

MEDIA RELEASE



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content

| | |
|------------------------------|----|
| facts & figures..... | 3 |
| overview..... | 5 |
| BAR SHUKA | 7 |
| SHUKA Bar..... | 8 |
| interior & story..... | 9 |
| architecture & history | 10 |
| partner | 11 |
| contact & material..... | 13 |

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facts & figures

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| 25hours Hotel The Trip Niddastraße 58 60329 Frankfurt | p +49 69 25 66 77 0 thetrip@25hours-hotels.com |
| Opening | July 2008, extension September 2018 |
| Development & Realisation | L.O.F.T. GmbH (Frankfurt-based property developers Ardi Goldman and Ronny R. Weiner) |
| Owner | L.O.F.T. GmbH |
| Operator | 25hours Hotel Company |
| General Manager | Benedeikt Roos |
| Architecture | Karl Dudler Architekten, Frankfurt |
| Interior Design & Story | Michael Dreher & Morgen Interiors, Frankfurt |
| Location | Direct vicinity of the main station in Frankfurt. Ideally accessible with all public transport. Perfect starting point for sightseeing, shopping or trade fairs. Main station with underground and commuter rail links: 200 m; trade fair: 1.2 km; airport: 15 km. |
| Hotel | 152 rooms A hotel like a world trip. Nods and winks to adventurous trips and legendary expeditions, people from all over the world, their countries and stories. Kiosk, free high-speed Wi-Fi throughout the hotel. Roof terrace on the 6th floor: sauna and fitness course with a view of the Frankfurt skyline. Jogging corner. Schindelhauer bike hire and a fleet of MINIs to borrow; 24 parking spaces behind the hotel. |
| Rooms | Laid-back sanctuaries, inspired by various continents and landscapes around the globe: Africa and Asia, Oceania and the Arctic, the tropics and mountains, united in an eclectic mix. Equipped with all the mod cons: rain shower, safe, minibar, UE Boom Bluetooth speaker, Sky TV, Ethernet port, air conditioning |
| Meetings & Events | 3 rooms for functions: Freiraum function room I (65m ²), Freiraum II (35m ²) and Freiraum function room III (65m ²), offering 165m ² of floor space for up to 60 people in one room. Plenty of daylight, standard equipment and individual catering. Additional Speakeasy Room (Opium Den) with 32m ² |

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| Co-Working | with 10 workspaces and a meeting room for 8 people |
| Prices | <p>S rooms (16-21 m²) ab EUR 129 per night</p> <p>M rooms (21–23 m²) from EUR 129 per night</p> <p>L rooms (25 m²) from EUR 139 per night</p> <p>XL rooms (35 m²) from EUR 169 per night</p> <p>Pisac suite from EUR 179 per night</p> <p>Machu Picchu suite from EUR 219 per night</p> <p>(prices inclusive of VAT, exclusive of breakfast)</p> <p>Breakfast buffet EUR 21 per person</p> <p>15% discount for advance payment (no free cancellation)</p> <p>15% discount for MINI drivers</p> |
| Gastronomic Offer | <p>BAR SHUKA, Seats 80</p> <p>SHUKA BAR</p> <p>Caffé Bomba</p> |

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overview

The 25hours Hotel The Trip is perched at a central location in the vicinity of Frankfurt main station on Niddastrasse – straddling the boundary between the loud and lively district and the more sedate Westend. An entirely new building complex was created by converting and combining the former premises of a fur cleaning company and an office building, producing a 25hours hotel as a laid-back hotspot for locals and guests.

The prestigious Frankfurt-based architects from KARL DUDLER ARCHITEKTEN are responsible for converting the building. The company had already taken charge of transforming the somewhat drab post-War property into a contemporary hotel in 2008. To design the new establishment, Karl Dudler and his team integrated the adjacent office building and in doing so created 152 rooms. The neighbourhood's flamboyant and often rough-and-ready style inspired the creative minds behind the hotel to tap into the lives and stories of the people living there. Congenial partners in developing the overall concept were the Frankfurt artist MICHAEL DREHER and the design expert THOMAS TRITSCH from MORGEN INTERIORS. Drawing on the motto "Around The World In a Day", they fashioned an establishment infused with vibrant storytelling. Expressive and imaginative, the 25hours Bahnhofsviertel creates its own unique world that provides modern services to a fresh breed of urban nomads.

The different worlds unfold in an eclectic mix of styles, even the lobby. The reception desk with its green tiles is reminiscent of a check-in counter at the airport. It is the go-to place for all wishes, questions or even just a friendly hello. A conservatory with comfy wicker furniture and lush vegetation is an inviting place to linger. Besides personal items needed by guests in emergencies, a kiosk also stocks selected books by the prestigious literary publishers at FRANKFURTER VERLAGSANSTALT. The small but charming library of forgotten lands allows guests to sate their wanderlust while leafing through the pages of old travel guides, novels and picture books and dreaming of countries that have long since disappeared from the map.

Lively centrepieces at 25hours Hotel The Trip is BAR SHUKA restaurant. It's the place to meet for an Oriental lunch or dinner and a spot where the Middle East is united in peaceful coexistence. Israel needs Palestine – and not just on the plates. Tiled walls, simple wooden chairs and straw lamps: the ambience here is roughshod and rustic. And it's just a few steps from the Middle East to Japan: The SHUKA Bar serves cool drinks on a sake-basis. Its Japanese design is austere, classic and clear. A wooden counter and the mural with traditional ink drawings and cherry blossoms lend the room a stylish aura. The SHUKA Bar is the perfect place to socialise and meet friendly people, creating a PERFECT setting for quick after-work drinks and lazy evenings out on the tiles. The Speakeasy Bar located at the back is a real insider tip. In this hidden snug, up to fifteen guests can enjoy drinks in a private and slightly sinful atmosphere. Its design is inspired by historical Chinese opium dens. Local regulars also flock to the little Italian Caffé Bomba right by the entrance to take a quick coffee with some sweet pastries.

The ground floor is also home to the locations for meetings and events: spread over 145 m², Freiraum I, II und III offer plenty of space for relaxed functions. Always included: plenty of daylight, standard equipment and individual catering. On the 3rd floor, STUDIO 54 now offers a fully kitted-out co-working space. 10 desks and a meeting room for up to 8 people can be rented on a daily or even monthly basis. For offbeat and unique gatherings, the Bollywood Cinema in the basement is the ideal setting for creative thinking, productive discussions or special occasions. Cosy and laid-back, it catches the eye as the perfect spot to lounge and chill. The Bollywood Cinema is available to hotel guests or for private functions. Flamboyant and fanciful Bollywood films run on heavy rotation 24/7. The ideal place to zone out or get in the mood for late nights in Bahnhofsviertel.

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In total, 152 rooms in a variety of categories await guests on the 1st to the 6th floors. They are laid-back sanctuaries, inspired by various continents and landscapes around the globe. Each floor is given over to its own thematic world and therefore exudes an inherently individual character. Africa and Asia, Oceania and the Arctic, the tropics and mountains are the leitmotifs, as reflected in the individual furnishings, lamps and wallpapers, carpet inlays and fabrics. The rooms are furnished to the 25hours standards that urban nomads appreciate: exquisitely comfy beds for carefree sleep, air conditioning, sustainable cosmetics, flat-screen TV, minibar, UE Boom Bluetooth speaker and free Wi-Fi. Two spacious suites with their own kitchens offer plenty of space for extended visits or special stays.

The spectacular roof terrace with the traditional Finnish igloo sauna is perched imperiously, high up on the 6th floor. A quiet zone invites guests to laze around on recliners. A calisthenics parkour is laid out for fresh air workouts with a view of the Frankfurt skyline. Then there's the hotel's inner courtyard – a miniature oasis to kick back at the heart of the Bahnhofsviertel, far from the madding crowd. Guests can also enjoy food from BAR SHUKA here during spells of good weather. In the courtyard, 25hours is making a very strong statement with a photography installation. In French artist JR's international art project *INSIDE OUT*, people tell their stories next to highly expressive portraits. Under the title "Smile the World", two building façades feature 250 residents of the Bahnhofsviertel neighbourhood – their faces are captured in impressive black-and-white photos by the Frankfurt-based photographer, Rey Scue. What's more, the inner courtyard is the principal venue of the *Legendary Backyard* party, which transforms the complete hotel into one big celebration for an entire weekend once a year in summer.

25hours is the Home of MINI. The speedy little fleet is available free of charge for trips and excursions, subject to availability. For that real go-kart feeling. Guests can also zip around on two wheels. Bicycles are available for hire for use on shorter journeys in cooperation with SCHINDELHAUER.

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BAR SHUKA

BAR SHUKA is home to traditional and surprising touches. A new idea, based on an old recipe: only the best of everything. At 25hours Hotel The Trip, BAR SHUKA stands for a truly memorable culinary experience. James and David Ardinast are behind the idea. Natives of Frankfurt with German-Israeli roots, the two brothers are fixed stars in the local eatery scene. For 15 years now, they have benefited from their keen appreciation of trends and a deft touch for good food. Not only have they made a name for themselves as culinary maestros with their IMA restaurants, they are also committed advocates for the Bahnhofsviertel neighbourhood. “Their concepts significantly contribute to building a positive image for the area,” explains 25hours CEO Christoph Hoffmann.

James and David Ardinast received plenty of applause even beyond the borders of Germany for their Maxie Eisen project, a collaboration with the Berlin-based creative industries expert Oskar Melzer to introduce Frankfurt locals to the New York speciality pastrami. Their fine dining establishment north of the main station on Ottostrasse was added in May 2015: a convivial place entirely without allures, the Stanley Diamond is an explicit alternative to more formal gourmet eateries, serving exquisite home cooking in a high-quality but laid-back ambience.

This basic philosophy extends to BAR SHUKA in the 25hours Hotel The Trip as well. Bankers mingle with artsy folks, locals with travellers, trade fair visitors with students. It soon becomes obvious: consummately vivacious, BAR SHUKA celebrates cookery as a common experience and eating as a foundation of friendship where pleasure must always be shared. “It’s a perfect match for 25hours,” says General Manager Andreas Schnürer. He respects James and David Ardinast as industrious drivers of innovation: “They are lateral, visionary thinkers, determined to occupy niches and defy mainstream perceptions. This has enriched our collaboration for many years.” BAR SHUKA embodies the Ardinast brothers’ philosophy of life: honest food, presented by real characters. Everything revolves around the exclusive recipes, hand-prepared meals, proprietary condiments and blends of spices. Both of them go-getters, they are determined to question and refine their concepts tirelessly. “BAR SHUKA is intended as a bold statement, and we have become more focused over time,” says David Ardinast, looking back. “We never stop fine tuning the menu as the expression of our concept and the ideas of our kitchen team.”

So what does the restaurant serve? Every dish comes imbued with the flavours of all the world’s countries – cosmopolitan soul food in the most positive sense. The most noticeable and frequent touches are Oriental, for instance in the Freestyle Plates: an arrangement of hummus, Turkish salad, tomato salsa, ciğ köfte and cucumber, with mint dip and pita bread. It only takes one tasting to fall in love forever: a slightly addictive mixture that is certain to spread happiness. Also on the menu are crispy fresh salads with delicious toppings, alongside weekly specials that just seem to shout: It’s lunch time! Whether it’s cream of red lentil soup, chicken curry, baked cauliflower or fig cake with fresh fruit – the dishes catch the eye consistently, offering healthy and flamboyant fare with a rich selection of vegetarian or vegan options.

As the signature dish, hummus in all its manifold variations is on everyone’s lips: hummus with beetroot, broad beans, courgette and chickpea ragout, or the dish with black olives and Oriental beef sugo? “As starters, our hummus variations are perfect for people to share,” says James Ardinast, who studied hotel and restaurant management in Boston. His brother David adds: “It’s important to us to perceive eating as communication, as a communal experience to sample everything on the table.” General Manager Andreas Schnürer agrees: “That’s why the meat and fish that we serve on hot stones is a real experience and plenty of fun for small and large groups.” It follows, therefore, that BAR SHUKA has a casual approach to dining etiquette. Here, the authentic and sociable style is a quintessential quality of 25hours. Service is informal and personal.

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SHUKA Bar

The Ardinast brothers also run the SHUKA Bar in the new 25hours Hotel The Trip. It serves cool drinks on a sake-basis. Its Japanese design is austere, classic and clear. A wooden counter and the mural with traditional ink drawings and cherry blossoms lend the room a stylish aura.

The Speakeasy Bar located at the back is a real insider tip. In this hidden snug, up to fifteen guests can enjoy drinks in a private and slightly sinful atmosphere. Its design is inspired by historical Chinese opium dens.

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interior & story

The 25hours Hotel The Trip is not just another hotel in Frankfurt. The simple name says it all. It symbolises one of Germany's most flamboyant and contradictory districts. A place of juxtapositions – as fascinating as it is disconcerting. It's where the wild heart of the Main metropolis beats its rhythm. People from almost 150 countries around the world live, work or while away their time in the Bahnhofsviertel. Their stories, dreams and homelands were used as the leitmotif for the establishment's design. Drawing on the motto "Around The World In a Day", the creative minds crafted a hotel infused with vibrant storytelling. In doing so, they were careful to incorporate nods and winks to the aspiring neighbourhood in their design.

In the Frankfurt-based artist MICHAEL DREHER and the Team from MORGEN INTERIOR, 25hours has collaborated on this project with two bright sparks, translating the lively spirit of Bahnhofsviertel into an extraordinary design concept, remodelling the establishment from the bottom up in 2018 with entirely new and exciting storytelling. Hard on the heels of the original 25hours Hotel by Levi's and the 25hours Hotel The Goldman, this is the third cooperation between Michael Dreher and 25hours. The ingenious thinkers put their heads together to weave a kaleidoscopic pattern of stories, revolving around the diversity of people, the countries of this world and the topic of travel. "Our ideas were always rooted in human curiosity," explains Michael Dreher. "Also the curiosity to explore the world."

Assembled behind the green tiles of the reception desk, directly in the lobby, a video installation with monitors shows faces and stories from HUMAN, a documentary by Yann Arthus-Bertrand, bringing people from all over the world into the hotel. A conservatory with comfy wicker furniture and lush vegetation poignantly reflects the hotel's eclectic styles, blending a variety of epochs and countries to create a relaxing ambience. And only at second glance will guests notice that the plants are made of camouflage materials from former uniforms. Afghan war rugs with motifs depicting the country's tempestuous, conflicted history are suspended from the walls.

The Freiraum III function room is also given over to extraordinary people – Paul Watson, the pugilistic founder of the Sea Shepherd Conservation Society, an organisation committed to protecting the oceans. Hair-raising journeys like circling the globe by bicycle or a spectacular expedition by lorry from East Berlin in the former GDR to South America ultimately inspired the creative minds in their design of the rooms. Each floor is dedicated to a different thematic world and therefore exudes an inherently individual character. Journeys to Africa and Asia, Oceania and the Arctic, the tropics and mountains are the leitmotifs, as reflected in the individual furnishings, lamps, and wallpapers, carpets and fabrics. An artwork in each room calls to mind a very special journey. Whether it's a tent or a rescue ring – the stories behind the expeditions are told in picture frames next to the objects.

"Bollywood Cinema, Italian caffè and a Japanese sake bar – it's not just guests from all over the world that will feel at home here. Locals can also drop by for a quick trip round the globe without ever leaving the 25hours Hotel The Trip," says Bruno Marti, Chief Brand Officer at 25hours.

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architecture & history

The 25hours Hotel The Trip is located in the immediate vicinity of Frankfurt main station, right at the intersection between the colourful lights of Bahnhofsviertel and the more sedate Westend. Niddastrasse 58 is easy to reach by public transport and an excellent starting point to visit almost all of Frankfurt's sights.

Once the city's fur trading district, today's Bahnhofsviertel is a lively, international and aspiring quarter. "It has its own way of doing things," explains General Manager Andreas Schnürer. Neither chic nor spick and span, the neighbourhood is a rough diamond that lives from its particular mix of milieus, cultures and nationalities. "It's also incredibly exciting to watch how the creative economy has taken root in the area in recent years, and how the restaurant and bar scene has developed as well. We're delighted that our hotel is located right in the thick of things."

Even the New York Times felt moved to enthuse about the transformation of Bahnhofsviertel. Headlined "Frankfurt's Rough Red Light District Becomes Cool", the newspaper advised its readers to explore the feisty district. The Maxie Eisen by the Ardinast brothers even received an honourable mention. "We were particularly delighted by this accolade," says Andreas Schnürer. "After all, our restaurant BAR SHUKA is in the hands of James and David Ardinast."

During redesign of the 25hours Hotel The Trip, the property developers Ardi Goldman and Ronny R. Weiner were particularly concerned to translate the cosmopolitan diversity of the urban district into liveable and lovable architecture. "I like changes at lively locations where I can make a difference," says Ari Goldman: "But what I mean is the rediscovery of a district, not its complete transformation."

The prestigious Frankfurt architects from Karl Dudler Architekten were in charge of the first conversion of a somewhat drab post-War building into a contemporary hotel in 2008. The company is also responsible for extending and remodelling the 25hours Hotel The Trip in 2018.

To design the new establishment, Karl Dudler and his team integrated the adjacent office building and in doing so created 76 additional rooms. Formerly the DACH countries' headquarters of Levi's jeans from 2008 to 2018, the building was completely gutted and rebuilt as a hotel. The architect's minimalist style is equally apparent on the outer facade as it is in the layout of the rooms inside.

The standards he adheres to are repeatedly confirmed by prestigious accolades. For example, the original 25hours by Levi's was named Hotel Property of the Year 2008 just a few weeks after it opened. The jury honoured the hotel as a successful and ground-breaking concept for its architecture, design, efficiency and sustainability.

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partner

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| BENEDIKT ROOS | as General Manager is responsible for the 25hours Hotel The Trip as well as for the second Frankfurt 25hours Hotel The Goldman in the creative Ostend. Most recently, he was a resident manager at The Goldman and took care of the smooth running of daily hotel events. Roos gained experience in hotel management during his studies in various clubs of the Robinson Club GmbH. He then continued his career at the Swiss Hotel Paradies as deputy hotel director. |
| MICHAEL DREHER | Idea and concept for the design of the 25hours Hotel The Trip came from the Frankfurt artist and creative Michael Dreher. He already developed the first concept of the hotel and also gave the 25hours Hotel The Goldman on the Hanauer Landstraße in Frankfurt an unmistakable face. In his designs, the conceptual artist always aims to emphasise the uniqueness of the room. |
| MORGEN INTERIORS | ounded in 1998 by the architect Sabine Mühlbauer and the artist Thomas Tritsch, MORGEN is a design studio and furniture workshop in one. The creative duo and its team stand for individual space concepts, which unite architecture and furniture Design, art and classical handicraft. The unique pieces, which are now in international demand, are signed and provided with a serial number. |
| KARL DUDLER ARCHITEKTEN | The Frankfurt architectural office is responsible for the extension and redesign of the 25hours Hotel The Trip. Karl Dudler has been working as an independent architect since 1986. In 1992 he founded his own office in Frankfurt. He stands for an architectural concept that revolves around two poles: body and space - i.e. the creation of spaces and the design of bodies that delimit the spaces. |
| FRANKFURTER VERLAGSANSTALT | Founded in Berlin in the 1920s, liquidated in 1938 on the basis of the Nuremberg decrees, it was subsequently refounded twice in Frankfurt until finally taken over by Joachim Unseld in 1994. Under his leadership, the FVA has been publishing sophisticated and highly regarded literature by important German and foreign voices since 1995. For the 25hours Hotel The Trip, the FVA curates a small, fine selection of books. |
| SUPERSENSE | stands for a kind of analogue universe. The Viennese Florian Kaps alias Doc is the creative head and doer behind Supersense. Together with his team Doc collects, finds |

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| | and saves analog things. The world owes the survival of Polaroid to him. For the 25hours Hotel The Trip Supersense developed an analog room. |
| SCHINDELHAUER | The Berlin bicycle manufactory is the epitome of stylish urban mobility. Their high-quality singlespeed bikes combine technical innovation and sophisticated design. Hotel guests at all 25hours locations can now use the bikes for a rental fee. In addition, Schindelhauer bikes are exclusively available to guests in certain room categories as part of the equipment. |
| MINI | The brand stands for an intense, individual and unconventional attitude to life, making it the perfect partner for the 25hours Hotel Company. As part of the cooperation, guests will enjoy various MINI models during their stay in one of the 25h hotels, which can be used free of charge for jaunts. And those who arrive with their own MINI even get 15 percent discount on the daily updated best price. |
| ULTIMATE EARS | creates new possibilities for enjoying music together on the go. Ultimate Ears first revolutionized the performance and mobility of stage artists with the development of its professional, custom-made earphones. Today, the award-winning mobile speakers open up unrestricted enjoyment of music with friends on the go. |
| STOP THE WATER WHILE USING ME | Water is the basis of all life. And yet it is wasted daily. That is why the natural cosmetics STOP THE WATER WHILE USING ME! developed. The care products are 100% natural and effective and meet the highest standards of certified natural cosmetics. |
| SAMOVA | Founded by a passion for tea and herbal specialties, Samova stands for new taste experiences from the best raw materials, a winning design and exceptional events. All products of the samova collection are created and manufactured with the highest standards of quality and sustainability. |
| FREITAG | Inspired by the colorful heavy traffic, the two graphic designers Markus and Daniel Freitag developed a messenger bag in 1993 out of old truck tarpaulins, used bicycle tubes and car straps. That's how the first FREITAG bags came into existence, triggering a new wave in the pocket world. |

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contact & material

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