

MEDIA KIT



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Facts & Figures

25hours Hotel Zürich West Pfingstweidstrasse 102 CH-8005 Zurich	p +41 44 577 25 25 zuerichwest@25hours-hotels.com
Opening	November 2012
Development & Realisation	Hardturm AG / Halter Unternehmungen
Owner	Wincasa
Operator	KNSA Hospitality
Manager	Ennismore
General Manager	Lukas Meier
Architecture	ADP Architekten Zürich, Beat Jordi Gaspar Angst
Interior Design & Story	Alfredo Häberli Design Development, Zürich
Execution planning/interior design realization	Aeberli Vega Zanghi Architekten GmbH, Zürich Grafik
Graphics and signage	Stefanie Häberli-Bachmann, Zürich
Location	Zurich-West, 5th district, Tram station (Toni-Areal) 30 m, Schiffbau 500 m, Flussbad Unterer Letten 1 km Museum für Gestaltung - Schaudapot 30m, main station 2,5 km
Hotel	126 Rooms: Exclusive colorful design mix by Alfredo Häberli with stories from and allusions to the city of Zurich, RIBELLI restaurant for up to 80 guests, living room with view of Hard Turm Park, conference area for up to 120 guests, KitchenClub, kiosk, sauna with view, free high-speed WiFi, Schindelhauer bikes for rent, jogging corner, parking garage
Rooms	Comfy haven in bright colors in the design from Studio Häberli: Shower, safe, free minibar, Kreafunk Bluetooth Speaker, LAN port, categories: Small, Medium (approx. 21 m ²), Large (approx. 25 m ²), Extra Large (approx. 27 m ²) with terrace
Prices	Medium room from CHF 209 per night Large room from CHF 239 per night Extra Large room from CHF 289 per night

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	<p>Häberli Suite from CHF 369 per night</p> <p>(all rates incl. VAT, excl. breakfast and city tax)</p> <p>Breakfast buffet CHF 33 per person</p> <p>Grab & Go breakfast CHF 9 per person</p>
Meetings & Events	<p>Zunftstube for up to 20 guests (66 m²)</p> <p>Freiraum for up to 60 guests (53 m²)</p> <p>KitchenClub with Bulthaus infrastructure for up to 60 guests (72 m²)</p> <p>KitchenClub and Freiraum together for up to 100 guests (125 m²)</p>
Gastronomical Offer	RIBELLI, 80 seats inside and 30 outdoor

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Overview

The hotel is situated in the most important developing area in Zurich. In just the past few decades, it's become a home to creatives, clubs and international companies. The character of the quarter is characterized by a mixture of former industrial sites and new developments. Zurich West is home to the tallest building and largest cinema complex in Switzerland, as well as the secondary stage of the Schauspielhaus Zurich and the Zurich University of the Arts. Galleries, small theatres, bars and clubs make Zürich West the cultural melting pot and trend quarter of the city. As part of the Hard Turm Park area, the 25hours Hotel Zürich West forms a dynamic unit with other services and restaurants. Tram line 4 connects directly with the main train station, the old town and the lake.

The 25hours Hotel Zürich West was developed with the team of Alfredo Häberli Design Development. "My job for the Zurich 25hours Hotel is the most complex interior design project in my 20 years as a designer," says Häberli about his first overall design of a hotel, combining his well-known products with new ideas developed for and with 25hours. True to the 25hours motto "do you know one, do you know none", the new hotel is also intensively exploring its location. The timeless interior, which has been deliberately put together, welcomes its guests in a sophisticated Zurich style with a spacious hotel lobby, textile elegance and a homely atmosphere. 25hours through and through, but also with its own little wink and a dip in the paint jar. Alfredo Häberli, the designer of the hotel, also plays with creative ambiguities in his usual manner. Under the working title "the smile of my hometown", the hotel is peppered with artistic and graphic interventions that lead the guest out into the new hometown of 25hours and to the favourite places of the design team - beyond banks, chocolate and watches. It's worth exploring the well-kept secrets of the house: those who turn their heads, change their perspective, peer behind the curtains and sharpen their eyes as they walk through their room are surprised.

The reception and connected lounge are the entry point and receiving area. A Kiosk for everything practical and beautiful. Things for the daily needs of hotel guests, but also handpicked 25hours cooperation partner products. The design products from the studio of Alfredo Häberli could prove to be habit forming. The impressive Staircase in the middle of the room is an opulent eye-catcher and stands for sophisticated Zurich. It characterizes the lobby in the style of traditional grand hotels as a place to see and be seen. In the Living Room, it's little library is a spot for kicking back and lounging – with a direct view of the Bar of course. It's impressively long and during the day the perfect meeting spot for a conversation and pleasant contact in the quarter. In the evening it's an after work hotspot with various late night programs before heading to a neighboring club. The lobby combines masterful openness and sheltered niches. Alfredo Häberli's signature can be sensed in shapes, colors and textiles: comfortable, but elegant. Cultivated but also sometimes curious. "A place open for the world, but still protected. A place that was designed for versatility and flexibility," says the designer.

On the first floor 25hours Hotel Zurich West commands a Conference Area with its relaxed interpretation of a Zurich Guild Room as well as the KitchenClub. While the Zunftstube with fixed boarding setup is designed for meetings for up to 20 people, the Küchenclub (72qm) can be extended by one room (52qm). It is entirely dedicated to cooking courses and meetings in a culinary setting. Its heart is the kitchen block in cooperation with Bulthaup and Miele - complete with professional infrastructure and workbenches. Here you can sizzle under expert guidance.

126 Guest Rooms are anticipating alert spirits with tired bodies. Typical Alfredo Häberli: and it isn't just in the name, it is also carried out in caring detail. In the button mosaic on the tiles in the bathroom, silver, gold or platinum colored inlays cite their respective category. Thanks to the striking color spaces and the room's different locations in the building each has its own particular atmosphere. The colorful havens in the Medium and Large categories are available as classic double rooms or with bunk beds. A playful option for families or small groups of friends, especially because

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many of the rooms can be connected and expanded. The furnishings of the rooms, fabrics and selected accessories, all go back to Häberli designs and in some cases are already classics of the design world. Guests sit on Vitra chairs, sleep in Alias beds and put their toothbrushes in striped cups from the Origo series from Iittala.

A real looker in the Medium category is the colorful carpeting, which completely covers the room with its warmth and comfort. Alfredo Häberli especially designed it for 25hours and produced it in collaboration with the renowned Tai Ping company. Little illustrations show up on the walls and create an original dialogue with the beings on the carpet. Stefanie Häberli-Bachmann, who is responsible for the complete graphic identity and the signage, says: "It is all based on the original sketches and the original signature of Alfredo Häberli." At 26m², the Large Category rooms are a little more generously cut and are facing away from the Business Plaza and toward Hard Turm Park. Hard-wood floors dominate the rooms and a more subtle color scheme offers an atmosphere of modern elegance. Rugs and built-in furniture like closets and desks were developed especially for 25hours and tailor-made for each room layout. The exclusive Häberli Suite has a generous view through its two windowed sides and offers its exposed free-standing bath tub. Its south-facing balcony overlooking the Business Plaza inspires a royal feeling. Perched up here, guests can actually wave down at their subjects from the balcony. At least they are privileged observers of a worthwhile view – all the way to the tips of the Alps.

Like a proud eagle's nest, the sauna is enthroned on the top floor above the busy Business Plaza. With an impressive city view of the track field in front of the main railway station, train spotting between sweating and relaxing is really fun in this urban playroom. The sauna cube placed freely in the room gives the impression of an island and is surrounded by small quiet zones. All in all, the area is characterised by unobtrusive natural materials, earthy, warm colours and simple furniture such as the Häberli loungers made by Alias.

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RIBELLI

After the RIBELLI concept celebrated its premiere in Vienna at the 25hours Hotel at MuseumsQuartier and in Switzerland at the beginning of 2020, Zurich can now also look forward to a new addition to its gastronomic scene. Five friends spent a year working on the restaurant concept alongside experts from 25hours. The five rebels are made up of pizzaiolo Vincenzo Carnemolla, restaurateur Corrado Falco (Gallo Nero, Hamburg), who is well-known far beyond Hamburg's borders, and his former executive chef Taku Tabuchi (S'ACCAPAU, Tokyo). The Sicilian-Japanese group is rounded off by South Tyrolean food & beverage expert Thomas Schuster, who, together with wine consultant Massimo Ruffino, assures the authenticity of the ingredients that are used. RIBELLI in Zurich West has dedicated itself to nothing short of a culinary revolution. Italian food can be found everywhere - however, authentic and honest cucina popolare is harder to come by.

The restaurant serves up uncompromisingly good fare from meticulously selected producers who put their hearts and minds into their work. RIBELLI is centred around the three pillars of salumi e antipasti, Neapolitan pizza and piatti dal forno, which are traditional oven-baked dishes such as classic lasagne and gnocchi alla sorrentina. There are also carefully selected Italian wines and craft beer, because just like in Italy, pizza and beer go hand in hand. The heart of the restaurant is its salumeria, where Italian varieties of sausage and cheeses are freshly sliced by the salumiere. In future, foodies will also be able to buy prosciutto, pancetta and pecorino romano direct from the restaurant to enjoy at home.

Another eye-catcher and focal point of the restaurant is the counter where the pizza oven is located, which is naturally also where the pizzaiolo prepares the pizzas. Lukas Meier, General Manager at 25hours, says: "At RIBELLI, we are strongly committed to honest Italian cuisine. RIBELLI is not a romantic restaurant, but noisy and busy - you won't find any red and white tablecloths here. We are very proud of the carefully selected products and ingredients that we use. Ninety per cent of the products are sourced from Italy. Of course, this includes the beer and wine, but also ham, cheese, oil, tomato sauce, olives and flour for the pizzas and focaccia."

Alfredo Häberli has been brought back on board to take charge of the visual revamp. The Zurich-based product designer was responsible for the overall interior design of the 25hours Hotel Zurich West which opened in November 2012 and has now worked his design magic at RIBELLI. And it's clear that the gastronomic concept and Alfredo Häberli's design go hand in hand: Zurich and its openness to the world is a common theme throughout the entire hotel which is reflected in many details - right down to what's on the plates and in the glasses. Whilst designer Häberli creates connections between Zurich and the world with the aesthetics, RIBELLI combines homeland and wanderlust with authentic taste experiences.

Häberli's commitment to the project with 25hours definitely has a personal motivation, too. He grew up in Argentina in his parents' restaurant and in the hotel that his grandparents owned. "I can still remember to this day how it used to smell," he says. What's more, the designer, whose work takes him to many different countries, spends two to three days a week away from home and has stayed in a lot of hotels. That is why his aim was not to reinvent a hotel, but rather to give it a new lease of life and to translate old ideas into modern concepts. In the tradition of the grand hotels, for instance. Here, wild carpet designs meet floral wallpaper and exuberant curtains. Alfredo Häberli finds a contemporary and extremely appealing interpretation in colour blocking. "I wanted to create something which the Swiss wouldn't otherwise do," explains Häberli, who is confident in his bold colour combinations, which often only reveal their aesthetic appeal and harmony on closer inspection. "Getting a feel for the colours is the very first aspect

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of decor for me. It's rare for several designers and the hotel operator to have the same feeling. That's why working together is so much fun," he adds.

Opening hours

RIBELLI	Mon-Sun 12pm-2pm / 6pm-11pm
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Design & Story

The 25hours Hotel Zürich West was developed with the team of Alfredo Häberli Design Development. The timeless interior, which has been specifically put together for this purpose, welcomes its guests in a sophisticated Zurich style with a spacious hotel lobby, textile elegance and a homely atmosphere. Alfredo Häberli as the designer of the hotel also surprises with ambiguities and added value in the various elements of the rooms. If you take a close look, you will notice how he subtly questions familiar values and thus elicits a smile from the guest.

Under the working title "the smile of my hometown", the house is peppered with artistic and graphic interventions. On the one hand, Häberli and 25hours make a personal declaration of love to their Zurich, but on the other hand, a three-dimensional city guide in the form of decorations, objects, and quotations also emerges for the guest. The interior becomes a mirror of the city. All the clues "are about an elegant form of humour," says Alfredo Häberli, with guests in mind who, like children, marvel at something with big eyes.

Häberli induces creative impulses and a walk through the hotel becomes an insider tour, always furnished with a playful twist. On the first floor things continue: Meetings take place here in the modern interpretation of a patriarchal Zurich guild room. The wall is decorated with traditional coats-of-arms, but in typical Häberli manner, with irony and hand-drawn caricatures. Beyond this, the topic of drawing receives its own appearance, because for Alfredo Häberli, sketching is crucial to designing. His personal sketch books make up the wall ensemble and reveal derivations and allow participation in the creative work in progress. Once just a scribble, now prestigious and well-known products, after a long period of development, are now ready to be touched and put to use in the hotel.

Like none of the other current 25hours Hotels, Zurich West has a strong design emphasis and displays clear authorship. Häberli's signature determines the main aesthetic and almost all of the details. "I wanted to design everything from A to Z," says Alfredo Häberli. With this he distanced himself considerably from the often negatively weighted term Design Hotel and continues: "I wanted to give the hotel a soul and not just a couple of pretty things to put in a building." The fact that over 60 products were developed and designed for 25hours Hotel Zurich West proves that he took his job seriously. This was also made especially possible thanks to the collaboration with well-known manufacturers. "The fact that over the years we have been able to win the trust of the most important international companies, isn't necessarily a given. Without their commitment, engagement and dedication the many products would not have been possible. That's why my big thanks goes to Alias, FSB, Hay, Kvadrat, Moroso and Tai Ping!" says Alfredo Häberli. Daniela Aeberli, responsible for interior architecture at Team Häberli, remembers the unusual start of the planning: "Because of the preexisting project direction, the whole interior concept was developed around the design of the bathroom."

For all of the designs, the quality of the facilities and the material are an important point. Every tiny detail was thought through and tested and discussed in the planning process. "Nothing was supposed to just be off the rack," says Alfredo Häberli and with that gives a little perspective into the typical operating method of his design offices. It's usual to think on a small scale and to work on a door handle for more than a month. Three years to be exact. An example of the results can be held in guests hands with the door handles from FSB. Their design is simple, elegant and has lifeblood. Häberli admits: "I was really invested in the door handles. I really wanted the grips to be made of the chrome steel from the traditional manufacturer FSB from Brakel. Because the door handles are the first contact guests have to their hotel room." Door handles have fascinated Häberli since his childhood and over the years he has collected a real treasure of memories of materials and shapes which inspired his design for FSB and allows them their old forged-metal vibe.

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Another new Häberli Product is in the restaurant: The Jill Chair came onto market in 2011 and is the first collaboration between Vitra and Alfredo Häberli. Using the wooden figure BLØK for Berendsohn as an example, Alfredo Häberli shows how he creates a sympathetic and loving added value that gives the 25hours Hotel Zürich West a soul. BLØK stands for the idea of playful and refreshing non-verbal communication, reduced to the essentials. Made of wood from sustainably managed areas, BLØK meets the guest in the rooms and lounge area - in different moods and always good for an outburst of feeling. By combining the body with the head, countless expressions can be represented: Anyone who has fallen in love with Alfredo Häberli's BLØK can purchase a personal copy at the 25hours Kiosk in the lobby.

Häberli's dedication to the project with 25hours is very personally motivated. He grew up in Argentina in his parents' restaurant and his grandparents' hotel. "I still remember today what it smelled like there," he says. In addition, he's also an internationally acclaimed designer who is on the road two or three days a week and has gotten to know a lot of hotel rooms. Which is why the aspiration to invent a new hotel room didn't come into discussion, but rather to newly revive it and to translate old standards into something more modern. As in the grand hotel tradition. Wild carpet patterns meet flowered wallpaper and exuberant curtains. Alfredo Häberli has found a contemporary and acutely appealing interpretation in color design. "I wanted to do something that the Swiss would never do," explains Häberli and is convinced of his brave color combinations, which often reveal their aesthetic and harmony only after a second look. "Colors I perceive as the very first decoration possibility. It's more seldom that different designers and also a hotel operator have the same sense. That has made working together really fun."

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Architecture & History

From industrial to trend quarter. The west always has been a synonym for departure. Also in Zurich, city movement is happening in the west – in district 5. In this area 25hours feels like it's in good hands as a dynamic urban hotel product. "This is the progressive Zurich, culturally open, multilayered with a lively view of the scene," says 25hours founder Christoph Hoffmann. Zurich West spreads out over about 1.4 square kilometers (over 1/2 square mile) embedded in the valley floor between river Limmat and the train tracks. It is the most dynamic developing area of the city. Where once manufacturing was revolutionized, now art, design, restaurants, dance, culture, shopping and architecture are in focus. The factories have long since moved away and have left their areals as space for creativity. Zurich West has that big city feeling and connects worlds that couldn't be more different. What's established has become the foundation, and the new is what carries it forth and shapes it.

Anyone settling in Zurich West these days knows about its big name industrial heritage: One of the first factories that resettled in the industrial quarter was Escher Wyss in 1890. The development of waterwheels, turbines, machine tools and even steam ships made Escher Wyss one of the biggest machine factories in Switzerland. More big companies followed: like the Steinfels soap factory, Löwenbräu beer and Maag gears and electric motor factory. It smelled like a mix of soap, beer and refuse burning. The roughness of the industry is still palpable, but is connected to a thriving life. Old and new play together exceptionally: with a very creative day and a very lively night life. With the opening of the ship builders as cultural and work center of the Schauspielhaus (Theater) in 2000, the actual revival of the quarter began.

This is the location of the new home of the first 25hours Hotel in Zurich. The Hard Turm Park building project is situated on the former training space of the Zurich Grasshopper Club. As part of Hard Turm Park, 25hours Hotel Zurich West is in the Pfingstweidstrasse between the planned soccer stadium in the west and the Toni areal in the east. It creates a living unit with further services companies and restaurants. Visibly dynamic, highly useful and an urban quality, with life at and in the park is what distinguishes this spot. "We are really proud that our hotel is located there," says Hotel Director Lukas Meier, "We see it as our duty to bring our own portion of the more colorful life into this neighborhood." It's as if the neighborhood was predestined for a young hotel idea, which offers contemporary concepts for curious and urban nomads.

For those who would like to go beyond the closest neighbors of 25hours Hotel Zurich West, can hop into tram line 4 right in front of the hotel. It connects directly to the Old Town area or the lake. Whether Museum für Gestaltung, main station or Opera House or one of the well-known Seebadis – everything is easy to reach with the one tram line. On the outskirts of town, the close-by autobahn A1 offers a comfortable connection via private transport to Basel, Bern and across to western Switzerland.

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Partner

LUKAS MEIER	Since October 2021, Lukas Meier has been the new General Manager of the two Swiss branches of 25hours Hotels - Zurich West and Langstrasse. The graduate of the Swiss Hotel Management School Lucerne worked for six years as Food & Beverage Manager and Hotel Manager at CERVO Mountain Resort. The native of Biel is particularly fond of teamwork, individuality in all forms and a strong local anchoring.
ALFREDO HÄBERLI	was born in Argentina in 1964 and moved to Switzerland at the age of 13. After training as a structural draughtsman, he studied industrial design at the Zurich University of Applied Sciences until 1991, shortly after which he founded his own studio. Häberli's international breakthrough as an industrial designer came with the "SEC" shelf module system, which he designed for the Italian company Alias in 1997. Since then he has created countless designs with a strong mixture of emotionality and function for internationally renowned brands such as Camper, Iittala, Kvadrat, Luceplan, Georg Jensen, Vitra and Moroso. Alfredo Häberli has received several awards and in 2009 was named Designer of the Year by the magazine Architektur & Wohnen. He founded his current studio "Alfredo Häberli Design Development" in 2000 and works with his current team in Zurich Seefel.
AEERLI VEGA ZANGHI ARCHITEKTEN	are responsible for consulting, co-development, implementation planning and realisation of interior design in the entire hotel sector. The Zurich architectural office was founded in 2009 by interior designer Daniela Aeberli and the two architects Daniel Vega and Diego Zanghi. The three partners have a broad spectrum of experience in the design, planning and realisation of architectural and interior design projects. The result is process-oriented, sensitive and independent project solutions tailored to location and function.
DANIELA AEERLI	is the external project manager of Aeberli Vega Zanghi Architects and is responsible for the coordination of the interior design. Since early summer 2010 Daniela Aeberli has been working alongside Alfredo Häberli on the project 25hours Hotel Zürich West. Thomas Spycher has been working in the Häberli team for more than 4 years and all built-in furniture, interior lighting and metal accessories in rooms and public areas were designed and implemented by the structural draughtsman and graduate designer. As project manager Thomas Spycher is responsible for the selection, specification and planning of countless design elements for interior architecture and hotel furnishings. Olivier Schmitt significantly strengthens the creative team in terms of colour design.
STEFANIE HÄBERLI-BACHMANN	learned her trade as a graphic designer at the Hochschule für Gestaltung. Since 1997 she has been running her own studio for visual design in Zurich. For the 25hours Hotel Zürich West she is responsible for the entire area of graphic design and signaling.
SUPERSENSE	stands for a kind of analogue universe. Florian Kaps from Vienna, aka Doc, is the creative mind and hands-on boss behind Supersense. Doc and his team collect, find and rescue analogue items. The world owes the survival of Polaroid to him. Der Supersense Shop in the 2nd district of Vienna is an interactive world brimming with analogue treasures.

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SCHINDELHAUER	Bikes stands for reliable urban athleticism and stylish elegance. The Berlin-based boutique bike maker, with its extraordinary belt-driven bicycles, has repeatedly shaken up the industry with its sophisticated innovations. The company that was founded in 2009 is now a formidable premium manufacturer confidently helping to set the tone in international urban bike culture. Schindelhauer Bikes intends to live up this reputation and continue wowing the market with new product innovations, so it has focused in recent months on reorganizing its internal processes and expanding the team to accommodate the growing company.
KREAFUNK	Enjoying life with beautiful things, good music and excellent sound – that is the philosophy of the Danish lifestyle brand KreaFunk. The stylishly designed Bluetooth speakers can be easily connected to your smartphone and fill every room with music of your choice at the touch of a button.
SOEDER	The Swiss brand Soeder stands for genuine natural soaps and a range of care products with refill options. Only raw materials from natural sources, such as honey from the Zürcher Oberland, wheat proteins and cold-pressed organic oils, are used in the production process. The name 'Soeder,' the Swedish word for 'south,' reflects the Swedish roots of the two company founders.
SAMOVA	Founded by a passion for tea and herbal specialties, samova stands for new taste experiences from the best raw materials, a winning design and exceptional events. All products of the samova collection are created and manufactured with the highest standards of quality and sustainability.
FREITAG	Inspired by the colorful heavy traffic, the two graphic designers Markus and Daniel Freitag developed a messenger bag in 1993 out of old truck tarpaulins, used bicycle tubes and car straps. That's how the first FREITAG bags came into existence, triggering a new wave in the pocket world.

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Contact & Material

25hours Hotel Zürich West

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