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## Sensational design in a central location: 25hours Hotel Piazza San Paolino opens



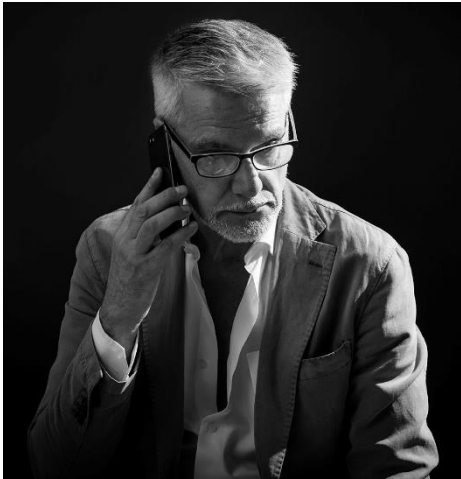
Florence: The first 25hours hotel in Italy has opened its doors in Florence. On exactly the 700th anniversary of the death of Dante Alighieri, the 25hours Hotel Piazza San Paolino welcomed its first guests. The hotel is designed around the theme of Dante's 'Divine Comedy', which has been playfully reinterpreted by Milanese interior designer Paola Navone. The journey through the medieval masterpiece begins at reception: should you spend the night in heavenly paradise or in blazing hell? Guests can choose for themselves where they would like to sleep - the hotel rooms are divided into the two

styles of Inferno and Paradiso. There is a choice between intense red rooms with velvet curtains and black bed linen, or cloud-white retreats with ethereal blue accents. The eccentric style of the designer and her team runs through all areas of the hotel. In some parts of the hotel, it's easy to imagine you're in an amusement park. Guests and visitors won't come across special effects, monsters or ghosts, however, but rather an original selection of vintage furniture sourced from markets and traditional craft businesses from all over the world. Many of the pieces are reproductions of previous designs from the design studio. Several design elements, such as the tableware used in the San Paolino restaurant, have been specially designed for 25hours by Navone and her team. What is striking about the interior design of the hotel is the diverse mix of materials; marble and mosaic, terracotta and metal, mirrors



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and wood or ceramics and glass come together to create a harmonious composition. Paola draws inspiration for her designs from her many travels, placing great value on the artisanal traditions of the countries she has visited, coupled with modern influences from the fields of photography, theatre, cinema and art. The 25hours Hotel Piazza San Paolino forms a colourful potpourri of the experiences she has amassed, familiar design classics and new creative ideas.



The hotel of contrasts is managed by Bart Spoorenberg. As General Manager, he is responsible for the 25hours Hotel Piazza San Paolino in Florence. The native Dutchman, who has lived in Italy for over 20 years, has overseen the entire renovation process and managed business operations with his new team. After graduating from Hotelschool The Hague with a Bachelor of Hotel Administration, Bart gained experience all over the world including America, France, Great Britain and the Benelux countries, spending many years as the General Manager of various hotels including the Hotel Romazzino on the Costa Smeralda, the Salviatino Collection in Fiesole and Castello di Casole in Tuscany. Thanks to his various posts in Italy, Bart speaks fluent Italian and is very familiar with Florence, where he has lived since 2011.

The implementation of this extraordinary and very extensive hotel project was made possible through a collaboration between investor and project developer Art-Invest Real Estate, the new owner Invesco Real Estate and 25hours Hotels as business operator. The total investment cost for the restoration and redesign of the property amounted to over EUR 100 million.

25hours is celebrating the opening of its first Italian establishment with a special offer that guests can book at [www.25hours-hotels.com](http://www.25hours-hotels.com) until the end of 2021. Interested guests receive a 25 percent discount on the normal rate for two nights or more, as well as complimentary breakfast.

Press material about the 25hours Hotel Piazza San Paolino is available [here](#).  
For more information about all of the 25hours Hotels, visit [25hours-hotels.com](http://25hours-hotels.com)  
Videos about 25hours Hotels: [youtube.com/25hourshotels](https://youtube.com/25hourshotels)  
Press material and images [here](#).

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## About 25hours Hotels

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighbourhood while a team of architects, designers and local heroes make use of analogue reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 12 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. In 2021, upcoming openings include the property 25hours Hotel One Central in Dubai. Further hotels in Copenhagen, Sydney and Melbourne are planned. The 25hours Hotel Company formed a strategic alliance with Accor in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

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## About Invesco Real Estate

Invesco Real Estate is a global leader in the real estate investment management business with USD 85.8 billion in real estate assets under management, 592 employees and 21 regional offices across the U.S., Europe and Asia. Invesco Real Estate has been actively investing across the risk-return spectrum, in direct real estate strategies such as core, debt, value-add and opportunistic as well as publicly-listed real estate securities since 1992. In Europe, Invesco Real Estate has eight offices in London, Munich, Milan, Madrid, Paris, Prague, Luxembourg and Warsaw, and 182 employees. It manages 170 assets across 14 European countries and with assets under management of USD 15.4 billion. The team has a strong track record across all the commercial sectors, hotels and residential sectors.

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## About Art-Invest Real Estate

Art-Invest Real Estate (AIRE) is an experienced investor, developer and asset manager operating across key gateway cities in Germany, Austria and the United Kingdom. Established in 2010, the business operates as a private partnership with the Zech Group and the managing partners as shareholders. The group invests and manages on behalf of its proprietary capital, regulated institutional funds and select separate accounts and actively pursues a "manage to core" investment strategy across the risk spectrum.

Sector focus is principally the office, retail, hotel, residential and data centres. Since 2012, the company has been licensed to operate as a regulated fund manager in accordance with German investment law (KAGB). During this period Art-Invest Real Estate Funds has successfully launched more than fifteen regulated funds for a variety of institutional investors. The group has more than EUR 7 bn AuM with more than EUR 2bn invested equity for a range of institutional investors as long-term partners.

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