

Press Release 13 January 2022

## Come as you are: 25hours opens its first hotel in Scandinavia on 15 March 2022

The 25hours Hotel Indre By has found its home in the heart of the Danish metropolis of Copenhagen, and will open its doors in spring 2022. The building, which dates back to the 19th century, once housed a porcelain factory and was later used as a university building. Centrally located between the Round Tower and the Købmagergade shopping street, one newly constructed building and three existing buildings are waiting to be explored. In fact the name says it all, since the Danish term 'Indre By' means inner city or city centre. The hotel is situated within walking distance of the Nørreport train station. This railway station is a central hub for the metro, high-speed trains and buses. It is also possible to travel directly to the airport from the station.



The interior design of the complex, which comprises four buildings, was the result of a first-time collaboration between 25hours and the London-based Martin Brudnizki Design Studio. Copenhagen Project Director Henning Weiß explains the unusual design ideas: “Coming of Age was our fundamental idea when we were developing the concept of the hotel, which ties in with the building’s former use as part of a university. Passion and knowledge, art and science find a new home in the hotel in an exciting combination.”

The 243 rooms, designed in ‘Passion’ and ‘Knowledge’ styles, range from Small to Gigantic and offer a retreat to suit every traveller and their needs. Several of the rooms even boast a small terrace and access to the Secret Garden - something which is virtually unique in Copenhagen.

Whether it’s the Vinyl Room or the Love Library, there are hidden spots all over the hotel which are well worth exploring. The Assembly Hall forms the central meeting point and is the perfect location for a quick coffee in the morning, a snack after a stroll around the city or a drink before checking out the Copenhagen nightlife. The NENI restaurant and Café Duse

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are destinations for hotel guests and locals alike, and the Boilerman Bar in the basement is the ideal place to spend cosy evenings with music and top-class drinks.

Located on the ground floor of the hotel next to the café, restaurant and bars is the conference area of the 25hours Hotel Indre By. The 'Opinion' and 'Style' rooms can accommodate meetings of up to 15 people. More the 'F\*\*k Everything' type? This conference room is also suitable for meetings for 15 people. The 'Vinyl Room', the 'Doubt' co-working space and the Gigantic suites are also ideal for use as breakout rooms or as places for relaxed get-togethers.

The hotel's spacious wellbeing area is situated on the first floor. Awaiting visitors is a fully-equipped fitness studio with the latest techno gym equipment, yoga mats and a view of the terrace. The outdoor sauna, featuring both indoor and outdoor loungers, offers guests deep relaxation. Those who arrive early and want to hit the town before check-in can use the power shower in a section specially fitted out for early check-ins or late check-outs to freshen up before their rendezvous with Copenhagen.

The bicycle is as synonymous with Copenhagen as the famous Smørrebrød: the city is ideal for exploring by bike, which is why guests of the 25hours Hotel Indre By can also enjoy the urban bikes of Berlin-based firm Schindelbauer. Both classic city bikes and e-bikes are available - perfect for a relaxed tour of the neighbourhood. The bikes come with a tour map of the city's most charming routes, which has been specially compiled for 25hours by bike professionals.

25hours is celebrating the opening of its first Scandinavian hotel with a special offer which guests can book at [25hours-hotels.com](https://www.25hours-hotels.com) until 31/8/2022. Interested guests can get a 25 percent discount on the normal rate when booking two or more nights, as well as benefitting from free breakfast.

Press material about the 25hours Hotel Indre By [can be found here](#)

Additional information about all of the 25hours hotels: [25hours-hotels.com](https://www.25hours-hotels.com)

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

Press images: <https://www.25hours-hotels.com/en/company/media/images/25hours-hotel-indre-by>



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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 14 hotels in German speaking countries as well as Florence, Paris and Dubai. 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. Sydney and Melbourne are among the future destinations.

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