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New Kid on the Block, 25hours Hotel One Central Open its Doors in Dubai



Located in Dubai, 25hours Hotel One Central is more than just a place to sleep; it's a place for modern day nomads to share stories and experiences. Just like the Hakawati, the Arabian storyteller in the desert, 25hours celebrates the ancient Bedouin traditions and stories, bringing them to life across different areas of the property. The history of the region is reflected throughout the design of the hotel, created in partnership with acclaimed interior design firm, Woods Bagot, and 25hours Hotels. 25hours Hotel One Central is the first 25hours to open outside of Europe, other 25hours Hotels can be

found in Berlin, Cologne, Dusseldorf, Florence, Frankfurt, Hamburg, Munich, Paris, Vienna and Zurich. Every hotel is unique to its city, like the recent hotel opening in Florence, designed around the theme of Dante's 'Divine Comedy'. Located next to the Dubai World Trade Centre and overlooking the Emirates Towers and the Museum of the Future, the hotel is also in very close proximity to the Dubai International Finance Centre (DIFC), fifteen minutes' drive to La Mer beach and five minutes' drive to Dubai Mall.

The 434 rooms and suites feature Bedouin, Glamping and Farmstay interiors, whilst the Artist Village suites are perfect for those looking for more space. Meanwhile, the Hakawati Suite displays true Dubai glamour with a double bathtub, Triple king size bed aka "Sheikh-sized", a dining table seating 10 people, two bars, a DJ corner, dance floor, fireplace and a breath-taking view of the Museum of the Future. The room interconnects with 2 additional bedrooms through a secret staircase. It is the perfect playground for travellers and residents of the city to enjoy and revel in whether guests are there to indulge or relax, 25hours allows both. All rooms and suites at the property serve as a peaceful oasis for nomads after a long day exploring. Each sanctuary draws on local influences, featuring quirky design elements such as hammocks, double rainfall showers, roll-top baths, Schindelhauer bicycles, analogue telephones and much more.

25hours Founder, Christoph Hoffman comments "25hours Hotel One Central is the most exotic 25hours project I have experienced so far. 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 speakeasy, the romantic hideaway 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 travellers from all over the world."

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On the first floor, guests will find over 500 vinyl's and a Walkman station in the “Analogue Circus” in partnership with Vienna based Supersense. Following this, the hotel's “Analogue Upgrade” will give guests the opportunity to throwback and reminisce in the comfort of their own room. Delivered on demand in a trunk-case to guests bedrooms, the unique experience includes VHS and vinyl's to typewriters and polaroid's – encouraging guests to take a break and stimulate all senses.

The hotel will feature impressive restaurants and bars, taking guests on a culinary journey around the world. Nomad Day Bar, in partnership with Dubai-based Nightjar Coffee Roasters, Tandoor Tina for playfully combined British and Northern Indian cuisine, popular Berlin rooftop bar, Monkey Bar and soon to open is Ernst Biergarten & Wirtshaus which hails from Bavaria.

25hours Hotel One Central boasts an unconventional mix of contemporary services, leaving everyone who walks through the doors with a story to tell. A fully kitted co-working space, meeting rooms, event spaces, open pantry and coffee bar are available at The Gallery on the first floor. The open plan space features plenty of modern tech, 5m high ceilings and huge windows so guests can enjoy the breath-taking views while they work hard...or hardly work. Other creative spaces include a pottery studio, games room and podcast studio. For bookworms 25hours has a Fountain of Tales library with thousands of books across the hotel for guests to step away from the digital world and jump into a realm of relaxation. The Extra Hour Spa is dedicated to 'you time' and everyone is welcome – with Dubai's first outdoor mixed gender sauna. Guests can indulge in a variety of treatments from quick fixes to full-body treatments. The 6th floor is also home to the rooftop pool and Monkey Pool Bar, where guests can relax poolside, sip cocktails and take in the view. For the ladies needing even more of a pamper, the hotel has a ladies salon by renowned celebrity hairdresser Wassim Steve.

Cycling enthusiasts can look forward to complimentary Schindelbauer Bikes available from the lobby or hanging on the walls in all Artist Village suites. For those who fancy heading further afield, they can also explore the area with a free test drive on four wheels thanks to the partnership with MINI. We think you will agree – 24hours is simply not enough. Starting today, guests can book their place at the nomadic haven by visiting:

www.25hours-hotels.com/en/hotels/dubai/one-central

Press material about the 25hours Hotel One Central is available [here](#).

For more information about all of the 25hours Hotels, visit 25hours-hotels.com

Videos about 25hours Hotels: youtube.com/25hourshotels

Press material and images [here](#).

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About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 13 hotels in German speaking countries as well as Florence and Paris. 25hours is a smart, culturally resonant hotel idea characterised by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. One more opening is scheduled for 2021: the 25hours Hotel One Central in Dubai. Copenhagen, Sydney and Melbourne are among the future destinations.

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