

# MEDIA RELEASE



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## facts & figures

<b>25HOURS HOTEL NUMBER ONE PAUL-DESSAU-STRABE 2 22761 HAMBURG</b>	<b>T +49 40 85 50 70</b>
<b>OPENING</b>	<b>November 2003</b>
<b>INVESTOR</b>	<b>Kai Hollmann</b>
<b>OWNER</b>	<b>Kai Hollmann</b>
<b>GENERAL MANAGER</b>	<b>Tina Schulz</b>
<b>INTERIOR DESIGN &amp; STORY</b>	<b>DREIMETA, Augsburg</b>
<b>ARCHITECTURE</b>	<b>Thomas Lau &amp; Mark Hendrik Blieffert, HPV Hamburg</b>
<b>LAGE</b>	<b>Hamburg West, in the district of Bahrenfeld</b>  <b>5km to the city centre and main railway station</b>  <b>2km to Altona railway station and the River Elbe</b>  <b>18km to Fuhlsbüttel airport</b>  <b>5km to Hamburg Trade Fair</b>  <b>Bahrenfeld s-bahn urban railway stop (lines S1 and S11)</b>
<b>HOTEL</b>	<b>128 rooms (including 6 Extra Large-Family-rooms): Design mix from the 60s and 70s, lobby with kiosk and lounge plus restaurant esszimmer seating 50 people, Burger de Ville airstream with space for 30 people on the terrace, 120 m<sup>2</sup> rooftop terrace, conference area, gym, free Wi-Fi, free bike and car rental, jogging corner, car park</b>
<b>ROOMS</b>	<b>128 rooms (including 6 Extra Large-Family-rooms) designed in the looks of the 60s and 70s in pastel colours with: shower, safe at the reception, flat-screen TV, iHome, LAN port, free Wi-Fi, air-conditioning,</b>

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	categories: Medium (approx. 20 m <sup>2</sup> ), Large (approx. 25 m <sup>2</sup> ), Extra Large (approx. 30 m <sup>2</sup> )
<b>GUESTHOUSE</b>	5 rooms in a separate house with a kitchen, small library and garden
<b>MEETING &amp; EVENTS</b>	Freiraum 1,2 & 3 for up to 80 people (90 m <sup>2</sup> ,60 m <sup>2</sup> & 45 m <sup>2</sup> )
<b>PRICES</b>	<p>Medium rooms from EUR 85 per night</p> <p>Large rooms from EUR 105 per night</p> <p>Extra Large rooms from EUR 115 per night</p> <p>Extra Large family rooms from EUR 135 per night</p> <p>(all rates incl. VAT / excl. breakfast / weekend rates from EUR 66 per night)</p> <p>Breakfast buffet EUR 18 per person</p> <p>15% discount for MINI drivers</p>
<b>GASTRONOMIC OFFER</b>	dining room restaurant with 50 seats, Airstream Burger de Ville with 30 standing and sitting places on the terrace, 120 m <sup>2</sup> roof terrace,

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## overview

The 25hours Hotel Number One represents dynamism, surprises, the latest design trends and affordable style. Here, the qualities of flexibility, well-being, aesthetical pleasure and the unconventional have been converted into rooms, that is into colours, shapes, light and every single piece of furniture. 25hours was devised to represent a clear commitment to the zeitgeist and to reflect modern lifestyles, to act as inspiration for creative people who love effortless design and, above all, experimentation.

The Hamburg hotelier Kai Hollmann recognised the growing demand for first class design at an early stage. This trend is more current today than ever. The core values were perfectly transformed into designs geared towards multifunctionality by Armin Fischer and his design team DREIMETA. Based on this, the first 25hours Hotel opened in Hamburg in November 2003, strongly influenced by the retro design of the 60s and 70s. The fresh concept, along with legendary parties in its first few years, led to the 25hours Hotel Hamburg, now known as the 25hours Hotel Number One, becoming extremely popular. This laid the foundation for the 25hours hotel concept.

In the 128 rooms, hotel guests can expect a cheerful retro design mix with style elements borrowed from the 60s and 70s, clean lines and playful details in the furnishings, which are regularly updated so that they remain on trend. The base colours are pastel light blue, sea green and predominantly brilliant white, which imparts a bright, light atmosphere to the rooms. The bathroom and living area are integrated. The toilet disappears from view behind a sliding door. The guest rooms added during the 2009 extension are somewhat bolder, more colourful and dominated by a retro wallpaper from Designers Guild.

Many items of furniture were individually designed for the 25hours hotel by the Dreimeta design team and designer Sibylle von Heyden. The white multifunctional table can be used as a desk, seating facility or a suitcase rack. Another design idea from Dreimeta is the diagonal u-shaped wash stand which holds the stainless steel wash basin. Its shape is repeated in the bathroom mirror. Rounded corners and white flowing forms reappear in a number of details: from the pattern of the carpet to the white bucket seats.

Since July 2006, the 25hours hotel has been joined by the 25hours Guesthouse. In a small, old villa opposite the main building, a separate guesthouse with 2 Extra Large-rooms, 3 double rooms with a communal kitchen, and a small library has been developed. Ideal for guests wanting to stay in Hamburg a bit longer.

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## speisebar

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.

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 many different people in the district. The speisebar is characterised by small dishes, many of them also 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!”

### opening hours

<b>Breakfast</b>	<b>Mon.-Fri.:</b>	<b>6.30 a.m. – 11 a.m. // Sat.-Sun.: 6.30 a.m. – 1 p.m.</b>
<b>Lunch &amp; Dinner</b>	<b>Mon.-Fri.:</b>	<b>12 p.m. – 10 p.m. // Sat.: 13 p.m. – 10 p.m.</b>
<b>Bar</b>	<b>open till midnight</b>	

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## **burger de ville**

In Berlin and in Vienna the tasty burgers, sold out of an iconic Airstream, became a raving success. The Hanseatic city of Hamburg is caught up: the burger mobile attracts hungry passers since June 10, 2014 also to 25hours Hotel Number One in Hamburg-Bahrenfeld.

Since the menu was almost entirely taken up in substance from Berlin, success has not hold back for long - because Burger de Ville remains true to itself: the gourmet burgers are made from 100 percent Black Angus beef from the Brandenburg organic farm Zempow and, as single or double burgers, served with burger buns specially produced by a Berlin Meisterbäckerei. Unmistakable sauces and dips without additives and preservatives round off the perfect burger. From this arise, in addition to the classic cheese burgers and hamburgers, fiery Jalapeño Burgers, BBQ Burgers with caramelized onions and a vegetarian option with grilled mushroom and halloumi cheese. Exceptional are the fries variations, deep-fried in peanut oil, as well as delicious barbecue sauce, mixed only for Burger de Ville and refined with espresso.

Only around Christmas and New Year's is the food truck closed.

### **opening hours**

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<b>Burger de Ville</b>	<b>Mo.-Fr.: 12 p.m. – 20 p.m.</b>
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## interior & design

With its unconventional interior design concept created by DREIMETA, interior designer Evi Märklstetter and designer Armin Fischer have given the hotel its unmistakable identity. The Hamburg-based interior designer Sibylle von Heyden has been responsible for the renovation and extension work carried out since 2006. She focuses on the dynamic aesthetics of what already exists and fuses this with the contemporary changes which have been requested. Following the extensive redesign of the public spaces in early 2019, the Number One now has a fresh look. Once again, DREIMETA is responsible for the renovation and modernisation of the public spaces on the ground floor, with a restaurant, lobby and kiosk, as well as an area for conferences and events.

“The hotel creates its unmistakable identity with timeless, elegant and familiar style elements and remains true to its dynamic character, whilst creating something brand new at the same time”, 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.”

The centrepiece of the lobby is the brass-trimmed reception desk. The lobby’s curved wall leads visitors around to the entrance of the conference area. In front of the dark semicircle are movable mirrored surfaces mounted on rotating axes which reproduce the events and people in the lobby from different perspectives. “When you get out of the lift, you are met with a view of the entire lobby and the guests who are in it from different angles via this mirror,” says DREIMETA designer Armin Fischer. “The 25hours Hotel Number One lobby is entirely characterised by the notion of ‘see and be seen’.” And there’s plenty to see, as the hotel’s kiosk and its many regional products invite visitors to stop by and browse.

At any rate, the public areas of the 25hours Hotel have a special significance for the hotel concept. They are designed to be a platform for the constant interchange between hotel and restaurant guests, seminar participants and employees. The lobby and speisebar merge seamlessly into each other and lead visitors into a 140sqm event area, which is ideal for working or relaxing with its large table, comfortable seating areas and fireplace.

Freiraum function rooms 1, 2 and 3 are individual conference rooms with their own distinct character. The structure of each conference room is determined by the architecture of the building. Freiraum function room 1 is flooded with light and features vintage furniture from the 1950s, offering space for conferences with up to 50 people. Freiraum function room 2 is characterised by its very special atmosphere and its cosy seating areas. It is able to accommodate conferences of 10 people seated around a large table. Freiraum function room 3 is homely and cheerful, and has a maximum capacity of 24 people. The perfect setting for creative get-togethers.

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## architecture & history

25hours Hotel Number One was constructed in a former office building in the district of Bahrenfeld. The original, simple construction dates back to the 1950s. Following its redevelopment as a hotel, the office building became the core of the new building and was extended by new wings on all sides. The structure was increased from two floors to a total of five floors. The redevelopment, which was carried out by the Hamburg company HPV under the direction of Thomas Lau and Mark Hendrik Blieffert, began in the summer of 2002.

In March 2003, Dreimeta took over the project and designed the entire interior furnishings for the open areas and also the guestrooms. Completion of 25hours Hotel Number One took eight months in total from its draft design to its official opening in November 2003.

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## partner

<b>TINA SCHULZ</b>	Since March 2016 she has headed the 25hours Hotel Number One and Gastwerk Hotel Hamburg in Bahrenfeld – two hotels that belong to Hotelier and the 25hours partner Kai Hollmann. Tina Schulz has been passionate about the hospitality and catering trade since early childhood, when she had helped her parents in their business. After leaving school, she opted for a business apprenticeship in Switzerland instead of university. This was followed by a range of positions at well-known hotels, such as Kempinski Hotels Bristol Berlin, Atlantic Hamburg and Leading Hotels of the World London. Before Tina Schulz became Deputy Manager of 25hours Hotel Number One in April 2008, she had spent nearly 10 years in a self-employed capacity, running the Ole Lieser Hotel and Restaurant on the Gut Panker estate.
<b>DREIMETA</b>	is a versatile team of creative minds. Their aim is to create spaces with identity and character. Founded by Armin Fischer 2003 in Augsburg, the planning office is committed to the emotionalisation of space: interior design that touches the senses and has tales to tell. The prestigious awards they have repeatedly taken home prove just how emphatically they succeed. They focus mainly on projects in the hotel, restaurant and retail sectors. Their aim is at all times to use bold interpretation as a means of bolstering the customer's identity and philosophy.
<b>EVI MÄRKLSTETTER</b>	Was born and grew up in Augsburg. After studying Interior Design at the University of Applied Sciences in Rosenheim and spending periods of time in the USA and Switzerland, she initially worked for an office of interior designers in Augsburg and, from 2000 onwards, she was a permanent member of staff, furnishing showrooms, flagships and other stores around the world for the clothing specialist Hugo Boss AG. Since the spring of 2002, she has been working self-employed in an office of her own in Munich. Besides shop design, her other areas of specialisation also include the renovation of listed buildings and the design of office buildings. When carrying out interior work on the function rooms of the newly-built MMC office complex (approximately 10,000 m <sup>2</sup> ) in the centre of Munich in 2002, she was already working in partnership with Armin Fischer on some individual areas.
<b>SUPERSENSE</b>	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. The lounge area for the 25hours The Royal Bavarian was designed in collaboration with Supersense. Hotel guests will find two rooms full of analogue worlds and a vinyl library on the 1st floor.
<b>SCHINDELHAUER</b>	Bikes stands for reliable urban athleticism and stylish elegance. The Berlin-based boutique bike maker, with its extraordinary belt-driven bicycles, has repeatedly shaken

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	up the industry with its sophisticated innovations. The company that was 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.
<b>MINI</b>	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.
<b>ULTIMATE EARS</b>	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.
<b>STOP THE WATER WHILE USING ME</b>	Water is the basis of all life. And yet it is wasted daily. That is why the natural cosmetics <b>STOP THE WATER WHILE USING ME!</b> developed. The care products are 100% natural and effective and meet the highest standards of certified natural cosmetics.
<b>SAMOVA</b>	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.
<b>FREITAG</b>	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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