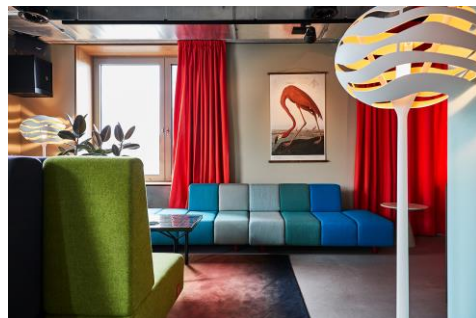
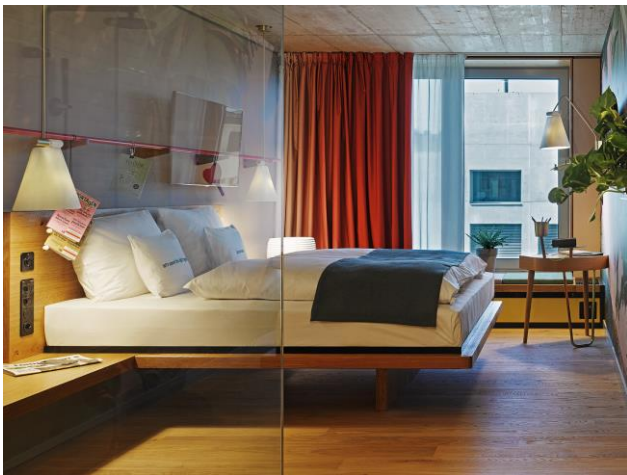


MEDIA RELEASE



25h
zurich/langstrasse
twenty five hours hotel



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content

facts & figures.....	3
overview.....	5
NENI langstrasse	8
cinchona bar	10
interior & stories.....	11
architecture & history	13
partners	14
contact & material.....	17

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facts & figures

25hours Hotel Langstrasse Langstrasse 110 8004 Zurich	p +41 44 576 50 00 langstrasse@25hours-hotels.com
Opened	1 April 2017
Developed	SBB Immobilien Development Europaallee, Zurich
Operated by	25hours Hotel Company Zürich AG
General Manager	Andri Bodmer
Architecture	E2A Architekten
Interior Design & Story	Studio Aisslinger, Berlin
Illustration	Olaf Hajek, Berlin
Location	City centre, district 4, Central Station 700 m, bus terminus (Militär- / Langstrasse), 100 m, Bahnhofstrasse 1 km, Bürkliplatz / lake 2 km, Swiss National Museum 1.1 km
Hotel	170 guest rooms in sizes Medium, Large and Extra Large as well as three suites. Free high-speed Wi-Fi in the entire hotel, NENI restaurant & Cinchona Bar, event area, free MINI- and bicycle hire, jogging corner, parking spaces
Rooms	Cool retreats in five different categories red light, bel etage and penthouse Free high-speed Wi-Fi, shower, safe, minibar, TV, Sky-TV, LAN-port, ultimate ears boombox, air conditioning
Meeting & Events	event area for up to 50 people. Plenty of natural daylight, standard technology and custom catering service.

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<p>Prices</p>	<p>Medium rooms from CHF 250 per night Large rooms from CHF 280 per night Extra Large rooms from CHF 340 per night Plaza Suite from CHF 360 per night Trainspotting Suite from CHF 420 per night (Prices inclusive of VAT, exclusive of breakfast & city tax) Breakfast buffet CHF 25 per person Grab & Go breakfast CHF 9 per person 15% discount for MINI drivers</p>
<p>Culinary facilities</p>	<p>NENI Zurich Langstrasse Restaurant to seat 110 and 100 seats outside on the patio Cinchona Bar</p>

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overview

The 25hours Hotel Langstrasse is located on EUROPAALLEE, at one of the nodal points in the current urban development project, where the new district runs into the legendary Langstrasse. It is a place where worlds and ideally cultures blend and merge. An intersection between Zurich of the working folks, the ordinary people, and the city inhabited by bankers and entrepreneurs. All of it a stone's throw from Central Station. It's a colossal construction project on the grounds of the former freight yard.

The prestigious firm of Zurich architects E2A won from the tender to design Construction Zone H. The building by the architects working for the brothers PIET AND WIM ECKERT is stocky, a solitary structure towering high above its surroundings. Its location at the juncture between Langstrasse, the traditional district of subcultures and revelers, and the more distinguished setting of Europaallee, inspired the hotel makers to channel the contrasts between banking deals and red light shenanigans, between art and avarice. The team around designer WERNER AISSLINGER created a holistic look under the working title POCKET UNIVERSE. Fittingly, the 25hours Hotel Langstrasse sees itself as a miniature cosmos, providing bright new services for a new breed of urban nomads.

Even the lobby area is immediately recognisable as a POCKET UNIVERSE. Reception resembles one of the pawn shops that are dotted along Langstrasse. It is the go-to place for all wishes, questions, or just a friendly hello. Guests can marvel at all kinds of objects or on certain days even 'pawn' themselves for a night in the hotel.

As one would expect of a typical 25hours, the ground floor is more of a feisty living room than a traditional hotel lobby. It's where guests mingle with locals, inquisitive visitors and residents of the new district. There's plenty for them to discover as well. The main design themes are 'arrival' and 'departure'. They are playfully interpreted to the left of reception in a FREITAG tree of bags, made of travel bags and steel. It was created in cooperation with the Zurich bag label FREITAG. The idea: Regular guests are given one of the legendary bags made from recycled lorry tarpaulin to leave at the hotel. They can use it to store personal items like running shoes, which will then be waiting the next time they check in. The bags are pulled high up on the steel frame and then locked. Until the guest picks them up or returns.

Next to that there is a KIOSK. It stocks all kinds of unusual books, magazines and coveted items. From useful to beautiful – everyday items for hotel guests and selected products by 25hours affiliates.

Guests and visitors can expect a laid-back, fireside atmosphere in the living room opposite the bar. An informal co-working space during the day with plenty of seats and free WiFi, it's a great spot to meet or to get things done. At the heart of the 25hours Hotel Langstrasse is the restaurant NENI – and not just in a culinary sense. It's where our guests gather for an Oriental lunch or dinner. CINCHONA Bar is the perfect place to socialise and meet friendly people. Here, the philosophy of 'day drinking' is cultivated at the counter and in the cosy lounge section, celebrating the consumption of sophisticated highballs even in the afternoon. The French culture of apéro is strictly observed at CINCHONA.

Art is the central theme at 25hours Hotel Langstrasse. Inspired by a traditional Japanese shunga motif, TOBIAS

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REHBERGER, one of the most influential artists of his generation, designed an entire wall with his 'Porno Tiles'. It is a spectacular head-turner at the bar, and separates the counter from the 'living room' section. The works by **VELI & AMOS** present a delightful contrast. The wild group of young Zurich artists lived up to their billing yet again by filling several sections with their exciting street art.

The vibrant art scene in the immediate neighborhood inspired **ARTIST IN RESIDENCE**. **ESTHER EPPSTEIN**, grande dame of Zurich art, was recruited for the concept. She will curate the project to provide artists from a broad variety of stylistic schools with space to work in a specially created studio on the ground floor of the hotel. They will be given free room and board in return for attending discussions, art openings or letting guests peer over their shoulders as they work. 'The idea is taken from places like the Chelsea Hotel in New York or the Colombe D'Or in St Paul de Vence,' explains 25hours CEO Christoph Hoffmann. 'Establishments that invite artists to reside on their premises. Our dream is to become a hotel with its own cultural history inside of a decade.' What's more, Esther Eppstein will develop a cultural program for the 25hours Hotel Langstrasse.

From art to business: The 25hours offers its hotel guests space to meet and work on the first floor. The Business Station is equipped with iMacs and printers. Our Audio Tape Lounge was designed together with **SUPERSENSE**, the Viennese specialist for analog culture. Guests to the Audio Tape Lounge can kick back and enjoy vinyl tunes, while analogue gear like Polaroid Pinball or the Arm Wrestling Machine create an authentic arcade feeling. A classic hotel bar adds to the ambience. This area is also bookable for private functions. The additional meeting room (free area) for up to 50 people hosts conferences and events.

In total, 170 rooms in five categories await guests on the 1st to the 7th floors. They are comfortable sanctuaries with design elements inspired by different themes from the red light district, the Belle Époque or big city life. Furnished to the standards that urban nomads appreciate at 25hours. Exquisitely comfy beds for carefree sleep, air conditioning, sustainable cosmetics, flat-screen TV, Minibar, UE Boom Bluetooth speaker and free WiFi. The rooms designed in the red light theme are situated on floors 1, 2 and 3; the Bel Étage is on floors 4 and 5, and the Penthouse theme is on the 6th and 7th floors.

The corridors on the individual levels have eye-catchingly, extravagantly colourful carpeting with geometric patterns. Natural materials and warm hues set the tone in the rooms. Wood is the dominant feature of the floors and furnishings, combined with screed and ceilings made of exposed concrete. The photo wallpaper adheres strictly to the three worlds of inspiration. Designed using motifs by the Zurich photographer Nadja Stäubli, the wallpaper extends across the entire wall facing the bed.

The bathroom is the highlight in all rooms. 'It's the bathrooms that really set a hotel room apart,' explains designer Werner Aisslinger, 'because frequently they have that element of surprise you just won't get at home.' And jaws certainly drop in the 25hours Hotel Langstrasse: a fully glazed, 1.40 x 1.40 m shower stands proud at the centre of each room.

So what does each category offer? Medium starts at a size of around 18 m². The Large category is slightly more spacious, offering around 25 m². Extra Large has even more space, coming in at around 35 m². Guests planning a

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longer or special stay are invited to enjoy real spaciousness in the approximately 44 m² Plaza Suite; also 44 m², the Trainspotting Suites have their own terrace that combines a big city feeling with a view of the mountains.

The crowning glory on the 7th floor is the spa area with gym facilities. Guests in the trainspotting sauna enjoy a spectacular view of the tracks, with trains trundling in and out of Zurich Central Station. Exciting vistas are guaranteed. There is an inviting rest zone to relax and an outside area with sunbeds.

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 use on shorter journeys in cooperation with SCHINDELHAUER.

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NENI langstrasse

What could be better than authentic world cuisine in a hotel for cosmopolitan individualists? NENI Zurich Langstrasse serves eclectic, eastern Mediterranean dishes that do 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 culinary pleasures and the nucleus of an out-of-this-world cooking experience. 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 runs three establishments in Vienna. But her cooking philosophy extends far beyond the borders of Austria. Helped by 25hours, NENI has already conquered 2012 Zurich West, Berlin in 2014 and Hamburg in 2016. ‘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 a 25hours in the MuseumsQuartier in Vienna, so we respect the Molcho family as a creative center of the restaurateur scene. Our NENI in Zurich West was a first taste. But now we will really expand the culinary side of the hotel. The new NENI will be a (beautiful) big sister.’

The Molcho family is now adding fresh influences from all over the world to enrich the Vienna-Zurich axis. 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, Nativ 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, pointing 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, Arab countries and Morocco, Turkey and Romania, France, Spain, Germany and Austria. Chinese, Indian and Thai influences 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 Andri Bodmer appreciates in particular that the spirited nature of the Molcho family reflects the character of the new house in Zurich so well: ‘The central live cooking bar 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, rather 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 25hours, the service is informal and personal – eating at NENI means becoming like one of the family.

And what’s on the menu? Entirely in keeping with the tradition of Oriental starters, guests are invited to try mezze, a hummus platter with tahina, poached eggs with tomato and pepper ragout or a fennel and pomegranate salad with

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roast nuts and pickled salmon. Home-made chutney or a portion of shug, a spicy coriander and chili pesto, are delicious extras for individual combinations. When it comes to the main dishes, the Jerusalem Platter is a perennial favorite among guests, while the sabich with baked eggplant, hummus and tomato salad is always a delight. Herbs such as coriander, mint, rosemary and thyme shape the courses in an exquisite blend with Oriental spices like ginger and jeera, saffron and cinnamon.

The design by Studio Aisslinger exudes calm and reserve to lend NENI a perfect setting. Guests at the live cooking bar can literally peer into the pots of the chefs working in the open-range kitchen and observe them preparing the steaming delicacies in the Jospo grill oven. They also have a perfect view at the tables in the slightly elevated central island. 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, wrapping it up in delightfully extraordinary culinary experiences. 'NENI combines the familiar with the new. NENI is multicultural, but never a cliché,' says Bruno Marti, Chief Brand Officer at 25hours: 'That what makes NENI and 25hours such a perfect symbiosis.'

opening hours

Breakfast	Mon-Fri: 6.30 a.m.-10.30 p.m. // Sat-Sun: 7.30 a.m.-2 p.m.
Lunch	Mon-Fri: 11.30 a.m.-2.30 p.m.
Dinner	Mon-Sun: 6 p.m.-12 a.m. (kitchen open until 11 p.m.)

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cinchona 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 CINCHONA BAR at 25hours Hotel Langstrasse is the perfect spot to sup a coffee over work or to enjoy a sophisticated aperitif during the day. At night it morphs into a stage to meet, greet and relax. Voices, faces, chats, liveliness, laughter – and great drinks! It's a small but special, unusual venue with a laid-back style.

The creative mind behind the Cinchona Bar is the internationally acclaimed barkeeper from Hamburg, JÖRG MEYER. 'Together with Jörg Meyer, we managed to develop a smart bar concept that will truly be unique,' says a visibly delighted 25hours CEO Christoph Hoffmann, who respects the bartender as a known face around the restaurateur scene in Hamburg. The Cinchona Bar is keen to establish a new aperitif culture at the 25hours Hotel Langstrasse. 'Day drinking' is the eyebrow-raising name that Jörg Meyer has given his concept, which he explains with a knowing wink: 'I believe that homo urbanus has the right to be served alcohol in a distinguished setting anytime from lunch onwards. A human right. It's a question of style. And it needs to be encouraged.'

Jörg Meyer has run the Bar Le Lion in Hamburg together with his brother-in-arms Rainer Wendt since November 2007. A winner of multiple awards, the bar belongs officially 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 second place, the Boilerman Bar in the district of Eppendorf, in 2012. The concept: easy-going with a fair hint of nonchalance instead of upmarket and pricey. A handsome neighborhood 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 now he's doing the same thing in Zurich, just differently. 'This concept fits the 25hours like a glove,' says 25hours Chief Development Officer Henning Weiss. 'The people of Zurich will definitely take to our special service.'

'Highballs have drifted off the radar a little,' says Jörg Meyes, 'and it's a frequently misunderstood category anyway.' 'In a nutshell: they are small, uncomplicated drinks that combine top quality with great value for money,' the bartender explains, summing up: 'High balls are short drinks served in frozen glasses with two ice cubes; basically they are quick to prepare and just as fast to drink. It's a brilliant way to widen your experience. Here at Cinchona Bar, we mainly serve vermouths, americanos, quinquinas, sherry, madeira and port, called 'fortified wines' in English. These aromatic wines are the most important tools we use to mix the perfect daytime drink.' And once they have sampled one, prepared with a shot of tonic, a hint of soda, some good ice cubes and a smidgen of citrus fruit, the residents of Zurich are bound to become fans of #DayDrinking, too. No doubt.

So what does the name Cinchona Bar mean? 'A cinchona is a type of shrub or tree from South America; they give us the best ingredients for our light afternoon drinks,' explains Jörg Meyer. 'Bitter substances from the bark add a refined touch to the spiced wines from Italy, Spain, France and other parts of the world.'

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interior & stories

Hotels create their own microcosms. Guests from all over the world gather there when far from home. Paths cross, sometimes by accident, other times less so. People spend time in a foreign environment that still makes them feel entirely at home. They are spaces filled with life, affection, discussions and lovemaking. A hotel is a cocoon, a safe harbour, an encapsulated world for a few hours' respite – a **POCKET UNIVERSE**.

The idea of a pocket universe became the leitmotif behind the 25hours Hotel Langstrasse. The house sees itself as a miniature universe, a jocular reference to its lively location at the heart of District 4, which is itself a little world of its own. The direct proximity to Central Station, a hub for travellers from all over Europe, plays an important role in how the hotel sees itself. There's always something happening, with things and ideas coming together as if by accident. The mood depends on the time of day and the guests. Not to forget, Zurich has a naturally or artificially created special status as a pocket universe in Switzerland, as does Switzerland itself – rightly or wrongly – in Europe.

For the second Zurich establishment run by the hotel chain, Werner Aisslinger joined with the 25hours team to create a multifaceted concept with the working title Pocket Universe. Inspired among others by an album title by YELLO, the electropop duo from Zurich, the idea of a pocket universe became the leitmotif pervading the 25hours Hotel Langstrasse. The house sees itself as a miniature universe, a jocular reference to its lively location at the heart of District 4, Aisslinger and his team created a truly welcoming ambience thanks to special zones to kick back and relax next to unusual and spectacular art installations.

True to the motto 'If you know one, you know none,' the new house in Zurich adapts perfectly to its new location, as Aisslinger confirms: 'Our project is not a UFO; it is woven into the fabric of the city. We want to encapsulate the collision of two worlds here at this site – with a touch of humor, of course. And to stage the hotel as its very own universe.' 25hours CEO Christoph Hoffmann explains: 'It was crucial for us to design the hotel as attractively as possible to make it interesting not only for travellers, but also to local guests.'

Here, Werner Aisslinger uses his personal experience of hotels as inspiration in the design process. 'I like hotels,' he explains. 'More the old, box-like structures, because they somehow reflect their neighbourhoods. A bit laid-back, vintage style, and certainly not dolled-up.' The creative entrepreneur has little interest in over-designed hotels. 'I may take a look out of curiosity, but I won't enjoy them,' he admits, adding bluntly: 'People still making opulent hotels for the rich are already passé. Today's guests look behind the scenes will want to know where things come from and what their story is.'

This is precisely what prompted the makers of 25hours and the designer to incorporate nods and winks to the immediate neighbourhood in the hotel's concept. The Langstrasse subculture with its cool bars, artist studios and the red light district was more than a simple inspiration. They wanted it subtly reflected in the hotel's overall look. 25hours and Werner Aisslinger see themselves as collectors of varied lifestyles, each of them born in a very particular location. 'It is a pledge and a challenge,' says Aisslinger, admitting: 'I like the groundwork, the evolution. That's why it's such a good fit with 25hours: We are both driven by the creative process.' All the same, Aisslinger is determined to emphasise that the work produced in his studio is not a one-man show. 'I work with collages, and so collaborating with specialists

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from Zurich is part and parcel of the deal.' The 25hours crew shares this approach; after all, each one of the group's hotels attaches significant importance to local ties.

Throughout the hotel there are items of furniture and accessories that are based on designs by Aisslinger, for instance the sofas in the lounge area, which were developed specifically for the 25hours Hotel Langstrasse in cooperation with DE SEDE. Guests in NENI take their seats on Aisslinger's JULI CHAIR by CAPPELLINI; the design classic was reissued in 1996 to mark its 20th anniversary. Eye-catchingly variegated carpeting from the VORWERK COLLECTION ELEMENTS, which Werner Aisslinger designed in a variety of geometric forms, is laid out in the corridors of the individual floors. Aisslinger's recent CONE LIGHT lamps by B.LUX illuminate the rooms. 25hours CEO Christoph Hoffmann deeply appreciates Aisslinger's open manner. 'However famous he is, simply being Werner Aisslinger is not enough for him,' he says. 'The focus is always on the artwork itself and on the team.'

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architecture & history

It is an ambitious project – and Zurich’s biggest building site. The EUROPAALLEE is under construction on the former tracks adjacent to Central Station; it is a city within the city, taller and broader than anything that Zurich has ever seen. It is also home to the city’s second 25hours hotel, in construction zone H. And it is here that the newly created district and the legendary Langstrasse intersect.

District 4 in Zurich is a peculiar biotope in an otherwise so orderly city. If windows are smashed or working girls get into a fight, it’s pretty likely to have happened on Langstrasse. Anyone looking for international street festivals, authentically cosmopolitan culinary experiences or old-time and new-fangled stores and outlets is bound to be delighted in the ‘Vieri’. There’s hardly another part of the city where the character of a hermetic little village is preserved so convincingly as in District 4. Together with its twin, District 5, it is a haven of art and culture. A place with a bit more panache than elsewhere in the banking city.

The prestigious firm of Zurich architects E2A won the tender to design construction zone H in 2010. The architects working for the brothers PIET AND WIM ECKERT designed a two-part complex with flats and office space, a cinema and a private school. Also a lively street level with shops, bars and restaurants. The project is rounded off by the high-rise that is home to the 25hours Hotel Langstrasse – a sturdy structure rising above its surroundings as a solitary building. ‘From an urban development perspective, the building acts as a connecting link between Europaallee and Langstrasse,’ explains architect Alexander Struck, project manager in charge at the firm E2A.

There is 6,500 m² of floor space, spread over seven floors and concealed behind the glass-fibre-reinforced concrete facade. Large frames made of powder-coated aluminum, each holding several windows, lend structure to the outsides. Sliding glass blinds, controlled automatically depending on sunlight levels or individually at the push of a button by guests in their rooms, provide protection against the sun. The immediate surroundings are mirrored in the reflective surfaces. The dark-grey, almost black facade matches the colours of the Langstrasse, contrasting delightfully with the light grey of the adjacent residential building.

The ground floor is laid out as openly as possible. 6.5-metre sliding elements can be fully opened. ‘This creates a fluid transition between inside and outside,’ says Alexander Struck. ‘It’s as if the square outside runs into the building.’ Guests on the upper floors command a sweeping view of Zürichberg and Käferberg, a rare pleasure in Zurich. The name 25hours Hotel stands proud in large, prominently visible letters on the roof of the building, facing the tracks, reinterpreting the historical signage on surrounding buildings.

‘We are immensely proud that our new establishment is located at this important point,’ says Hotel Director Andri Bodmer. ‘We believe it is our duty to breathe life into this new neighbourhood.’ The location is predestined for a dynamic young hotel, keen to provide contemporary concepts for inquisitive and urban nomads. The gigantic construction project Europaallee is earmarked for completion by 2020.

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partners

ANDRI BODMER	Since March 2019, Andri Bodmer has been the new general manager of the two Swiss branches of 25hours Hotels - Zurich West and Langstrasse. A graduate of the Swiss Hotel Management School Lucerne, he worked for eleven years as Quality & Services Manager, Director of Human Resources and most recently as Director of Rooms Division and Resident Manager at Dolder Hotel AG in Zurich. The genuine Zurich are particularly high quality service and individuality in all forms at heart.
ALEXANDRA HÜRLIMANN	is Resident Manager and therefore responsible for operative business at the 25hours Hotels Langstrasse. Born in Zug, she attended the Swiss Hotel Management Academy in Lucerne. After that she held a number of positions, including front office at the Marriott Hotel Zürich, and has been in charge of HR and finances at the 25hours Hotel Zurich West since 2012. She knows the neighbourhood, the new establishment and the nightlife like no other. Hürlimann has lived in the district for seven years and was co-manager of the legendary Mascotte Club.
STUDIO AISSLINGER	Werner Aisslinger and his team from Berlin are the people behind the idea and the concept for the interior design at 25hours Hotel Langstrasse. Following on from the 25hours Hotel Bikini Berlin, it is their second project for 25hours Hotels. Werner Aisslinger focuses mainly on product design, and his LoftCubes brought him international acclaim. Born 1964 in Nördlingen, the designer has a penchant for experimentation with new materials and technologies. Several museums have purchased his work for their collections. For instance, Aisslinger's Juli-Chair has been included in the permanent exhibition at the Museum of Modern Art (MoMA) in New York since 1998. The 'House of Wonders' exhibition at the Pinakothek der Moderne in Munich has shown Aisslinger's designs for living and work spaces since November 2016 (until September 2017).
PROJEKTTEAM AISSLINGER	Werner Aisslinger's team for the 25hours Hotel Langstrasse project consists of the interior designers Tina Bunyaprasit and Dirk Borchering, also the product designer Nicole Losos. Three creative minds that conjure up rooms and products that breathe identity and character. They combine complete motivation with an assiduous attention to each individual detail of the hotel project. Dirk Borchering is responsible for supervising construction in the implementation phase. He has looked after the project for six years, from the nascent idea until completion.
E2A ARCHITEKTEN	The Swiss brothers Piet and Wim Eckert are the people behind this firm. The two architects set up shop in Zurich in 2001, and are now responsible for some of the most interesting buildings in Europe. Piet and Wim Eckert were appointed visiting professors at the HafenCity University of Hamburg in 2009, where they taught urban development until 2011. They are currently visiting professors at the Accademia di architettura in Mendrisio, the Faculty of Architecture at the University of Lugano, USI. A highly

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	<p>committed team with a broad variety of professional qualifications contributes to the success of E2A. Alexander Struck managed the project throughout the tender phase in 2010. The architect has been part of the firm since 2009 and a partner for the last four years.</p>
ESTHER EPPSTEIN	<p>Esther was born 1967 in Zurich. She is an artist and communicator of art, a host and a publisher. The headstrong ambassador of the art scene made a name for herself with her massage salon, which she has managed at several locations since 1996, most recently at Haus Perla-Mode on Langstrasse until February 2015. It became a meeting point and a breeding ground for fresh young art and subculture in Zurich. And it will find a new home once again at the 25hours Hotel Langstrasse. Esther Eppstein was recruited for the 'Artist in Residence' project. She will look after the artists picked to produce their works in a dedicated studio in the hotel for a temporary period in return for free board & lodging. What's more, she will develop a cultural programme for the hotel.</p>
VELI & AMOS	<p>This name stands for the artists Veli Silver from Slovenia and Amos Angeles from Switzerland. They first met 2008 in Bucharest, and since then have worked as an artistic team, blending painting with photography, written pieces, video, music and performance. They produce video clips and pop songs and initiated the long-term project 'Let's save the whales international'. These days they do more than just spray walls with graffiti, they also incorporate prepared fire extinguishers as part of their design and always take the roles of protagonists and lead actors in the worlds they create. The two members of the wild group of young Zurich artists filled several areas of the 25hours Hotel Zurich with their exciting street art.</p>
TOBIAS REHBERGER	<p>He is among the most influential artists of his generation, winner of the Golden Lion from the Venice Biennale and other awards. Tobias Rehberger, born 1966 in Esslingen am Neckar, pushes the boundaries between art, design and architecture. He presented his installation made of tiles, joined together like pixels to produce pornographic images, for the first time at Art Basel. Traditional Japanese shunga motifs inspired him to create an erotic artwork for the 25hours Hotel Langstrasse.</p>
NADJA STÄUBLI	<p>Born 1981 in Zurich, Nadja originally studied photography at the Zurich University of the Arts. She designed a rug with a far-off galaxy for her bachelor thesis, and then teamed up with a partner to found the label 'Schönstaub'. Creating delightful parallel worlds on her hand-woven 'Nebula' rugs, she is now the sole proprietor. Photo wallpaper with Stäubli's motifs occupies the entire wall opposite the bed in the rooms of the 25hours Hotel Langstrasse.</p>
SUPERSENSE	<p>stands for a kind of analog 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). The lounge area in 25hours Hotel Langstrasse was designed in collaboration with Supersense. Guests to the Audio Tape Lounge can kick back and</p>

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	enjoy vinyl tunes, while analogue gear like 'Polaroid Pinball' or the 'Arm Wrestling Machine' create an authentic arcade feeling.
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 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.
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. 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.
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	Established 1993 by the brothers Markus and Daniel Freitag. The graphic designers' basic idea: To take used lorry tarpaulin, bicycle tubes and car belts to design robust bags. They became a smash hit. Their Messenger Bag developed into a must-have, laying the foundation for the company's overwhelming success. Now the FREITAG products are sold in eleven F stores and by over 450 F dealers around the world. A FREITAG tree of bags, made of travel bags and steel, was created in cooperation with FREITAG. The idea: Regular guests receive their own bag that they can use to store personal items that will be waiting for them the next time they check in. The bags are pulled high up on the steel frame and then locked. Until the guest picks them up or returns.

come as you are.

contact & material

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