

MEDIA KIT



vienna/at museumsquartier
twenty five hours hotel



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facts & figures

25hours Hotel at MuseumsQuartier Lerchenfelder Strasse 1–3 A-1070 Vienna	+43 1 521 510 wien@25hours-hotels.com
Opening	2011 (25hours rooms and bar) 2013 (25hours hotel, restaurant and conference suite) 2015 renovation Dachboden / 2019 renovation restaurant
Development & Realisation	JP Immobiliengruppe
Owner	JP Immobilien
Operator	25hours Hotels
General Manager	Bart Felix
Architecture	BWM Architekten und Partner, Vienna
Interior Design & Story	Dreimeta, Augsburg
Illustrations	Olaf Hajek, Berlin
Location	Vienna's seventh district, by Weghuberpark Museum district/parliament: 500 m, St. Stephen's Cathedral: 1.7km, Westbahnhof station: 2.5km, Naschmarkt market: 1 km, Underground (Volkstheater): 300 m, Vienna International Airport: 20 km
Hotel	217 rooms including 34 Gigantic rooms each with a kitchenette: design features inspired by the circus, lobby with kiosk and lounge plus RIBELLI restaurant seating 120 people, outdoor dining area and beer garden seating 80 people, Dachboden bar above the rooftops of Vienna, kleiner Dachboden as event space, conference suite including terrace for up to 200 people, Mermaids Cave spa with sauna and steam bath, fitness area, free WiFi, free bike and car rental, jogging corner, Schindelhauer bike rental, underground garage
Rooms	183 colourful oases of calm with classic circus associations: shower, safe, minibar, flat-screen TV, UE Boom Bluetooth speaker, LAN port, free WiFi, air-conditioning, categories: Medium (approx. 17–22 m ²), Medium Plus (approx. 17–22 m ²), Large (approx. 28 m ²), Extra Large (approx. 28–45 m ²), 34 rooms each with a fully equipped kitchenette: Gigantic (approx. 32–45 m ²), Gigantic Panorama (approx. 42–54 m ²)
Meetings & Events	Conference suite with terrace overlooking Weghuberpark Livingroom with bar for receptions with standing room for up to 200 people Freiraum 1 for up to 60 people (65 m ²) Freiraum 2 for up to 45 people (50 m ²)

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	<p>Freiraum 3 for up to 42 people (48 m2) Freiraum 1 and 2 can be combined for up to 110 people (115 m2) Dachboden bar for up to 130 people (193 m2) + terrace (144 m2) kleiner Dachboden for up to 50 people (85 m2) Dachboden + kleiner Dachboden for up to 200 people (271 m2)</p>
Prices	<p>Medium rooms from EUR 140 per night Medium Plus rooms from EUR 150 per night Large rooms from EUR 190 per night Extra Large rooms from EUR 250 per night Gigantic from EUR 190 per night Gigantic Panorama from EUR 250 per night (prices inclusive of VAT, exclusive of breakfast) Breakfast buffet EUR 24 per person</p>
Food & Drinks	<p>RIBELLI, Seats 100 Dachboden Burger de Ville (outside)</p>

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overview

The 25hours Hotel at MuseumsQuartier in Vienna's seventh district is a relaxed, atmospheric hotel which plays with the dreams and sensations associated with the world of the circus and reinterprets features more commonly seen in the big top in a totally different environment. Following completion of the second phase of construction in March 2013, the centrally located hotel has a total of 217 guest rooms.

The hotel foyer is hallmarked by smooth transitions, linking it directly to the RIBELLI restaurant, which seats almost 120 people. A peaceful rebellion is taking place, and one of a delicious kind. The restaurant 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. When the spring sunshine makes Vienna even more stunning, the restaurant gains a refreshing addition in the form of Burger de Ville and an authentic outdoor dining area. With space for about 80 people, it follows in the Viennese tradition of pavement cafés: space to drink, eat, chat and laugh alfresco in the laidback atmosphere of Weghuberpark. The 25hours outdoor dining area and beer garden is a great addition to Vienna's favourite summer spot.

On the floor below the restaurant and lobby, the hotel has created a spacious function suite with an outdoor terrace overlooking Weghuberpark. The three light-flooded Freiraum function rooms with professional conference equipment provide the ideal backdrop for creative brainstorming and focussed discussions. They can be rented individually or combined to cater for a range of party sizes, with various seating arrangement options. Muted colours and parquet flooring made from cross-grained wood create a warm atmosphere, while stacked shoe racks and bedside tables provide practical storage space with a difference. Receptions can be held in the event foyer, which has standing room for up to 200 people. Glass domes in the ceiling provide wonderfully atmospheric light, a small bar with shutters on the front reminds guests of a funfair stall, and witty details such as large distorting mirrors convey precisely the right combination of professionalism and nonchalance.

Need a break? After a long tour of the city, why not take it easy at one of Vienna's many coffee houses or the hotel's spa? Spanning 250 square metres, it's a fitness area, sauna and steam bath are the perfect place for hotel guests to sweat, cool off and relax – or the other way round. The spa welcomes visitors with a tea and refreshments area, hanging chairs which playfully surprise guests by rocking, and zinc troughs which are used as either foot baths or shelving. There are quiet areas close by, either indoors in a light-flooded room with glass domes in the roof or outside in the sheltered courtyard for those who fancy a breath of fresh air. Glass walls create oases of calm without hemming visitors in and allow them to admire Olaf Hajek's charming little mermaid from various angles. She is the colourful star of the large wall mosaic which the Berlin-based artist designed exclusively for 25hours.

As you might expect in a hotel dedicated to show business and spectacle, a red carpet leads the way to the guest rooms – more as a humorous homage to the traditional red of the circus than a nod to Hollywood. Spread over seven storeys, the 217 private retreats offer all 25hours' standard features: ultra comfortable beds, air-conditioning, a flat-screen TV, a minibar, UE Boom Bluetooth speaker, sustainable toiletries and free Wi-Fi. Just like all the rooms are decorated in an incredibly cheerful colour scheme and finished off with unique touches, such as hand-picked design elements and illustrations by Olaf Hajek on the walls. Special highlights include the spacious Gigantic Panorama Rooms

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with floor-length windows and the four Extra Large rooms on the fifth floor with a private balcony including an open-air bath tub and a breath-taking view. Another eye-catcher are two analogue rooms, which are equipped with up to 16 analog adventures that are designed to provoke both thought and action. The guest is welcomed by a vinyl record, cut specifically by SUPERSENSE for 25hours, that automatically fills the suite with warm waves of sound. A small, classic tube TV and a video recorder with a fine selection of cassettes invite the guests to a seductively pleasurable film evening, while the more creatively inclined take a seat at the typewriter to write a letter on exquisite, handmade paper before heading off with a polaroid for an analog photo adventure.

Overnight guests aren't the only ones who can enjoy the superb view. Anyone can use the spectacular outdoor lift to travel right the way up to the top floor. It's worth the trip to take in the roof terrace overlooking the park, the parliament and the palace of justice – on a clear day, you can even see the vineyards of Korneuburg and Klosterneuburg. Sprawling across some 400 square metres, the Dachboden perched above the city's rooftops is designed as a continuum and adapts to whatever is required of it on any given day. It could be a comfortable lounge in the afternoon, an after-work hotspot in the evening, and a hip bar well into the early hours. Or it could be a venue for events of all kinds – great DJs and young bands showcasing their latest work, wine tastings or readings.

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RIBELLI

Italian food can be found everywhere - however, authentic and honest cucina popolare is harder to come by. This is about to change. Five friends spent a year working on the concept of the restaurant together with 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.

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, that is traditional oven-baked dishes such as classic lasagne and gnocchi alla sorrentina. In addition, there are carefully selected Italian wines and craft beer, because in Italy, pizza and beer go hand in hand. The central point of the restaurant is its salumeria, where Italian varieties of sausage and cheeses are freshly sliced by the salumiere. Foodies are also 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. Bernd Gieske, Director of Food & Beverage at 25hours, says: "At RIBELLI, we are strongly committed to honest Italian cuisine. However, we have a rebellious approach; RIBELLI is not a romantic restaurant, but instead noisy and busy - you won't find any red and white tablecloths here. We are very proud of the meticulously selected produce and ingredients that we use. Ninety per cent of the products are sourced from Italy. This includes, of course, the beer and wine, but also ham, cheese, oil, tomato sauce, olives and flour for the pizzas and focaccia."

DREIMETA was once again on board for the visual redesign. The Augsburg-based creative team, led by Armin Fischer and Andrea Kraft-Hammerschall, has already designed the hotel rooms and is now responsible for designing RIBELLI. The attentive observer will notice the tongue-in-cheek, yet subtle allusions to clichés used in the restaurant. For example, the colour scheme, which is based on the Tricolore. However, the shades used are not vibrant and loud, but consist instead of a reserved palette of colours which lets pastel tones speak for themselves.

The new wall design boasts handcrafted tiles in varying nuances of white tones. This is a reference to traditional crafts and the lovingly-created RIBELLI products which are used to prepare the meals. The tiles form the perfect backdrop for the salumeria, which is somewhat unique - knitted sausage products are a surprising way of implementing the theme. A further nod to the theme can be found in the counter's pink terrazzo panelling. Or is it only the trained eye of a true sausage connoisseur that would notice the parallels to salami here? Crowning the restaurant's new style is a mural specially created for RIBELLI by the illustrator Olaf Hajek, who also produced the wallpaper patterns for the rooms in the hotel. The image, which is around eight metres long, depicts Hajek's interpretation of the Last Supper.

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opening hours

RIBELLI

Mon.- Sun. 12 p.m. - 11.00 p.m.

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Dachboden

But that's not all. Take the lift up to the Dachboden hotel bar, where the great atmosphere downstairs in RIBELLI is replicated on the eighth floor. And there's a great view to enjoy too. The Dachboden serves a few snacks, but it is better known for a great place for a drink or two. In the spirit of Vienna's seventh district, the Dachboden bar serves a mixture of local beverages and distinctive specialities at fair prices. "We're a combination of a beach bar and a parliament canteen – without the sand or the suits," summaries Roland Eggenhofer, Senior Sales & Marketing Manager at 25hours Hotel at MuseumsQuartier. In addition to various soft drink brands, the bar has respectable range of beers, cocktails and long drinks.

opening hours

Dachboden	Mon. – Fri.	5 p.m. – 1 a.m.
	Sat. – Sun.	3 p.m. – 1 a.m.

Burger de Ville

It is no surprise that sensual food is wowing customers in the outdoor dining area and beer garden in neighbouring Weghuberpark too, where 25hours has opened a burger van in a cult American Airstream. Fresh from Berlin, where Burger de Ville has already made a lot of people happy and full, the silver van is now part of the alfresco dining on offer at the Viennese 25hours hotel, enhancing the Italian-style menu on offer at RIBELLI with top-quality burgers. Admittedly, it's difficult to choose between the funky burger menu when you're sipping a very drinkable glass of a cold refreshment. 25hours founder Christoph Hoffmann has the following advice for those struggling to make up their minds: "Just keep coming back." She promises locals and guests like that: "In our garden, Viennese tradition, Italian flavours and Californian coolness sit side by side."

Outdoor summer and beer garden Burger de Ville is opened in good weather from March to October

Burger de Ville	Mon. – Sun.	12.00 p.m. – 09.00 p.m.
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interior & story

From the museum district to the Prater, the Opera Ball, the Life Ball and the city's many music and theatre venues, Vienna has always been synonymous with sensations and shows – a place for visitors to see and be seen. The tradition-steeped institution that is the circus represents spectacle as a whole at the 25hours Hotel at MuseumsQuartier. The first permanent circus opened at Vienna's Prater amusement park back in 1808. Throughout Europe, the circus experienced its heyday in the early 20th century, when it was a combination of a freak show, a chance to gawk at people from faraway lands and vaudeville entertainment. With this in mind, the Augsburg-based design team Dreimeta focused on classic circus attributes when they interpreted the theme for the 25hours Hotel at MuseumsQuartier. They lovingly gathered together and revamped vintage finds from this period, without concealing the pieces' age. Instead of opting for striking retro accessories, they sought out memorabilia with a story to tell. "Juggling clubs, trapeze wires, chairs and desk lamps – we trawled countless flea markets, hunting and gathering," recalls designer Armin Fischer. The creative team gave old-fashioned things the best new home they could hope for, choosing antiques with their very own experiences and giving them a new lease of life. "Everything we chose has been given a facelift, rewired, painted or padded," explains Britta Kleweken, senior interior designer in Armin Fischer's Dreimeta team.

Circuses are all about improvising, and the creative team shared this philosophy. "Everything at the circus is temporary and can be put up and taken down quickly. The troupe uses the venue they find themselves in and make the best they can of it with simple means. We wanted to give the hotel an improvised feel too, while still making it seem cosy and not unfinished," says the designer. This is why the stone floor in the public area was only given minimal treatment instead of being hidden by traditional coverings, for example. Room dividers reminiscent of animal cages are used in lots of places throughout the hotel – from the lobby to the Dachboden bar – to create distinct atmospheric zones whilst always remaining transparent and flexible. As an indirect allusion to the typical circus ring, curved details appear throughout the hotel: round rugs highlight the floor, the reception and advertising pillar in the lobby are rounded, oval zinc basins are used for storage in the sauna area, and numerous stools, lampshades and other little accessories are also round – from wooden hoops to unicycles. In the lobby there is also an analogue highlight waiting for the guests: An analogue highlight at 25hours Hotel at MuseumsQuartier is the Phonocut. The world's first Phonocut Mini Manufactory has everything you need to produce high-quality, entirely analogue vinyl editions in an instant. Visitors to the 25hours Hotel at MuseumsQuartier have the opportunity to produce their own record using a simple yet amazing process involving just the touch of a button. The cover artwork is also self-produced: guests can create their own personalised record design. A seesaw is used as a coffee table, a bench is suspended from the ceiling like a swing instead of standing on the floor, distorting mirrors create illusions in the business lounge, and various kitsch fairy lights replace designer lamps as they meander across the ceiling.

References to the world of the circus create an appealing overall look. Never just a mere backdrop, they offer a new take by consciously reinterpreting the theme: a seesaw is used as a coffee table, a bench is suspended from the ceiling like a swing instead of standing on the floor, distorting mirrors create illusions in the business lounge, and various kitsch fairy lights replace designer lamps as they meander across the ceiling. Every so often, in typical 25hours style, the interior is designed with a generous helping of irony to offer a change of perspective. For example, anyone using the lift will find themselves surrounded by wood panelling, bars and large mirrors, making them briefly

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feel like the king of the beasts as they travel upwards – almost as if they were caged themselves.

Bold use is made of colour throughout the hotel, with red often dominating as the classic colour of the circus, for example in the corridors' carpets, heavy velvet curtains and much of the upholstery. Vibrant, cheerful colours also play a key role in the concept for the guest rooms, where wallpaper featuring exclusive illustrations by the artist Olaf Hajek is used as an eye-catcher and a spatially defining design element. Hajek developed a total of five scenes especially for the 25hours hotel in Vienna. Coordinated with the colour schemes used for the guest rooms, the Berlin-based artist portrays circus scenes which blur the distinctions between fantasy and reality, space and time in his own inimitable style. The illustrations are funny, strange, acrobatic, ironic, bizarre and extremely artistic, featuring bearded women, juggling clowns and horses with bulging calf muscles. Seedy characters can be seen rendezvousing while rabbits are pulled out of a hat and people in pompous outfits and opulent feather jewellery parade past.

Aside from the striking wallpaper, the rooms feature unobtrusive – but no less witty – allusions to circus motifs. The lighting in the bathrooms is reminiscent of a performer's dressing room, the taps have a nostalgic design, the fixtures look and feel like a circus trailer, and various accessories pick up on the hotel's fun theme. Although the circus was the most important point of reference for the design, the creative team took a broader view. "The circus alone is too restrictive," says Britta Kleweken and explains: "We interpreted the theme in a more general way to include all the fun of the fair." For a concrete example, look no further than the relaxation area in the sauna suite, where individual seats are suspended from the ceiling in a circle, recalling a swing carousel. The interior cleverly refers to the world of spectacle with a clear aim: not just putting nice things in a hotel, but creating a hotel with a soul. 25hours founder Christoph Hoffmann sums it up as follows: "It was important to us not to create a superficial themed hotel. 25hours Hotel at MuseumsQuartier is colourful, witty and sometimes showy – but the focus is on the atmosphere, not the design theme. The result is a relaxed hotel where people quite simply feel at home ... unless they're afraid of clowns and acrobats."

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architecture & history

Everyone associates Vienna with magnificent insignia of power, smart boulevards and a tantalising combination of world-weariness and confectionery. But there is more to it than that! The 25hours Hotel at MuseumsQuartier is located at the start of Lerchenfelder Strasse, marking the beginning of the seventh district. Anyone who takes a look around here will soon forget all the clichés. There is no trace of the melancholy which is said to pervade this city. Der Siebte, or the seventh – as the Viennese call it – is a stark contrast to the upper-class first district. “As a dynamic, urban hotel product, 25hours feels at home here, away from the picture-postcard idyll. Our neighbourhood is progressive and multi-layered with a vibrant scene,” says 25hours founder Christoph Hoffmann.

Culture vultures can fall straight out of bed and into an art gallery – the museum district is just around the corner, offering a generous helping of culture. The centrally located museum district is one of the ten largest cultural complexes in the world, combining baroque buildings with new architecture and bringing together cultural institutions of all sizes and different art genres in spectacular style.

By creating the 25hours Hotel at MuseumsQuartier, the Viennese firm BWM Architekten und Partner awoke an almost-forgotten 1970s building from its slumber. The original building is located by Weghuberpark – which itself is somewhat tucked away – where Lerchenfelder Strasse and Museumsstrasse intersect. Together with the Palais Trautson and the Palais Auersperg, it marks the beginning of Vienna’s densely developed seventh district. The building was erected in 1971 as a six-storey student hall of residence, designed by architect Dr Kurt Schlauss. It has a classic reinforced concrete frame with a horizontally structured façade and evenly spaced windows. In the first of the two construction phases, a glass superstructure was added to the severe, regular building, housing three new storeys for the hotel to use. At this stage, 34 rooms were used to accommodate the first guests. To start with, the lower part of the building was still used by students as a hall of residence. The glass superstructure echoes the clear structure of the original façade and creates a new, contemporary building in conjunction with the 70s block. Adding the new storeys gave the somewhat tired building a facelift and suddenly made it stand out of the streetscape. It now boldly works with the surrounding buildings to form a gateway at the top of Lerchenfelder Strasse, on the border between the first and seventh districts. Anyone who walks past the building can now imagine what a breathtaking view the new floors offer of Vienna’s city centre.

In the second phase of construction, the original building was converted for hotel use and the existing façade was highlighted whilst retaining its original details. It is now painted a striking black to stand out from the surrounding buildings.

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partner

BART FELIX	is responsible for the 25hours Hotel at MuseumsQuartier as general manager. He joined the 25hours tribe in August 2019 in Hamburg as Director of Hotel Operations and was the first contact point for Hotels and their Directors. Mr Felix joined the 25hours Viennese team in 2020.
DREIMETA	applies an interdisciplinary approach, drawing on a network of architects and interior designers, restaurateurs and planners, marketing experts and psychologists. They focus mainly on projects in the hotel, restaurant and retail sectors. Their aim is at all times to use bold interpretation as a means of bolstering the customer's identity and philosophy. 'No repetition, no reproduction, no off-the-peg furnishings: instead a custom solution for each project,' is how Armin Fischer describes his philosophy.
BMW ARCHITEKTEN UND PARTNER	Erich Bernard, Daniela Walten and Johann Moser have been working together since 1998 and established their joint firm BWM Architekten und Partner in 2004. Markus Kaplan has been a partner at the company since 2008. BWM Architekten und Partner work on three types of projects: shop design/corporate architecture, exhibition and museum planning, and architecture in an urban context. The team from BWM Architekten und Partner is currently made up of 35 people who specialise in architecture, sculpture, landscape architecture, industrial design and marketing.
OLAF HAJEK	is one of Germany's best-known illustrators. He constantly alternates between producing illustrations for magazines and working as a freelance artist and has developed his own personal style in his many pictures. His figures are often portrayed out of proportion and appear in front of a theatrical foreground or backdrop. He primarily uses acrylic on card or paper and gives his works an artificial patina by means of a special smudging and scraping technique.
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 (supersense.at). An analogue highlight at 25hours Hotel at MuseumsQuartier is the Phonocut. The world's first Phonocut Mini Manufactory has everything you need to produce high-quality, entirely analogue vinyl editions in an instant. Visitors to the 25hours Hotel at MuseumsQuartier have the opportunity to produce their own record using a simple yet amazing process involving just the touch of a button. The cover artwork is also self-produced: guests can create their own personalised record design.
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

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	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.
ULTIMATE EARS	creates new possibilities for enjoying music together on the go. Ultimate Ears first revolutionized the performance and mobility of stage artists with the development of its professional, custom-made earphones. Today, the award-winning mobile speakers open up unrestricted enjoyment of music with friends on the go.
STOP THE WATER WHILE USING ME	Water is the basis of all life. And yet it is wasted daily. That is why the natural cosmetics STOP THE WATER WHILE USING ME! developed. The care products are 100% natural and effective and meet the highest standards of certified natural cosmetics.
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 beim MuseumsQuartier

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