

Press Release 9 September 2019

“Analogue Upgrade” now available to book at 25hours Hotel The Circle

Cologne: How did you used to rewind video tapes again? How did you even take selfies with an instant camera? Which side of the record has to face upwards? And how do you write in Italics using a typewriter? All of the wonderful things which are often forgotten in this digital age are being resurrected by 25hours Hotel The Circle, in a joint collaboration with Supersense, in order to answer these questions. With the “Analogue Upgrade”, guests can take a journey back in time to discover the fascinating wonder of all things analogue, and let all of their senses be stimulated along the way. During their stay, guests can request a case, measuring 100cm x 80cm, which is packed full of analogue features and surprises. The warm sound of music, the famous whirring of the Polaroid camera, the smell of freshly-typed letters and the pleasant buzz of the tube television – guests can choose to experience all of this with bookings of a category L room or higher for a one-off additional charge of EUR 25. The case is also available for meetings at a price of EUR 75.



25hours Hotel The Circle already has an analogue area in the lobby, which was developed in collaboration with Supersense. Supersense specialises in creating analogue *Wunderkammers* (Cabinets of Curiosities) all over the world. Together with his team, founder Florian Kaps collects, dusts off and revives carefully selected analogue treasures. The world owes the revival of Polaroid film to him. Now, Supersense is “rescuing” the senses - all five of them. In today’s digital world, our skills of perception are required less and less. As a consequence, the things we encounter, our experiences and memories are becoming ever more one-sided. Supersense is inviting us to reawaken multidimensional experiences which call on our senses of touch, taste, smell, sight and hearing and thus evoke genuine feelings. 25hours Hotels want to allow these unique magical experiences to become a reality for guests. The aim is to escape the fast pace of everyday life and experience the here and now in a more conscious way, giving it significance. Under the motto ‘We create memories’, all 25hours Hotels are offering analogue experiences which inspire guests into action and contemplation. For example, instead of modern e-mails, letters can be typed on fine handmade paper using a typewriter. The lovingly-composed messages can then be posted if you choose, or, as is the case at 25hours Hotel HafenCity, they can also be sent on their way as a message in a bottle. Where’s that time machine when you need it? 25hours Hotels are happy to provide the answer.



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All upcoming events at all of the 25hours Hotels: www.25hours-hotels.com/companion/events

For more information about all of the 25hours Hotels, visit: 25hours-hotels.com

25hours Hotels videos: youtube.com

Press material and images: 25hours-hotels.com/company/presse/bilder

About 25hours Hotels

25hours is a young hotel idea characterised by personality with a charming and relaxed service, which seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto 'Know one, know none'. The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates 13 hotels in German-speaking countries as well as one in Paris. There are also more openings scheduled: 25hours Hotel Florence, 25hours Hotel Dubai (2020) and 25hours Hotel Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016, and is now also pursuing hotel projects around the globe.

Press contact

25hours Hotel Company
Kiribai Suárez González
Junior PR Manager
Zollhaus, Ericus 1
20457 Hamburg
p +49 40 22 616 24 193
media@25hours-hotels.com

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