

Press Release 22 March 2022

Coming of Age: 25hours Hotel Indre By opens



Copenhagen: The first 25hours hotel in Scandinavia has opened its doors in the Danish capital, decked out in everything other than Nordic chic. Erected in the 19th century, the establishment once housed a porcelain factory and was later used as a university building. 25hours created the hotel in collaboration with the local architects from BPP Arkitekter and Martin Brudnizki Design Studio, a firm of interior designers from London. Their combined efforts teased out and reinvigorated the architectural quality of the building. Guests drift constantly through periods in Copenhagen's history and find themselves transported back into a bygone era – both indoors and out. Innumerable new elements are nonetheless visible throughout the building

complex. A stroll through the 25hours Hotel Indre inevitably means a juxtaposition of the old and the new. This design has created a fascinating, dichotomous arena that delivers a wealth of contrasting experiences.

Whether it's the Vinyl Lounge or the Love Library, hidden places are secreted all over the hotel, waiting to be discovered. The Assembly Hall is the central gathering point and the perfect spot for a quick coffee in the morning, a snack after a saunter through the city or a drink before diving into Copenhagen's nightlife. The NENI restaurant and Café Duse are the perfect places to socialise for hotel guests and locals alike, and the Boilerman Bar in the basement is a great venue for relaxed evenings filled with music and top-class drinks.

25hours pays particular attention to the history of the location in all of its establishments. This is especially true of the 25hours Hotel Indre By, whose creative roots are in its history as a university building, which inspired the Coming of Age concept. The international art consultancy VISTO has assembled a collection of over 100 artworks for 25hours. They are displayed throughout the hotel and use a wide variety of styles to express the overarching concept of growing up – Coming of Age. Each of the rooms has its own history, while still contributing to a coherent narrative. For instance, Café Duse is home to numerous paintings and photographs from the 19th century to 2021 portraying women in a wide variety of life phases. It's interesting to note that the oldest women in the works seen to be enjoying life the most. This deliberately challenges the traditional depiction of women.

The pastry chef Melissa Forti named the café after the Italian theatre actress Eleonora Giulia Amalia Duse, aka "La Duse". Melissa chose the name to celebrate an icon of the past – a woman who transformed theatre and still has a big impact today. Forti says: "I want to use this opportunity to honour and celebrate this remarkable woman, and all

come as you are.



exceptional women.” Melissa, who opened her first shop in 2009, designed the afternoon tea for the Royal Academy of Arts in London, wrote the bestselling book *The Italian Baker* and successfully runs Melissa’s Tea Room and Cakes in Italy, will concentrate on two aspects at the Café Duse that are particularly important to her: creating high-quality products and delivering impeccable, authentic service.

Visual diversity is a constant feature throughout the hotel: The spacious Assembly Hall is festooned with jacquard fabrics by the Finnish artist Kustaa Saksi, while the NENI restaurant celebrates its roots in the Levant with a mural showing Tel Aviv from a variety of perspectives. Aside from the love of LP records, the Vinyl Lounge is a place that celebrates the simple state of being in love – with all the joys and pitfalls along the way. This is expressed in works by the South Korean illustrator, Henn Kim. The four principal works are grouped together in such a way that the narrative can be read forwards and backwards, which produces a variety of outcomes.

The 243 rooms in the Passion and Knowledge designs range from Small to Gigantic and offer a retreat to suit every traveller and their needs. Some of them even come with a small terrace and access to the Secret Garden – almost unique features for Copenhagen.

25hours is celebrating the opening of its first Scandinavian hotel with a special offer that guests can book at 25hours-hotels.com until 31 August 2022. Interested guests receive a 25 percent discount on the normal rate for two nights or more, as well as complimentary breakfast.

Press material about the 25hours Hotel Indre By is available here

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

25hours Hotels videos: youtube.com/25hourshotels

Press material and images: <https://www.25hours-hotels.com/company/presse/bilder/25hours-hotel-indre-by>

About 25hours Hotels

The 25hours hotels are part of Ennismore, a hospitality company rooted in culture and creative networking. The global collective is built around charismatic entrepreneurs and includes brands that focus on contemporary hospitality. Established in 2021, Ennismore is a joint venture with Accor.

The 25hours brand was built by its four founders Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard from 2005. There are now 15 hotels in German-speaking countries, as well as in Paris, Florence, Dubai and Copenhagen. 25hours is a smart hotel idea characterised by charming and relaxed service, which seeks to find answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto “Know one, know none”. Sydney and Melbourne are among the future destinations.

come as you are.



Press contact

25hours Hotels
Anne Berger
Head of Public Relations
Zollhaus, Ericus 1
20457 Hamburg
p +49 40 22 616 24 197
m + 49 174 94 81 321
media@25hours-hotels.com

come as you are.