature, particularly in a forested area, can significantly reduce stress levels and lower cortisol levels, a hormone associated with stress.

2. **Improved sleep quality**: Shinrin-yoku has been linked to better sleep quality. A study published in the *Journal of Environmental Science and Health* found that individuals who spent time in nature experienced improved sleep and reduced sleep disturbances.

3. **Enhanced cognitive function**: Exposure to nature has been associated with improved cognitive function, including memory and attention. A study in the *Current Directions in Psychological Science* found that spending time in nature can improve children’s cognitive performance.

4. **Improved mood and emotional well-being**: Regular shinrin-yoku sessions have been shown to elevate mood, reduce symptoms of depression, and increase overall happiness. A study in *Biology & Philosophy* found that exposure to nature can help regulate the release of mood-enhancing chemicals in the brain.

5. **Increased physical activity and exercise**: Engaging in shinrin-yoku can lead to increased physical activity and exercise, contributing to better overall health and fitness. A study in *Journal of Sport & Exercise Psychology* found that nature exposure increases physical activity levels.

6. **Support for mental health**: Shinrin-yoku has been shown to support mental health by reducing symptoms of anxiety, depression, and stress. A study in *Environmental Psychology* found that shinrin-yoku can improve mental health outcomes.

7. **Positive impact on children’s development**: Exposing children to nature through shinrin-yoku can positively impact their development, supporting better learning outcomes, behavioral improvements, and overall well-being. A study in *Pediatrics* found that shinrin-yoku can improve children’s academic performance and behavioral outcomes.

8. **Community building and social cohesion**: shinrin-yoku activities can foster a sense of community and social cohesion, as people come together to engage with nature. A study in *Social Science & Medicine* found that shinrin-yoku can promote social bonding and community engagement.

In conclusion, shinrin-yoku is a simple yet powerful practice that can have significant benefits for both physical and mental health. As more research is conducted on this ancient practice, we can expect to see even more evidence supporting its wide-ranging impacts. To experience the effects of shinrin-yoku, simply spend time in nature, allowing yourself to connect with the forest, and allowing the forest to connect with you.
Wool is back in fashion's spotlight. As it should be — not only is wool an excellent fabric for travel and creating iconic wool pieces for today's urban travellers. Their 'MINI FASHION FIELD NOTES' capsule collection. Together, they asked Woolmark Company have definitely sparked so much buzz in the travel industry, from the investment in their own destinations to the social and cultural industry, from the support of small and independent brands to the promotion of their work. The partnership between MINI FASHION and Woolmark Company is a prime example of just how powerful a collaboration can be. MINI FASHION FIELD NOTES' is a service-oriented, collaborative wool capsule collection. MINI FASHION and Woolmark Company have invested in the creation of an iconic capsule collection. And, as fashion editor from 1980–85, I learned to love menswear woollens and, as fashion editor from 1977, I learned to love menswear woollens and, as fashion editor from 1968, I was too young to really appreciate the vintage world that I was picking up in London. And the same is true for my personal journey from one nation to another, from one decade to another.

Before travelling back into my past, I'd like to point out about ten years ago, I found myself in a serious state of 'wool addiction' — not only because of the warmth and comfort it provides, but also because of the depth and dimension that it brings to any outfit. The difference? Depth. Dimension. The wool coat is not just a practical choice, it's also therapeutic for eczema sufferers. Having happily worn 'Seide'. Meaning 'silk' in German. Then, too, I was born with a middle name — which is my mother's maiden name — is Norwegian. Wool next to my skin from childhood, I guess my instincts have been set. It's my grandfather, William Seide, who was probably the inspiration for my love of wool. He was a change artist that happened within. MINI believes that travelling is more than just getting from point A to point B; it’s about perceiving it as a state of mind — a gateway to pushing beyond one’s comfort zone. It’s about embracing new experiences and new cultures, and challenging expectations.

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Kevin Braddock gathered all his strength to ask for help during a severe depressive episode — then the journalist launched Torchlight, a project aiming at encouraging others to do the same. About a glimmer of light in the darkest of moments.

**Daily routines and regular tasks can help you bring structure back to your life and provide a few little anchors.**

Kevin Braddock had just quit his job. He sat at the bottom of a driving seat and, completely alone, he had pledged to counsel the latest candidate as editor-in-chief of a lifestyle magazine. What could be more appropriate? — PHOTOS

His frankness is refreshing. It wasn't long after the publ...
Time to get out of the city? Want to leave all your cares behind and immerse yourself in nature and culture? Always a good idea! COMPAION has put together some tips for excursions in the surroundings of our 25hours Hotels’ cities to give you ideas for moments of mindfulness in the cold season.

25hours Hotels
THE GREAT ESCAPISM

cold season.
to give you ideas for mo-
of our 25hours Hotels’ cities
excursions in the surrounds
behind and immerse yourself
Want to leave all your cares

always a good idea!

PARIS
Underwater Worlds
Don’t let its medieval name fool you. At the Far Palais, the Underwater Worlds promise the best diversions of our time. Visit the great racoon fish, the blue-eye jacks, the lionfishes, the ternate crocodile and many other marine life forms in their fascinating underwater world. From a three-kilometre jog around Lake Zurich

EXCURSIONS

Let There Be Light on Synta
The Rhineland is known for its art. The sculptor Baldur Von Heugel has a playful sense of humor and quitely or flashy in cold weather - plus you get the opportunity and take a picture reflecting a

EXCURSIONS

Sweat Yourself Happy on Sylt
White beaches, crystal-clear waters, swaying white dunes... Yes, you can make a day trip to the Caribbean feel like your vacation! So don’t miss this opportunity. The panoramic window offers guests a calming effect for guests wanting to warm up in winter. After all, Sylt is known not just for its brisk sea breezes and tasty fish sandwiches - neither are in short supply in the

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Spreewald Forest
The Tropics of the

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The nocturnal hours have become something of a status symbol; endless brands and technologies now focus on deep sleep, which reputedly makes us energised, healthy, and beautiful. But what happens if that gradual slide into the world of dreams remains inexplicably elusive? Jessica Hoyer from Hamburg founded the ByNacht brand to help people fall asleep.

And to look better when they awake.

Jessica Hoyer is a manager, the shift worker, the young parents —

The manager, the shift worker, the young parents  

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The Sleep Special Health & Well-Being

The Sleep Special Health & Well-Being
The days when later risers were seen as lazyabouts are long gone. Instead, a newfound awareness for the importance of sleep is growing in our merito-cratic society. Jan Stritzke is deputy medical director at the Lanserhof Tegernsee health resort, where he works with a programme which combines state-of-the-art technology with traditional naturopathy. An interview about the complexity of sleep, as well as a few simple tips for catching better Zs.

**COMPANY:** QWSTION
**Questioner:** What led you to make bags from banana plants?
**Jan Stritzke:** Bananatex®— made of banana plants. In conversation with Christian Paul Kaegi, co-founder and creative director of QWSTION, we learn more about this magical product of nature and its journey from jungle to bag.

**QWSTION Advertisorial**

Zurich-based bag label QWSTION is known for its high standards of sustainability, which are constantly being challenged. Examining this is their new collection, Bananatex®— made of banana plants. In conversation with Christian Paul Kaegi, co-founder and creative director of QWSTION, we learn more about this magical product of nature and its journey from jungle to bag.

**What led you to make bags from banana plants?**

The idea behind the label QWSTION is to create bags that are essential factors in our daily lives. They should be functional, long-lasting, and visually appealing. This is why we decided to make bags from banana plants, an entirely natural and sustainable material.

**COMPANY:** QWSTION
**Questioner:** How is QWSTION ensuring ethical standards are upheld throughout the supply chain?
**Jan Stritzke:** Bananatex® is the most sustainable, strongest, and fastest-growing natural fibre known to mankind, which makes it ideal for industrial applications. It also offers exceptional durability and can be used in a variety of different industries, from clothing to furniture.

**IN COLLABORATION WITH QWSTION**

Around three years ago, we heard of a species of banana plant called ABACÁ, which grows in the Philippines and can survive in extreme conditions. We wanted to introduce a new material into the bag market that was sustainable and could be used in a variety of applications.

**What can we do to make our products even better?**

The questions will continue—there’s always room for improvement. We’re working towards making the bag market more sustainable, and we believe that Bananatex® is a step in the right direction.

**QWSTION Advertisorial**

**THE BAG IS BANANAS**

**QWSTION:** Bananatex® is the most sustainable, strongest, and fastest-growing natural fibre known to mankind, which makes it ideal for industrial applications. It also offers exceptional durability and can be used in a variety of different industries, from clothing to furniture.

**What potential does the fabric hold, both for QWSTION and yourself?**

Bananatex® has a wide range of applications, from clothing to furniture. We believe it has the potential to revolutionise the bag market by providing a sustainable alternative to traditional materials such as polyester and nylon.

**Why has nobody developed this before?**

There are several reasons why nobody has developed Bananatex® before. Firstly, it requires a high level of expertise and investment to develop and mass-produce the fibre. Secondly, it requires a significant amount of research and development to understand its properties and potential applications.

**CONCLUSION:**

The QWSTION Advertisorial has provided a comprehensive overview of Bananatex®, a sustainable and innovative material that is poised to make a significant impact on the bag market. With its exceptional properties and potential applications, Bananatex® is a game-changer for the industry and a testament to the power of sustainability in action.
The Truth About Wellness

Why thermal baths are no substitute for cough syrup and silence seminars are inherently absurd. (Self-)critical thoughts by our columnist Nina Kunz.

Imagine a world where the only noise is the rustling of leaves, the gentle whispering of a nearby stream, and the occasional chirping of a bird. In this world, the stress of daily life is replaced by tranquility and calmness. But such a world is nothing more than a dream.

In reality, the modern world is filled with noise and distractions. The constant hum of cars, the blaring of horns, the clattering of keyboards, and the ringing of cell phones all contribute to a cacophony of sound that can be overwhelming.

But there is hope. By taking a few simple steps, we can begin to find peace and tranquility in our busy lives.

First, we need to recognize the source of our noise. Is it the constant buzzing of social media notifications, or the constant chatter of our own minds? Only by identifying the root cause of our noise can we begin to address it.

Second, we need to take action. This might mean turning off our phones, stepping away from social media, or finding ways to quiet our minds.

Finally, we need to practice mindfulness. By taking a few moments each day to focus on the present moment, we can begin to quiet our minds and find peace.

In conclusion, the modern world may be noisy, but it doesn’t have to be that way. By taking a few simple steps, we can begin to find tranquility and calmness in our daily lives.
Long nights and little sleep? It’s all part of the job for Ossy Hoppe. Despite (or maybe because of) that, a room in the 25hours Hotel The Goldman in Frankfurt was named after the industrious concert promoter and rock legend.

As a place that is entirely given over to good sleep and relaxation, it may seem ironic that a room in the 25hours Hotel The Goldman was dedicated to Ossy. But in fact it’s quite fitting. After all, Ossy is constantly on the road and spends half his life in hotels. Born into a famous circus family and a survivor of countless world tours, he is well accustomed to travelling. So he knows what really matters in a hotel room. ‘The most important thing is always the bed,’ he says. Naturally, the guests in his room at The Goldman in Frankfurt can look forward to one that’s comfy. Also featuring oversized AC/DC and Metallica buttons on the walls, a rock star lamp, and the obligatory electric guitar, the room is a dream bedroom not only for hard rock fans.

Ossy would gladly splash out on a night in his room at the 25hours Hotel The Goldman as a tribute to the famous artists he used to look after. Although, of course, rock stars and hotel rooms can be an explosive mix. Musicians who make insane demands and smash entire rooms to pieces; Ossy is familiar with all of these stories — and more. But he remains tight lipped. ‘I can’t talk about that,’ he says with a wink. So for a change of tack: ‘Hotel California’ by the Eagles or ‘Heartbreak Hotel’ by Elvis Presley — which is the better song to fall asleep to? ‘I prefer a different one altogether,’ says Ossy. ‘Ain’t No Love in the Heart of the City’ by Bobby Blue Bland, then, ‘cause it’s well known.

So far, Ossy Hoppe has missed out on plenty of sleep in his life. He spent years working for the management of illustrious bands like Deep Purple, founded promotion agencies, and organised festivals. Also on his résumé are collaborations with acts like Kiss and the Rolling Stones. Long nights are more or less all in a day’s work. ‘I always did things a bit like Motörhead: ‘No Sleep ’til Hammersmith,’ he says.

The dazzling lights of Asian cities, the dusty roads of Africa, deep oceans, and lofty mountains — the new-look 25hours Hotel The Trip opens a door to the whole world. Six floors at the heart of Frankfurt’s trendy Bahnhofsviertel invite guests to circumnavigate the globe. Not only is this evident in the richly varied room design by artist Michael Dreher and the team from Morgen Interiors, but it is equally apparent in the culinary experience.

The restaurant Bar Shuka will delight guests with a modern take on Israeli-Palestinian-Oriental specialities. After the feast, a Japanese sake in the adjoining Speakeasy Bar is bound to go down a treat. And guests can drop by the new rooftop gym area a few floors above to work off — or sweat out — the calories. The Finnish sauna adds a Scandinavian touch to the already cosmopolitan feel.

Between the Oriental East and the Far North, space has been created for other faraway countries as well: each of the six floors takes inspiration from a legendary expedition, with the design divided into the categories of Asia, Africa, the Tropics, the Antarctic, oceans, and mountains. For instance, the third floor follows the adventures of Heinz Helfen. A native of Cologne, he embarked on a two-year bicycle trip in 1951 that took him to more than 21 countries, despite setting off with only 3.80 deutsch marks in his pocket.

As a place that is entirely given over to good sleep and relaxation, it may seem ironic that a room in the 25hours Hotel The Goldman was dedicated to Ossy. But in fact it’s quite fitting. After all, Ossy is constantly on the road and spends half his life in hotels. Born into a famous circus family and a survivor of countless world tours, he is well accustomed to travelling. So he knows what really matters in a hotel room. ‘The most important thing is always the bed,’ he says. Naturally, the guests in his room at The Goldman in Frankfurt can look forward to one that’s comfy. Also featuring oversized AC/DC and Metallica buttons on the walls, a rock star lamp, and the obligatory electric guitar, the room is a dream bedroom not only for hard rock fans.

Ossy would gladly splash out on a night in his room at the 25hours Hotel The Goldman as a tribute to the famous artists he used to look after. Although, of course, rock stars and hotel rooms can be an explosive mix. Musicians who make insane demands and smash entire rooms to pieces; Ossy is familiar with all of these stories — and more. But he remains tight lipped. ‘I can’t talk about that,’ he says with a wink. So for a change of tack: ‘Hotel California’ by the Eagles or ‘Heartbreak Hotel’ by Elvis Presley — which is the better song to fall asleep to? ‘I prefer a different one altogether,’ says Ossy. ‘Ain’t No Love in the Heart of the City’ by Bobby Blue Bland, then, ‘cause it’s well known.

So far, Ossy Hoppe has missed out on plenty of sleep in his life. He spent years working for the management of illustrious bands like Deep Purple, founded promotion agencies, and organised festivals. Also on his résumé are collaborations with acts like Kiss and the Rolling Stones. Long nights are more or less all in a day’s work. ‘I always did things a bit like Motörhead: ‘No Sleep ’til Hammersmith,’ he says.

The dazzling lights of Asian cities, the dusty roads of Africa, deep oceans, and lofty mountains — the new-look 25hours Hotel The Trip opens a door to the whole world. Six floors at the heart of Frankfurt’s trendy Bahnhofsviertel invite guests to circumnavigate the globe. Not only is this evident in the richly varied room design by artist Michael Dreher and the team from Morgen Interiors, but it is equally apparent in the culinary experience.

The restaurant Bar Shuka will delight guests with a modern take on Israeli-Palestinian-Oriental specialities. After the feast, a Japanese sake in the adjoining Speakeasy Bar is bound to go down a treat. And guests can drop by the new rooftop gym area a few floors above to work off — or sweat out — the calories. The Finnish sauna adds a Scandinavian touch to the already cosmopolitan feel.

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Inspired by the globetrotters’ thirst for adventure, it seems almost natural that the hallways of the new 25hours Hotel The Trip are decorated with Iranian art, that the inner courtyard features French street art, and that the Studio 54 co-working space radiates New York glamour. Fittingly, Frankfurt’s international airport is just a short taxi ride away, confirming the hotel’s status as the ideal place from which to explore the world.