

Press release 9. April 2020

Big city whispers: Francesca Schiano is the new General Manager of the 25hours Hotel Bikini Berlin

Berlin: Francesca Schiano has been managing the 25hours Hotel Bikini Berlin since 1 April 2020. The 34-year-old comes from the hotel's own ranks. In fact, she was the very first employee of the hotel! As Senior Sales & Event Manager she was responsible for all sales activities of the 149-room hotel. Schiano succeeds Dirk Dreyer, who is taking on a new position as General Manager of the Verti Music Hall at AEG Europe. After studying economics at the Free University of Bozen/Bolzano, the Berlin-born Schiano moved back to the German capital. After working for the InterContinental hotel group and various event agencies such as the Arinex agency in Sydney, the half-Italian started her career at 25hours in 2013.



"I am looking forward to reopening our house in Berlin's big city jungle with the team and the 25hours spirit and can hardly wait to welcome the first guests at NENI Restaurant and in the Monkey Bar after the fresh-up of the tenth floor", says Schiano. "We are very pleased that we were able to win Francesca for this position. She has already been part of 25hours for seven years. As the very first employee, she knows the Berlin house like the back of her hand - these are ideal conditions for her start as manager of the hotel", explains Bart Felix, who as Director of Hotel Operations is responsible for all general managers of 25hours Hotels.

Francesca Schiano completed the internal 25hours Growth Program. The specially developed training program for managers deepens professional skills and broadens the perspective from the departmental view to the overall picture of the hotel. The aim is to promote the best talents and strengthen their position. Among other things, participants learn coaching skills and intensify their understanding of cross-divisional topics such as Business Development, Human Resources & Training, Finance, Operations and Food & Beverage. Francesca is the third executive at 25hours, alongside Anna Hoffmann in Düsseldorf and Benedikt Roos in Frankfurt, to take up the position of General Manager after participating in the Growth Program.

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For more information about all of the 25hours Hotels, visit: [25hours-hotels.com](https://www.25hours-hotels.com)

25hours Hotels videos: [youtube.com/25hourshotels](https://www.youtube.com/25hourshotels)

Press material and images: <https://www.25hours-hotels.com/en/company/media/images>

About 25hours Hotels

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighborhood while a team of architects, designers and local heroes make use of analog reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 13 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. Upcoming openings include properties in Florence, Dubai (2020) and Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with Accor in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

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