

MEDIA RELEASE



25h

paris/terminus nord
twenty five hours hotel



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facts & figures

25hours Hotel Terminus Nord 12, Boulevard de Denain 75010 Paris	p +33 1 4280 2000 terminusnord@25hours-hotels.com
Opening	Sommer 2018
Owner	Hua Kee, Thailand
Operator	Solferino Paris Nord
General Manager	Xavi Vega
Architecture	Axel Schoenert Architectes, 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 SacréCoeur
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	Standard category Small from EUR 204 per night Standard category Medium from EUR 219 per night Standard category Large from EUR 249 per night

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	<p>Standard categorie Extra Large from EUR 279 per night (Prices incl. VAT excl., breakfast) Breakfast buffet EUR 24 per person 15% discount for MINI drivers</p>
Gastronomic offer	<p>NENI Restaurant (1st floor), Seats 60 Sape Bar (1st floor) Café-Corner NENI Deli Vintage-Coffee-Truck</p>

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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.

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 Ducan in a street-art style brings the atmosphere of the district right into the hotel. 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.

On the 1st to 6th floor, 237 rooms in different categories await guests: they are cosy retreats with differently inspired design elements. Equipped with all 25hours standards that urban nomads appreciate: Beds in high sleep quality, air conditioning, sustainable cosmetics, flat screen TV, minibar, UE Boom Bluetooth speakers and free high-speed W-Lan. The rooms inspire with many thoughtfully designed details. But which category offers what? The standard rooms M start with a size of approx. 18 - 20 sqm. The rooms of category L offer with approx. 25 - 28 sqm a little more space. Guests enjoy an eclectic mix of African and Asian style elements in five different colour worlds. Carpets with Asian-graphic ornaments, African fabrics and strong wall colours or wallpapers with floral motifs provide a cosy ambience. Ceramic wash bowls lend the bathrooms a touch of the Orient. Filigree lamps made of brass-coloured metal immerse the rooms in a warm light. Instead of cupboards, guests can hang and stow their clothes in mobile racks - inspired by the classic hotel trolleys on which clothes bags are transported to the parades in the fashion capital Paris.

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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.

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.

The warm, underlying style of the design by DREIMETA lends NENI the perfect setting. Velvet-upholstered benches and chairs in powdery tones, white-coloured marble and copper, oak floors and kilims with floral

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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."

opening hours

NENI	Mon-Fri: 06:30-10:30 // Sa-So: 07:00-11:30 12-23 kitchen // open until 00:00
sape bar	Su-Thu: 17-01 // Fri-Sa: 17-02
Coffee corner	Mon-Fri: 6-20// Sa-Su: 07-20

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

interior & story

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 Hafenamt, 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.

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 as well as the Restaurant NENI and the Sape Bar. The Restaurant NENI is designed under the motto "Girls' Night Out": Velvet-upholstered benches and chairs in powdery tones, white-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

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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 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 this, 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."

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.

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 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."

partner

XAVI VEGA	As General Manager, XAVI VEGA is responsible for the 25hours Hotel Terminus Nord in Paris. The native Spaniard accompanied the entire conversion process and managed the business with the existing team. After his Master in Hotel Management at the Escuela de Administración de Empresas in Barcelona in 1998, he gained experience in all corners of the world, including many years as General Manager of various luxury and design hotels. With stations in France and Belgium, he speaks fluent French and is very familiar with Paris. Most recently he managed the Tabacón Grand Spa Thermal Resort in Costa Rica.
DREIMETA	Behind DREIMETA lies a versatile team of creative minds. Their goal is to create spaces with identity and character. Founded in 2003 by Armin Fischer in Augsburg, Germany, the planning office is dedicated to the emotionalisation of space: Interior design that touches the senses and tells stories. The focus is on hotel, gastronomy and shop design. The aim is always to strengthen the customer's identity and philosophy through courageous interpretation. "No repetition, no reproduction, no off-the-shelf furniture, but an individual solution for each project," is how Armin Fischer describes his philosophy.
AXEL SCHOENERT ARCHITECTES	The renowned Paris office focuses on architecture, interior design, design and furniture design. Founded in 1999 by the architect Axel Schoenert and his wife, interior designer Zsofia Varnagy, the portfolio of their work today includes new designs as well as complete remodelling - including offices and hotels, restaurants and spas, private and public buildings as well as cultural buildings, in France and around the world.
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.
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.
SCHINDELHAUER	Bikes stands for reliable urban athleticism and stylish elegance. The Berlin-based boutique bike maker, with its extraordinary belt-driven bicycles, has repeatedly shaken up the industry with its sophisticated innovations. The company that was

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	<p>founded in 2009 is now a formidable premium manufacturer confidently helping to set the tone in international urban bike culture. Schindelhauer Bikes intends to live up this reputation and continue wowing the market with new product innovations, so it has focused in recent months on reorganizing its internal processes and expanding the team to accommodate the growing company.</p>
MINI	<p>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.</p>
ULTIMATE EARS	<p>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.</p>
STOP THE WATER WHILE USING ME	<p>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.</p>
SAMOVA	<p>Gegründet aus Leidenschaft für Spezialitäten aus Tee und Kräutern, steht Samova für neue Geschmackserlebnisse aus besten Rohstoffen, ein prämiertes Design und außergewöhnliche Veranstaltungen. Alle Produkte der samova Kollektion werden mit höchstem Anspruch an Qualität und Nachhaltigkeit kreiert und hergestellt.</p>
CANVASCO	<p>For over ten years, Canvasco has been refreshing the fashion and lifestyle scene with sustainable and creative bag models. Recycling, sustainability and social commitment are still the basic idea for bag making.</p>

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contact & material

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