

Press Release 22nd of October 2021

We are all mad here: Lise Egenius appointed General Manager of the new 25hours Hotel Indre By in Copenhagen

The 'Head Mermaid' has been found for the first Scandinavian 25hours hotel, which plans to open its doors in Copenhagen in spring 2022. Lise Egenius has assumed the management of the complex, which is situated in the heart of the city centre and comprises four buildings and 243 rooms, with immediate effect. The native Dane has previously managed the Hotel Guldsmeden, amongst other establishments, and has already opened two hotels in the Scandinavian metropolis for Brøchner Hotels. Copenhagen Project Director Henning Weiß welcomes the new member's arrival: "Lise Egenius is one of the most experienced hoteliers in Copenhagen. Her warm nature and professionalism won us over straight away. We are happy in the knowledge that this extraordinary 25hours project is in very good hands and we wish her and her team a wonderful start and huge success with the opening in the spring of 2022."



Lise adds: "Ever since I met Christoph Hoffmann in 2005 during his Fox Hotel Project for VW in Copenhagen, I have always kept an eye on 25hours and followed it from afar. I am now all the more delighted to be opening the first 25hours hotel in Scandinavia in Copenhagen, which is in fact where the foundations for the 25hours story were laid, because this is



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where the four founders met for the first time and devised the idea for the 25hours hotel group.”

When it comes to gastronomy, three partners are celebrating their entry into the Scandinavian market together, including long-standing member of the 25hours family, the bar pioneer Jörg Meyer, who is designing a Boilerman Bar for Copenhagen, and the Molcho family, who are planning the seventh NENI restaurant in a 25hours hotel. A newcomer comes in the shape of Italian pastry chef Melissa Forti with her Café Duse, where cakes and tortes are made using only select organic products.

Press material about the 25hours Hotel Indre By is [available here](#)

For more information about all 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 Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a jointventure with Accor, formed in 2021.

Behind the 25hours brand are the founders Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard. Today there are 13 hotels in German-speaking countries as well as in Paris and Florence. 25hours is a smart, culturally resonant hotel idea characterized 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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