

Press release, 11 March 2019

## History in the making: the 25hours Hotel Number One is all grown up

**Hamburg:** After the extensive redesign of the public spaces, the Number One hotel now has a fresh look and will surprise visitors with a new restaurant. In November 2003, the first 25hours hotel was opened in Bahrenfeld. Even then, the Augsburg-based creative agency DREIMETA developed the unusual interior design concept for the former office building. Today still, DREIMETA is responsible for the renovation and modernisation of the public spaces on the ground floor, with a restaurant, lobby, shop, and a space for conferences and events.



“The hotel creates its unmistakable identity with timeless, elegant and familiar style elements, while still remaining true to its dynamic character and creating something brand new”, explains designer Armin Fischer from DREIMETA. “Good design is also always a backdrop for your own presence - nobody needs conventions or trends if design and ambience can travel from the eye to the heart in such an unfiltered way.”

At the heart of the hotel is the speisebar restaurant – and not just in a culinary sense. The speisebar, with a reinterpreted mid-century look, is a café, bistro, bar and relaxed meeting place for classic drinks and your favourite food, like the home-made Number One currywurst, the flank steak in garlic butter with green beans, bacon and chips, and the creamy Carnaroli risotto with fried parsley root and wild herbs. The impressive design is somewhat reserved,



with warm, earthy tones and gold accents, zesty shapes and elegant vintage furniture made from quality leather. The neighbouring conference area offers a creative space for focusing on work, but also help to let the inspiration flow. Organic furnishings in place of rational simplicity, corner sofas and a podium for impassioned speeches, as well as modern conference technology.

25hours co-founder Kai Hollman adds: “The idea behind the speisebar is to offer small dishes and drinks at a fair price in the neighbourhood, from breakfast every morning to late at night, and it is not just for hotel guests, but is particularly intended to serve the area around the Otto-von-Bahrenpark.

Every day, there is a dish of the day available for under €10, which was a conscious choice to be able to reach the

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many different people in the district. The speisebar stands for small dishes, often very regional, and always freshly prepared. You simply have to try the home-made sauces, such as the “truffle mayonnaise” or the “malt beer curry sauce!”

Click [here](#) for the 25hours Hotel Number One press information.

Neuer Brand Movie: [https://www.youtube.com/watch?v=j\\_TcP69qVDU](https://www.youtube.com/watch?v=j_TcP69qVDU)

Weitere Informationen zu allen 25hours Hotels: [25hours-hotels.com](https://www.25hours-hotels.com)

Videos zu den 25hours Hotels: [youtube.com](https://www.youtube.com)

Presse- und Bildmaterial: [25hours-hotels.com/company/presse/bilder](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 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 13 hotels in German-speaking countries as well as in Paris. There are also more openings scheduled: 25hours Hotel Florence, 25hours Hotel Dubai (2020) and 25hours Hotel Copenhagen (2021). 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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