



## **European Disruptor 25hours Gets Ready to Make its Mark on The Middle East with Dubai Debut**

*25hours Hotel One Central Marks the First 25hours opening outside of Europe*

**United Arab Emirates, Dubai, [3rd August 2021]** – Unlike anything the city has ever seen, 25hours Hotel One Central is set to be a thrilling assault on the senses. A fun and vibrant property with a wonderfully welcoming aura- a real place, intended for real people to come as they are! Getting ready to finally throw its doors open in Q4 2021, 25hours will make your stay one to remember, transporting you to an intoxicating playground that feels like it's almost home. The very first 25hours Hotel to launch in the Middle East, the highly anticipated Dubai outpost will celebrate and champion individuality, reverberating the mantra that 24 hours is simply not enough!

With 12 unique hotels in nine cities including Berlin, Paris, Zurich and Vienna, 25hours isn't about making you feel at home with familiar surroundings and a uniform aesthetic. 25hours is anything but ordinary and resting on the laurels of mediocrity will not do! Instead, it will thrill, surprise and delight with dynamic interiors, an unparalleled vibe and a brilliantly unconventional approach to ensuring an unforgettable adventure for every guest. What happens in the desert stays in the desert after all!

Overlooking the Museum of the Future and boasting 434 rooms and suites, 25hours Hotel One Central tells the region's story through its interiors, combining the ancient traditions of the Bedouins with a progressive, forward-thinking design and a nod to the future. Impactful, breath-taking and phenomenal design awaits at the UAE outpost.

Masterminded by interior design firm, Woods Baggot, elements of tales where the traditional meets the modern are intricately woven and exhibited floor-by-floor, creating an entirely contemporary narrative, promising a truly one-of-a-kind experience. Prepare to be electrified!

Offering a unique take on co-working spaces, 25hours Hotel One Central provides an inviting space fully equipped with a modern 'open' pantry concept to encourage a community feel, allowing local heroes to connect with the well-travelled. A paint and pottery studio, podcast recording room and record decks also add another stellar dimension to the offering in true 25hours style.

Additionally, 25hours Hotel One Central has partnered with MINI to allow guests with a sense of adventure the opportunity to get out and explore the city on their own terms.

# **come as you are.**



If an epic culinary and nocturnal adventure is what you're looking for, then rest assured 25hours Hotel One Central will not disappoint. A plethora of fantastic spots awaits, each one promising to leave its own distinct mark on everyone who ventures inside. Dining experiences include ERNST - a traditional Bavarian beer garden, Tandoor Tina for Northern Indian cuisine with a British twist, Nomad Day Bar by Dubai-based cult coffee roasters, Nightjar and the super popular Berlin import, Monkey Bar.

"25hours Hotel One Central is the most exotic 25hours project I have experienced so far." Said Christoph Hoffman, CEO 25hours. "From the beginning of this adventure our aim was to create a new Dubai experience of hospitality. Actually we want it to become the living room, the party cellar, the speak easy, the romantic hide-a-way for lovers as well as the place for relaxed and creative business meetings, inspirational various spaces, a fun rooftop for visionary thoughts and views. A new home and playground for the local community and of course travelers from all over the world."

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#### **About 25hours**

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 neighbourhood while a team of architects, designers and local heroes make use of analogue 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 12 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. In 2021, upcoming openings include properties in Florence – the 25hours Hotel Piazza San Paolino – and 25hours Hotel One Central in Dubai. Further hotels in Copenhagen, Sydney and Melbourne are planned. 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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