“I genuinely believe the culinary scene can create a positive shift in society.”

Kavita Meelu, Food Entrepreneur, Berlin

“Style and aesthetics emerge out of the form. Design is just the icing on the cake.”

Markus Scheer, Eighth-Generation Cobbler, Vienna

“The most important thing is to stick to your ideals, stick to your readership.”

Robert Klanten, Publisher, Berlin
Welcome to Companion

Companion is a magazine about creatives and their cities, produced by Freunde von Freunden for 25hours Hotels.

We showcase interesting people, innovative ventures and intriguing trends in areas ranging from arts and architecture to food and fashion, and provide useful recommendations for the five European cities in which you find 25hours Hotels: Berlin, Hamburg, Frankfurt, Vienna and Zürich.

We hope to inspire you to do something out of the ordinary today.

25hours Hotels | www.25hours-hotels.com | Companion | www.compani-magazine.com | go.fvonf.com/25hours

Welcome to Companion

Imprint

Editor in Chief – Frederik Frede
Advertising Director – Tim Seifert
Editor – Karl Schatz
Production Editor – Isabel Bedin
Creative Director – Stefan Schuster
Managing Editor & Layout – Luise Witten, Laura Heune
Layout & Graphic Design – Chloe Galea, Marcel Häusler, Philipp Hollinger
Photo Editors – Silvia Conde, Philipp Langenheim
Photographers – Markus Bertschi, Lukas Gansterer, Ramon Haindl, Philipp Langenheim, Philippe Levy, Marlen Mueller, Adrian Parvulescu, Hanna Skoog, Julian Slagman, Martin Stroebich, Amy Tuxworth, Dan Zoubek
Illustrator – Lapin
Translators – Ulrike Matt, Alicia Reuter
Proofreaders – Alicia Reuter, Jansa Lisha Strick
Finance Director – Henning Frede
Head of Innovation – Torsten Bergler
Interactive Designer – Lenz Meier

Summer Style: A handpicked selection of favorite items for the season.

Beyond Vienna: A day trip to the Austrian countryside with photographer Lianna Parz.

Talking Hamburg: Five Hamburg creatives discuss what they like most about their city.

Out on the Town: Accompany Zürich DJ Kiez Kalle on a night out.

The Ata Principle

An exhibition explores the applied arts through the work of Frankfurt producer and club founder Ata Macias.

One for the Books: Joint Co-Founder Robert Klanten has equipped his publishing house for the 21st century.

Body Conscious: Jeanne-Salomé Rochat and Adriano Sack discuss tattoos, pain and the possibilities of the human body.

Craftsmanship Fit for a King: Step inside a Viennese cobbler’s studio.

Companion is a magazine about creatives and their cities, produced by Freunde von Freunden for 25hours Hotels.

We showcase interesting people, innovative ventures and intriguing trends in areas ranging from arts and architecture to food and fashion, and provide useful recommendations for the five European cities in which you find 25hours Hotels: Berlin, Hamburg, Frankfurt, Vienna and Zürich.

We hope to inspire you to do something out of the ordinary today.

25hours Hotels | www.25hours-hotels.com | Companion | www.compani-magazine.com | go.fvonf.com/25hours
**ACNE**

Tomas Skoging, "in my wardrobe."

I have all their shirts and colors of the day when I’m a mess. I love them, most of the time). I love them, boring jobs away."

An apple a day keeps the Mr-Director. A gift from my lovely runner, just a trying-to-be-trendy- version. An apple a day keeps the Ms-Director.

I made all my conquests with a good apple. An apple a day keeps the Mr-Director. A gift from my lovely runner, just a trying-to-be-trendy- version. An apple a day keeps the Ms-Director.

I made all my conquests with a good apple. An apple a day keeps the Mr-Director. A gift from my lovely runner, just a trying-to-be-trendy- version. An apple a day keeps the Ms-Director.

I made all my conquests with a good apple. An apple a day keeps the Mr-Director. A gift from my lovely runner, just a trying-to-be-trendy- version. An apple a day keeps the Ms-Director.

I made all my conquests with a good apple. An apple a day keeps the Mr-Director. A gift from my lovely runner, just a trying-to-be-trendy- version. An apple a day keeps the Ms-Director.

I made all my conquests with a good apple. An apple a day keeps the Mr-Director. A gift from my lovely runner, just a trying-to-be-trendy- version. An apple a day keeps the Ms-Director.
Summer Style
Four main fashion items for this season.

01 SCHINDELHAUER THINBIKE
Schindelhauer thin bikes are so thin that users store them in their apartments and the thin bikes fit into the smallest of spaces. Its rear light is integrated into the seat post, the bell into the break lever, and the handlebars and pedals can be folded in. Combined with a two-speed automatic gearshift, the thin bike abolishes the eight dank to be mobile in city chaos.

To see a Schindelhauer bike at 25hours Hotels now, head to twowheelsorg.de or send an email to info@schindelhauer.com

02 TODD MATTIE TORTOISE BY ILLIESTA, £99
The British brand never goes out of date, and now comes with better lenses. illiester.com

03 AKOG WAFFLE CAP, £150
The ultimate cap to keep cool. akogcap.com

04 FORMCREEK COTTON TOTE BAG, £100
Slightly oversized, made in India and produced ethically. Formcreek.com

Frontline Style Report
Sportswear as daywear
Sneakers and leggings, water bottles and sweat bands – what you wear becomes the glasses when you run on the street, sneakers become the trunks with the laceless denims as part of exclusive companion style report.

All items available via frontlineshop.com

SINDEN
Took MIZU X NIXON SNIPER MB 800ML, £20

ADIDAS ZX FLUX FADING REFLECTIVE MESH, £90

NIKE AIR MAX 1, £99

CASIO COLLECTION F-350WD, £20

stella mcardley
adidas
nike
nixon
Travel Essentials
Whether it’s a beach holiday in Croatia or an excursion in NYC, your meals are set thanks to these items.

COLOR-LINED ENVELOPES, €5 for 50
For the minimalist who drops out of both postcards and text messages, send notes on beautiful stationery to friends from abroad.
Available at R.S.V.P.
Mulackstrasse 14, Berlin
rsvp-berlin.de

OLYMPUS OM-D E-M10, €799
Small on size, big on performance. This light-weight system camera unites beautiful design and sophisticated technology in a compact body.
Available at Foto Meyer,
Welserstrasse 1, Berlin
fotomeyer.de

MOROCCANOIL TREATMENT, 1 liter
Keeps hair silky even during air travel or after a day in the sun.
moroccanoil.de

LEATHER TRAPEZE BAG BY CLOSED, €10
A bag that will exude elegance and timelessness, but also adapt to any of your needs— you won’t need another one.
closed.com

FUJIFILM X20, €429
For the minimalist and a photo-fanatic. Its optical film-like: stylish, compact, and control over depth of field make this a powerful companion for travel.
Available at Foto Meyer,
Welserstrasse 1, Berlin
fotomeyer.de

OLYMPUS OM-D E-M10, €799
Small on size, big on performance. This light-weight system camera unites beautiful design and sophisticated technology in a compact body.
Available at Foto Meyer,
Welserstrasse 1, Berlin
fotomeyer.de

BRESS N°49 TWINSET SOCKS, €84
Keep your feet warm and dry with this stylish cotton-blend pair.
blesswebshop.com

INFARM ORIGAMI MICROGREEN KIT, €20
This foldable mini greenhouse allows you to grow nutritious microgreens in your kitchen. And it looks good, too!
infarm.de

A CAPTAIN FROM MEHMET ÇETİNKAYA GALLERY
Price upon inquiry
Mehmet Çetinkaya deals only in the finest textiles from all over the world, so a caftan from the gallery isn’t just a treasure, it’s an heirloom.
7 Tavukhane Sokak, Küçük Ayasofya Caddesi, Istanbul
cetinkayagallery.com

RED AND WHITE PLANTER BY HELEN LEVI, €105
Whether you use it to grow herbs, for flowers or leave it empty, this planter gives instant Zen and elegance to any room.
helenlevi.com

TRANSPARENT SPEAKER DIY KIT BY PEOPLE PEOPLE, €450
The original transparent speakers are already high on our list, but the DIY kit allows for customization, so whip out your creativity.
transparentspeaker.com

All-time Favorites
The things we just don’t want to live without.

BIG CLASSIC

STYLE COMPANION MAGAZINE #2
08 09
**BUSINESS COMPANION MAGAZINE #2**

**Vintage Finds**
Internet designer Sylvia Galbrich shares her favorite sources for second-hand treasures.

**Vintagemarkt Arkonaplatz**
“The city is a little small. They manage Marvin himself. He is really dedicated and expects another kind of people.”

**Sibylle Onkyo**
Cherished targets for her daughter to add to her son’s collection.

**Building Influence**
Design and costume Alphina Stähli’s redesigns in Zurich.

**Peter’s Workshop**
“Not just saying it in vintage terms, but really that he repairs them. The other king is in Los Angeles, and he does more restoration.”

**Centre Le Corbusier**
“The guy who runs it is really into it. It’s all about design and furniture. There’s a café as well, it’s a very nice place.”

**How To Grow Food Indoors**
Urban gardening is all the rage, but Osnat Michaeli and Dana and Yael Aloni of Infarm are changing the game.

**Craftsmanship Fit For a King**
For 20 years, Schärer has been making shoes, for Vienna’s off-the-rack using any machinery.

**How To Grow Food Indoors**
Urban gardening is all the rage, but Osnat Michaeli and Dana and Yael Aloni of Infarm are changing the game.

**How To Grow Food Indoors**
Urban gardening is all the rage, but Osnat Michaeli and Dana and Yael Aloni of Infarm are changing the game.

**How To Grow Food Indoors**
Urban gardening is all the rage, but Osnat Michaeli and Dana and Yael Aloni of Infarm are changing the game.
Food writer Luisa Weiss reflects on Berliners’ habit of eating seasonally.

In today’s world of food, local and seasonal have become catchwords that are crucially important for food giants and small producers alike. The emphasis is on local, regional and sustainable, not only because it is good for the environment but also for our health. The abundance of fruit and vegetables during the summer months inspires people to appreciate the natural seasonal cycle. And what better way to reflect this than by cooking using the freshest ingredients available in the markets?

To mark the beginning of the new season, I decided to revisit the Comptoir du Cidre restaurant in Prenzlauer Berg, offering the full cider experience.

**Ingredients for Zaubersäcke (Herb Bags)**

- 3 violet carrots
- 8 Spargelzwiebeln ( jakozyntische Spargelzwiebeln)
- 30 ml vegetable stock
- 70 g tarragon
- 20 g tangerine zest

**Directions**

1. Preheat the oven to 200°C.
2. Wash and dry the carrots and zucchini. Cut them into slices of equal thickness.
3. Place the carrots and zucchini in a pot and pour the vegetable stock over them.
4. Cover and cook for 15 minutes.
5. Add tarragon, tangerine zest, and salt to taste. Stir well and adjust the seasoning.
6. Pour the mixture into a large baking dish and bake in the oven for 30 minutes or until tender.
7. Serve warm as a side dish or cold as a salad.

This dish is a perfect example of how to use seasonal ingredients to create a delicious and nutritious meal. It is a great way to enjoy the flavors of the season while also supporting local farmers and producers.

**The Ingredients**

Daniel Kötter, head chef at Skopik & Lohn in Vienna, reviews the recipe for his restaurant’s zaubersäcke and offers his tips for the herb ingredient.

Food writer Isabel Parkes. Photos by Marlen Mueller

Before signing on as the head chef at Skopik & Lohn in 2010, Sophie Kristiansen and I worked together in our respective jobs. When we came home each night, we’d cook dinner for our friends. It was a shared passion that we both had — to find fresh and local ingredients that we could use in our cooking. We loved the idea of preparing food in a way that was sustainable and ethical, and that event that just jogged it to drink it cold — and it wowed them.

**The Ingredients**

- 8 Spargelzwiebeln ( jakozyntische Spargelzwiebeln)
- 30 ml vegetable stock
- 70 g tarragon
- 20 g tangerine zest

**Directions**

1. Preheat the oven to 200°C.
2. Wash and dry the carrots and zucchini. Cut them into slices of equal thickness.
3. Place the carrots and zucchini in a pot and pour the vegetable stock over them.
4. Cover and cook for 15 minutes.
5. Add tarragon, tangerine zest, and salt to taste. Stir well and adjust the seasoning.
6. Pour the mixture into a large baking dish and bake in the oven for 30 minutes or until tender.
7. Serve warm as a side dish or cold as a salad.

For the full recipe visit fiveelephant.com

This dish is a perfect example of how to use seasonal ingredients to create a delicious and nutritious meal. It is a great way to enjoy the flavors of the season while also supporting local farmers and producers.

**The Ingredients**

- 25 ml vegetable stock
- 2 violet carrots
- 70 g tarragon
- 20 g tangerine zest

**Directions**

1. Preheat the oven to 200°C.
2. Wash and dry the carrots and zucchini. Cut them into slices of equal thickness.
3. Place the carrots and zucchini in a pot and pour the vegetable stock over them.
4. Cover and cook for 15 minutes.
5. Add tarragon, tangerine zest, and salt to taste. Stir well and adjust the seasoning.
6. Pour the mixture into a large baking dish and bake in the oven for 30 minutes or until tender.
7. Serve warm as a side dish or cold as a salad.

For the full recipe visit fiveelephant.com

This dish is a perfect example of how to use seasonal ingredients to create a delicious and nutritious meal. It is a great way to enjoy the flavors of the season while also supporting local farmers and producers.

**The Ingredients**

- 8 Spargelzwiebeln ( jakozyntische Spargelzwiebeln)
- 30 ml vegetable stock
- 70 g tarragon
- 20 g tangerine zest

**Directions**

1. Preheat the oven to 200°C.
2. Wash and dry the carrots and zucchini. Cut them into slices of equal thickness.
3. Place the carrots and zucchini in a pot and pour the vegetable stock over them.
4. Cover and cook for 15 minutes.
5. Add tarragon, tangerine zest, and salt to taste. Stir well and adjust the seasoning.
6. Pour the mixture into a large baking dish and bake in the oven for 30 minutes or until tender.
7. Serve warm as a side dish or cold as a salad.

For the full recipe visit fiveelephant.com

This dish is a perfect example of how to use seasonal ingredients to create a delicious and nutritious meal. It is a great way to enjoy the flavors of the season while also supporting local farmers and producers.
Talking Hamburg

The restaurant scene, the summer-surrounding transformation of the ElphiHarmonie or outdoor activities – Hamburg offers plenty of room for culture, under a roof or on a rooftop terrace, we met four influential Hamburg residents to discuss their city.

Conni Kotte is an interior designer and has furnished the Der Mütze von Eden. She works in the music world, co-owns the successful hair salon ‘Anton Linn’, David Einsiedler is the co-owner of furniture shop 26 in the Onnemmers Union.

About the ElphiHarmonie Concert Hall

Christian: Everyone knows that the proposed new construction of the ElphiHarmonie was a big decision from the beginning. Ingedagen, car and taxi drivers agreed to the project.

Fabian: The ElphiHarmonie was not realizable for the city because apparently no company could create a completely new neighborhood, which is why there should be places that fulfill people’s needs. Instead, there are few solutions.

What bothers me about rationality in the rationalist movement is rationalism, which the ElphiHarmonie is definitely a rational thinking habit.

About shopping

Christian: When the standard is good, shopping is a stroll; the air here is good. And Hamburg is a great city for food. You go out of the house, walk five minutes, and you’re in the middle of the quarter.

Herr: When viewers about Hamburg actually look like a city they know everything is a grand. Because of that quality of air.

Fabian: And you have to keep in mind that many cities have an inner city flavor.

Christian: Most of the public following the water meadow and the air made after the Mediterranean.

On nature

Christian: When the smell is good, breathing is good. The air here is good. And Hamburg is a great city for food. You go out of the house, walk five minutes, and you’re in the middle of the quarter.

Herr: When viewers about Hamburg actually look like a city they know everything is a grand. Because of that quality of air.

Fabian: And you have to keep in mind that many cities have an inner city flavor.

Christian: Most of the public following the water meadow and the air made after the Mediterranean.

“"A piece of lemon tart with meringue at Café Mimosa, and all is right in the world." – Conni Kotte
The redevelopment of two former breweries in Zürich and Berlin highlights the opportunities these urban renewal projects offer for food, art, and the business community.

**Something’s Brewing**

It’s the largest multi-purpose space left in the most grand part of Berlin, on the border of Mitte and Friedrichshain. Today you could hardly imagine it. But this is where the Bötzow Brewery stood until 2013. It first opened to the public in the mid-19th century and was a grand space used for concerts and events, a place where freedom to organically turn old factory complexes. Over the decades, many of Berlin’s industrial treasures have been remodeled into art collectives, nightclubs, and cultural centers. Places that were once dismal of empty spaces can inspire innovation and ideas. Berlin is a much-loved city, and its spaces have come to realize that even the most unique will serve as a symbol of the times.

Global outsourcing and a changing economy have left urban landscapes from Berlin to Los Angeles scarred with chains of abandoned and polluted factory complexes. However, in recent years, an increasing number of cities around the world have started to realize that these empty spaces can inspire innovation and ideas. Berlin is a much-loved city, and its spaces have come to realize that even the most unique will serve as a symbol of the times. Spaces that were once dismal of empty spaces can inspire innovation and ideas. Berlin is a much-loved city, and its spaces have come to realize that even the most unique will serve as a symbol of the times.

### Case Study One

**Bötzow Brewery, Berlin**

It’s the largest multi-purpose space left in the most grand part of Berlin, on the border of Mitte and Friedrichshain. Today you could hardly imagine it. But this is where the Bötzow Brewery stood until 2013. It first opened to the public in the mid-19th century and was a grand space used for concerts and events, a place where freedom to organically turn old factory complexes. Over the decades, many of Berlin’s industrial treasures have been remodeled into art collectives, nightclubs, and cultural centers. Places that were once dismal of empty spaces can inspire innovation and ideas. Berlin is a much-loved city, and its spaces have come to realize that even the most unique will serve as a symbol of the times.

Global outsourcing and a changing economy have left urban landscapes from Berlin to Los Angeles scarred with chains of abandoned and polluted factory complexes. However, in recent years, an increasing number of cities around the world have started to realize that these empty spaces can inspire innovation and ideas. Berlin is a much-loved city, and its spaces have come to realize that even the most unique will serve as a symbol of the times. Spaces that were once dismal of empty spaces can inspire innovation and ideas. Berlin is a much-loved city, and its spaces have come to realize that even the most unique will serve as a symbol of the times.

### Berlin

When Hans Georg Näder, the heir and current director of Ottobock, encountered the abandoned brewery, it was like a little bit like love at first sight. “What is this piece of property?” It’s in the middle of Berlin and it was like a lost piece,” says Mr. Näder. “It will keep on becoming even more interesting.”

In April 2013, the first seed was planted with the opening of several projects in the titanic, the former heating rooms within the main building, the gender-bending infirmary, and a White Cube opened an exhibition in the high ceiling creative room, while chef Frankfurter now cooks up local dishes inspired by his grandmother’s recipes to his high-sounding. The gloomy underground bunkers that had been abandoned for 50 years are now being transformed into a vibrant urban hub. The double sunshine, urban regeneration, and creative coexistence are now being reimagined in a new century.

**Something’s Brewing**

Hans Georg Näder is the heir and current director of Ottobock, a German company that was once one of the world’s leaders in prosthetics, but in the 1990s it went bankrupt. He decided to buy it back and turn it into a creative space. The original brewery had two, 6,000-seat halls that now serve as an event venue, a museum, and a food hall.

### Something’s Brewing

Hans Georg Näder is the heir and current director of Ottobock, a German company that was once one of the world’s leaders in prosthetics, but in the 1990s it went bankrupt. He decided to buy it back and turn it into a creative space. The original brewery had two, 6,000-seat halls that now serve as an event venue, a museum, and a food hall.

### Berlin

When Hans Georg Näder, the heir and current director of Ottobock, encountered the abandoned brewery, it was like a little bit like love at first sight. “What is this piece of property?” It’s in the middle of Berlin and it was like a lost piece,” says Mr. Näder. “It will keep on becoming even more interesting.”

In April 2013, the first seed was planted with the opening of several projects in the titanic, the former heating rooms within the main building, the gender-bending infirmary, and a White Cube opened an exhibition in the high ceiling creative room, while chef Frankfurter now cooks up local dishes inspired by his grandmother’s recipes to his high-sounding. The gloomy underground bunkers that had been abandoned for 50 years are now being transformed into a vibrant urban hub. The double sunshine, urban regeneration, and creative coexistence are now being reimagined in a new century.

**Something’s Brewing**

Hans Georg Näder is the heir and current director of Ottobock, a German company that was once one of the world’s leaders in prosthetics, but in the 1990s it went bankrupt. He decided to buy it back and turn it into a creative space. The original brewery had two, 6,000-seat halls that now serve as an event venue, a museum, and a food hall.

### Berlin

When Hans Georg Näder, the heir and current director of Ottobock, encountered the abandoned brewery, it was like a little bit like love at first sight. “What is this piece of property?” It’s in the middle of Berlin and it was like a lost piece,” says Mr. Näder. “It will keep on becoming even more interesting.”

In April 2013, the first seed was planted with the opening of several projects in the titanic, the former heating rooms within the main building, the gender-bending infirmary, and a White Cube opened an exhibition in the high ceiling creative room, while chef Frankfurter now cooks up local dishes inspired by his grandmother’s recipes to his high-sounding. The gloomy underground bunkers that had been abandoned for 50 years are now being transformed into a vibrant urban hub. The double sunshine, urban regeneration, and creative coexistence are now being reimagined in a new century.

**Something’s Brewing**

Hans Georg Näder is the heir and current director of Ottobock, a German company that was once one of the world’s leaders in prosthetics, but in the 1990s it went bankrupt. He decided to buy it back and turn it into a creative space. The original brewery had two, 6,000-seat halls that now serve as an event venue, a museum, and a food hall.


Since co-founding Gestalten in 1995, Robert Klanten has presided over the creation of more than 500 books. How does one run a successful publishing company in the 21st century?

Let’s start at the beginning. How did Gestalten come about?

In 1995 we transformed an industrial building in the heart of St. Pauli, the red-light district of Hamburg, into the first Gestalten retail store. It was a concept born of my desire to share my passion for a new, diverse world of design and culture. This first foray into the world of retail was a response to the growing demand for unique books and objects.

What do you see as Gestalten’s unique selling point, a place without rules?

We believe in the power of design to unite people and to create meaningful experiences. We curate stories, products, and companies that are truly innovative and have a positive impact on society.

How did Gestalten get into the retail business?

Initially, we were focused on publishing books. As our catalog grew, we realized that we could extend our reach by offering a physical space where our audience could engage with our content. The first retail store was a natural extension of our publishing endeavors.

Is the Gestalten Pavilion also about building a story around books?

Yes, the Pavilion is a narrative-driven space. We believe in the power of storytelling to engage and connect with our audience. The Pavilion is designed to be a platform for artists and designers to showcase their work and share their stories.

What is your strategy for extending Gestalten’s reach?

We believe in the importance of physical spaces as a platform for creative expression. Our retail stores and exhibitions are designed to inspire and engage our audience, fostering a sense of community and shared purpose.

One for the Books

By Hilda Hoy

Photos by Dan Zoubek

The internet did not replace the book, it replaced the paperback. I am not mourning the paperback.


Die Autorin betont, dass die E-Books nicht die traditionellen Bücher ersetzen, sondern eine Ergänzung darzu stellen. Sie zeigt Beispiele für Veröffentlichungen, die als E-Books und gedruckte Bücher erscheinen, und betont die Bedeutung von Multimodalität und Hybridität in der Buchindustrie.

Die Bedeutung von E-Books erläutert die Autorin durch die Betrachtung von Verlagsstrategien und Vertriebssystemen. Sie stellt fest, dass viele Verlage ihre Traditionalen Geschäftskonzepte überdenken müssen, um sich auf die Veränderungen im Markt einzustellen.

Die Autorin betont, dass die E-Books nicht die traditionellen Bücher ersetzen, sondern eine Ergänzung darzu stellen. Sie zeigt Beispiele für Veröffentlichungen, die als E-Books und gedruckte Bücher erscheinen, und betont die Bedeutung von Multimodalität und Hybridität in der Buchindustrie.

Die Bedeutung von E-Books erläutert die Autorin durch die Betrachtung von Verlagsstrategien und Vertriebssystemen. Sie stellt fest, dass viele Verlage ihre Traditionalen Geschäftskonzepte überdenken müssen, um sich auf die Veränderungen im Markt einzustellen.

The internet did not replace the book, it replaced the paperback. I am not mourning the paperback.


Wild Things

Excerpts from Gestalten's new book “Berlin Wonderland,” which remembers the city's post-reunification years.

“East Berlin was a very bizarre place, a place without rules. We had parties in the most impossible places.”

“I think the most crucial thing is not to say, I stick to my medium. The most important thing is to stick to your ideals.”

“...”
**Body Conscious**

A former ballet dancer and now editor of tattoo and fetish magazine Sang Bleu, Jeanne-Salomé Rochat knows about the limitations of the human body. Here, she speaks with culture journalist Adriano Sack about art, pain, the desire to be seen and the urge to hide.

---

**Adriano:** What motivated you and Maxime to launch magazine Sang Bleu? Jeanne-Salomé Rochat:

We wanted to launch a body modification magazine with a broader perspective and make it more than just tattoos, we want to include other body modifications such as body piercing and implants. We want to explore the concept of the body and how it can be used as an artistic canvas.

**Adriano:** How do you define body modification and how is it different from tattoos?

Jeanne-Salomé Rochat:

Tattoos are a permanent body modification, while body piercing and implants are temporary. Tattoos are more about self-expression and individuality, while body piercing and implants are more about function and performance. Tattoos are often seen as a form of self-expression, while body piercing and implants are more about utility and practicality.

**Adriano:** What is the most common body modification you see in your magazine?

Jeanne-Salomé Rochat:

The most common body modification we see is body piercing, such as nose rings, ear piercings, and belly button rings. These are often seen as a form of self-expression and individuality.

**Adriano:** How do you feel about body modifications being seen as a form of art?

Jeanne-Salomé Rochat:

I think it's great that body modifications are being seen as a form of art. It shows that people are starting to appreciate the body as an artistic canvas and that it can be used in a creative way.

---

**Adriano:** How do you feel about the idea of body modification being seen as a form of art?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to appreciate the body as an artistic canvas and that it can be used in a creative way.

**Adriano:** How do you feel about the idea of body modification being seen as a form of self-expression?

Jeanne-Salomé Rochat:

I think it's great that people are starting to use their bodies as a form of self-expression. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

---

**Adriano:** How do you feel about the idea of body modification being seen as a form of rebellion?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of rebellion against societal norms and expectations. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

**Adriano:** How do you feel about the idea of body modification being seen as a form of liberation?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of liberation from societal norms and expectations. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

---

**Adriano:** How do you feel about the idea of body modification being seen as a form of meditation?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of meditation and self-reflection. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

**Adriano:** How do you feel about the idea of body modification being seen as a form of healing?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of healing and self-healing. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

---

**Adriano:** How do you feel about the idea of body modification being seen as a form of therapy?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of therapy and self-therapy. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

**Adriano:** How do you feel about the idea of body modification being seen as a form of self-care?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of self-care and self-love. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

---

**Adriano:** How do you feel about the idea of body modification being seen as a form of creativity?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of creativity and self-expression. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.

**Adriano:** How do you feel about the idea of body modification being seen as a form of playfulness?

Jeanne-Salomé Rochat:

I think it's a great idea. It shows that people are starting to use their bodies as a form of playfulness and self-entertainment. It shows that everyone has their own unique way of expressing themselves and that it's okay to be different.


Aber es gibt bestimmte Dinge, bei denen ich mich nicht beobachten kann. Dazu gehören das, was ich tue, und das, was ich denke. Ich habe immer noch die Möglichkeit, mich selbst zu beobachten, von denen ich etwas lerne.

An exhibition at Frankfurt’s Museum Angewandte Kunst will explore the question of what applied art means today through an unusual medium – namely, the work of nightclub founder Ata Macias.

Ata Macias, Mahret and Eva want to visualize this definition. The two curators illustrate what they refer to as the Ata Principle: Dass ein Künstler Dinge oder Events oder Zeiten erst durch die Teilnahme der anderen verwirklichen lässt – nicht durch eine eigene Aktion, sondern durch die Intervention der Beobachtenden. Der Künstler in den Mittelpunkt seines Schaffens stellt. Er ist vor allem daran interessiert, mit dem, was er produziert, auch andere zu beschenken. “It is a principle whereby the artist does not produce things or events or times that are only realized through their use, not only through their appearance,” says Eva.

Ata, with his posters, club design, souvenirs taken home after a night of clubbing at Robert Johnson, the posters, and his jewelry, has been living here for at least ten years. To what extent the behavior of his clients has been influenced by these things, is home to more hotel guests than any other business in the city center, Frankfurt’s Bahnhofsviertel. “It seems fitting that Ata Macias’ work is shown in the context of this exhibition,” says Marjet Kupka. “We are showing the work again to put it back on the important implements of a successful night out.”

“With a jewelry collection created in close cooperation with the renowned jewelry designer Tobias Rehberger, the Museum Angewandte Kunst dedicated to him. ‘Ata Principle’ is also the title of the entire museum exhibition which is shown in addition to the Robert Johnson club, the posters, and the jewelry. The exhibition also explores the theoretical shadows. The applied arts are realized first through their use, not only through their appearance. The applied arts are realized first through their use, not only through their appearance.”

The Ata Principle
Story by da Einzler, Photography by Flavio Brandt

The applied arts are realized first through their use, not only through their appearance.
I think it’s important to walk just for the sake of walking.”

———

25hours Hotel at MuseumsQuartier

The trip begins at the 25hours Hotel at MuseumsQuartier, in Vienna’s historical and cultural heart.

“A day trip to the Austrian countryside with photographer Hanna Putz

Photos by Lukas Gansterer. Text by Zsuzsanna Toth

Essl Museum

An der Donau-Au 1

“I like to go to the Essl Museum. It’s on the way to Greifenstein, where we have a small house. In the best case scenario you’ll see a good exhibition in the Essl Collection and go for a walk, directly afterwards to let what you saw take effect.”

Greifenstein

“I most enjoy Greifenstein in the summertime. You can swim and walk along the water’s edge and because it’s only a 40 minute drive from Vienna, you can easily go for the day.”

———

Heuriger

Weingut Zimmerman, Agnesstrasse 57

“In the summer I like to go with friends to the local wine taverns. Around Vienna there are really beautiful old taverns where you can get very affordable good wine along with typical Austrian food. I like the relaxed atmosphere and the fact that the taverns seem like places where time stands still.”

———

“I think it’s important to walk just for the sake of walking.”
Meet Your 25hours Hotels

NINA QUITMANN
GENERAL MANAGER, 25HOURS HOTEL HAFENCITY HAMBURG

What is your favorite part of the hotel? I love the harbor sauna with its magnificent view over the Elbe river and the cruise ship pier. Unfortunately, as General Manager, I’m really seldom there unless it’s to talk about repairs with the technicians.

What should visitors to Hamburg not miss? A Gin Tonic on ice with a taste of Szechuan peppers. Stephan Garbe had originally intended to distill this gin in Portugal, ultimately it was produced in the most magnificent way in Aalborg. Also, the Alsterperle – here you can enjoy a wonderful view of the Alster in a relaxed atmosphere.

What personal item would you take with you to a deserted island? I’m not made for a deserted island. A boat with two oars, so that I could go back or continue on.

—

Was ist dein Lieblingsort im Hotel? Ich liebe die Fitnessauna mit ihrem grandiosen Blick über die Elbe und den Kreuzfahrtschiffanhänger. Es gibt mich hier nicht selten und dann auch eher, um mit dem Techniker Reparaturarbeiten zu bewerkstelligen.

Was dürfen Besucher in Hamburg auf keinen Fall verpassen? Ein Gin Tonic auf Eis mit einem Hauch Orangenschale. Stephan Garbe hatte ursprünglich vor, diesen Gin in Portugal zu destillieren, letztendlich wurde er doch in Aalborg hergestellt. Außerdem die Alsterperle – hier kannst du einen wunderbaren Blick auf die Alster in entspannter Atmosphäre genießen.


—

FRANKFURT
25HOURS HOTEL BY LEVI’S


25HOURS HOTEL THE GOLDMAN

An eclectic retreat on the main thoroughfare of Frankfurt’s creative East End. Local luminaries and international legends tell stories that move the world.

Ein eklektischer Rückzugsort an der Hauptschlagader des kreativen Frankfurter Ostends. Lokale Helden und internationale Helden erzählen Geschichten, die die Welt bewegen.

—

ZÜRICH
25HOURS HOTEL ZURICH WEST

The most colorful hotel in Limmatstadt, in the vibrant 7th district. A sophisticated living environment with playful references to the secrets and attractions of the city.

Das bunteste Hotel der Limmatstadt im pulsierenden Kreis 7. Eine mondäne Wohnwelt mit verwegtem Hinweis auf die Geheimnisse und Sehenswürdigkeiten der Stadt.

—

BEPANION MAGAZINE #2

—

BERLIN
25HOURS HOTEL BIKINI BERLIN

The urban jungle at the juncture between Tiergarten and West Berlin. A highlight: NENI Berlin and the Monkey Bar, with views into the zoo and over the Kaiser Wilhelm Memorial Church.

Der urbane Dschungel an der Nahtstelle zwischen Tiergarten und der City-West. Das Highlight: NENI Berlin und die Monkey Bar mit Blick in den Zoo und auf die Kaiser-Wilhelm-Gedächtniskirche.

—

WIEN
25HOURS HOTEL AT THE MUSEUMSQUARTIER

A relaxed home, playing on the dreams and sensations of a circus world. Don’t miss the garret with a terrace overlooking the rooftops of Vienna.


—

ARDI GOLDMAN
MEMBER OF THE BOARD, 25HOURS HOTELS

Ardi, how do you understand your role on the 25hours shareholder board? I see myself as a creative, I’m sort of like a director of stories for the project, and at the same time the fashion and taste police.

Do you have a favorite spot in one of the hotels? The bar, always! There I can spend hours having talks without dying of thirst.

What should visitors to Frankfurt not miss? Me, the Main in the summer, and the landscape of Mecklenburg in the winter.

What personal item would you take with you to a deserted island? A piano – then I would finally have time to learn how to play and to become what I really wanted to be: a rock star.

—


Hast Du in einem der Hotels eine Lieblingscave? Immer die Bar! So kann ich stundenlang Gespräche führen, ohne zu verdursten.

Was dürfen Besucher in Frankfurt auf keinen Fall verpassen? Mich, den Main im Sommer und die Museumslandschaft im Winter.

Welchen persönlichen Gegenstand würdest du auf eine einsame Insel mitnehmen? Ein Klavier – dann hätte ich endlich Zeit, das Klavierspiel zu erlernen und zu erwerben, was ich eigentlich immer wieder wollte: Rockstar.

—

HAMBURG
25HOURS HOTEL HAFENCITY HAMBURG

A hotel created in the spirit of a sailor’s home in a foreign port. Elements and materials from shipbuilding are interpreted with a wink and held together with nautical yarn.

Ein Hotel ganz im Sinne eines Seemannsheims in einem fremden Hafen. Elemente und Materialien aus dem Schiffsbau werden mit einem Augenzwinkern interpretiert und von etwas Seemannsgarn zusammengenäht.