

come as you are.
follow us on @25hourshotels



Welcome to 25hours

IT ALL STARTED with one hotel in 2003. Today, 13 years later, 25hours has eight hotels in business, with even more in the works. We're now well-established in German-speaking countries, and our company will soon employ 1,000 people. It's clear that the 25hours team has grown up. Now, it's time to take stock of our progress.

Where exactly has 25hours arrived? And, more importantly, where are we heading? The short answer is: we're expanding. We're exploring new cities, looking to put 25hours on the map in international hotspots like Istanbul, London, and Barcelona. Italy, France, and Scandinavia are on our list, too. We also recently founded a company in New York, which is our starting point for the US market. In the midst of all this, what's more important than expansion is staying true to ourselves.

"You know one, you know none" is our motto. Each of our eight 25hours Hotels in Germany, Austria, and Switzerland tells its own story – whether through its unique interior, culinary offerings, or location. The latter, of course, is always carefully selected – in Berlin, we visited more than 100 buildings and remained unsatisfied until we came upon the Bikini House, right next to the Zoo Palast cinema. For each of our new projects, we're taking equal care in selecting the location – an unusual tactic in the hotel industry, where the greatest possible standardization is what ensures the biggest profits. But we, the four initiators of

the 25hours group – Kai Hollmann, Ardi Goldman, Stephan Gerhard, and myself have never been motivated purely by money. When we started, we were dreamers. We wanted to make beautiful hotels, places we could be proud of, and nothing else. And if we were to fail in the pursuit of that, well, we would have accepted our fate, because there's no excitement in compromising your beliefs. However, we didn't fail. We succeeded in accomplishing our goals, and now we ask the question: How can we make our vision last?

I want the 25hours brand to be sustainable in the future. In 50 years' time, it should remain a fruitful, exciting brand and play an active role in the hospitality business based upon what we're currently creating. The next 10 years will be about laying the groundwork for our legacy.

This publication is an invitation to understand – and truly feel – the spirit of 25hours, and to get to know some of the outstanding and inspiring personalities who make the 25hours Hotel experience so unique. I would like to invite you to be our guest, because, after all, you'll be discovering the rooms we have created. You make them what they are. Come as you are and get to know us better. We welcome you wholeheartedly.

Christoph Hoffmann
CEO / Co-Founder / Member of the Board

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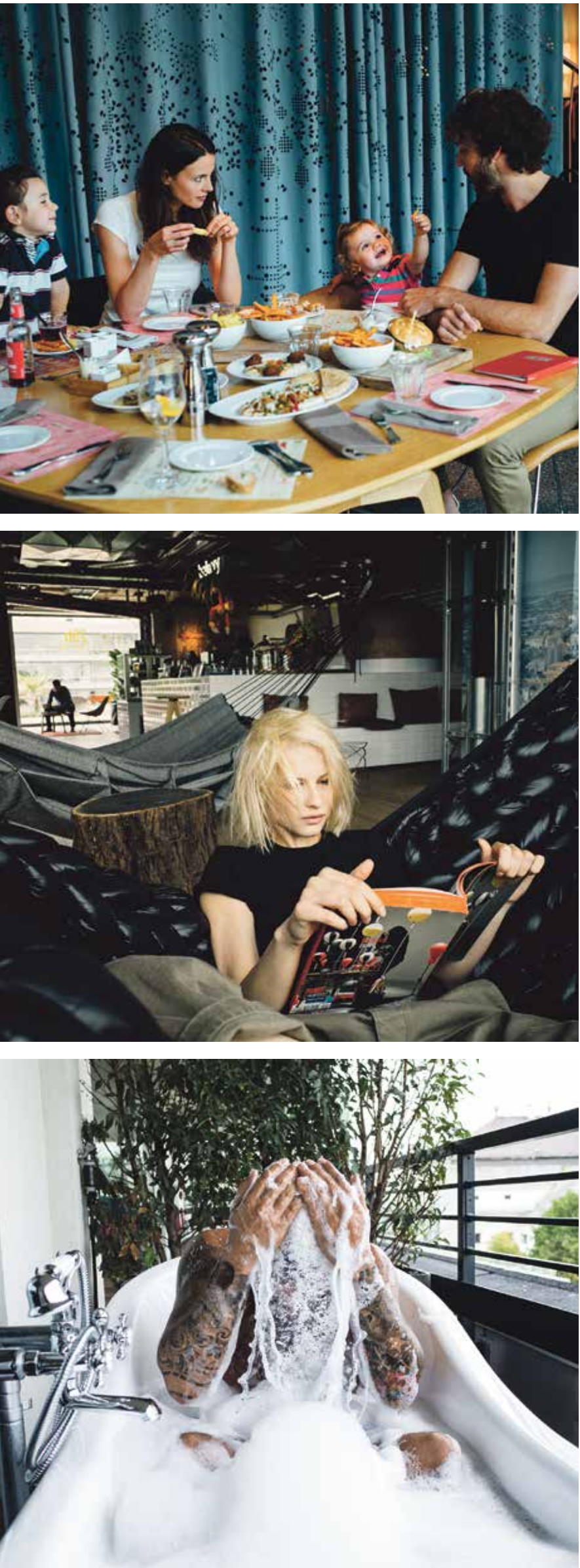
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Our Brand Essentials



Bruno Marti
Chief Brand Officer



Born

1978

Education

Masters in English Language and Literature from the University of Zurich; Graduate from the SHL Swiss Hotel Management Academy Lucerne, Switzerland

Previous employers

Baur au Lac Hotel, Zurich; Swiss International Air Lines; Gastwerk Hotel Hamburg

Challenge of his job

Adapting the relaxed 25hours tonality to different markets

Other projects

Guest lecturer for Strategic Marketing at the SHL Swiss Hotel Management Academy Lucerne, Switzerland

BRUNO MARTI IS responsible for the 25hours brand image, tonality, and corporate design implementation. He ensures that guest communications are conducted with the necessary eye towards hospitality across all channels, thereby decisively shaping the communications culture at various properties. Not afraid to sometimes polarize, he's been defining the brand, and the company, since 2006 when plans to expand the 25hours product were conceived.

As a young person and representative of the target group, he was commissioned to shepherd the cultural transfer of brand and product from Hamburg to Frankfurt. During the foundation phase, he promptly established a flat share where he, Henning Weiss, Michael End, and Jörn Hoppe* ran the show at the Frankfurt hotel. The potential for further development was quickly recognized.

At the time, the mid-priced hotel segment lacked surprising, dynamic, and authentic products. 25hours stepped in to fill this niche,

placing a clear emphasis on the guest experience – with success. Hotel infrastructure and design, after all, can be copied and have long ceased to be unique selling points. Much more important these days are dynamism, surprise, and a touch of exploration – all of which arise out of experiences and stories, not things. Gastronomy plays an important role as well, and at 25hours, it's emphatically diverse. "What's more," says Marti, "25hours is very democratic. The target group is very geographically and demographically different. Anyone who brings curiosity and a sense of adventure is welcome."

In his daily work, Marti combines academic rigor with the humor required in his versatile and not always predictable job.

**Today, General Manager of the Superbude Hotels in Hamburg*

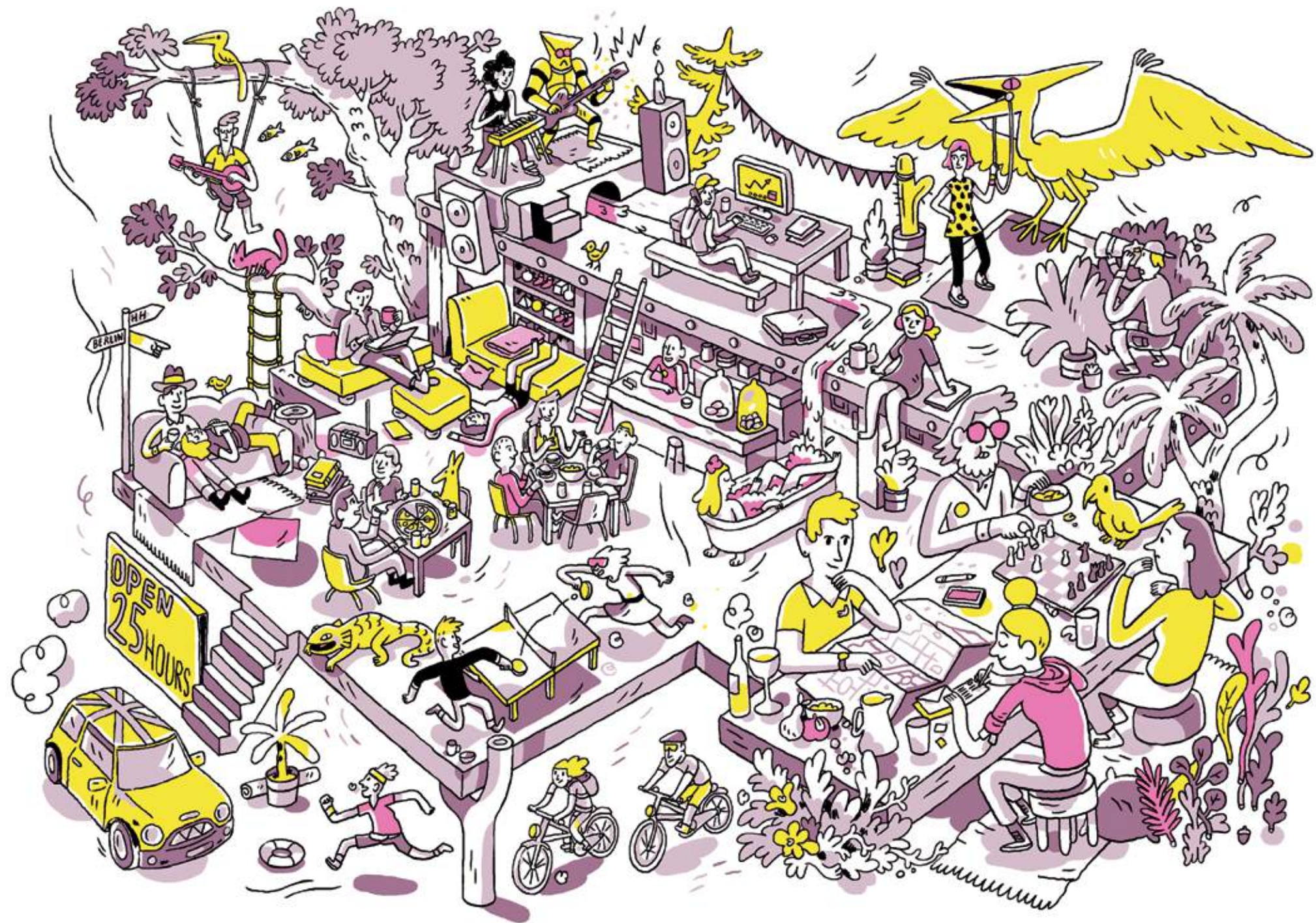


Illustration by thomasmaelmann.de

let's spend the night together.

the adventure fun. pleasure. relaxation.

PLENTY OF HOTELS offer the security of familiar surroundings. Not us. A 25hours Hotel boasts an unconventional mix of contemporary services. Guests don't just simply stay at a 25hours Hotel; they deliberately choose dynamism, surprise, and a touch of adventure.

Our hotel is a social hub. It's a place where international travelers and local guests form a community – entertaining and being entertained. Since we don't take ourselves too seriously, we believe that our guests deserve to have a bit of fun. Everyone who stays at a 25hours Hotel should leave with a story to tell.

We enjoy food and drink, which is why both play such an important role at 25hours. It's no coincidence that many key corporate decisions are made over a good meal. Rather than taking a one-size-fits-all approach, we tailor our food and beverage concepts to each location – either by ourselves or in cooperation with our partners – focusing on simplicity, generosity, and soul.

Even the most active spirits sometimes get tired, which is naturally why 25hours Hotels also have beds and bathrooms of uncompromisingly high quality. Every guest should leave the hotel feeling relaxed and content.

“Today, as in the past, a stay at the hotel demands a good deal of interpersonal sensitivity and empathy.”

Bruno Marti
Chief Brand Officer



real place, real people.

together with our staff
professionalism, personality, quality.

THE STAFF at 25hours is professional, sociable, dedicated, and empathetic. Staff with personality and interests outside of their work strengthen our product profile. We don't want service robots. Human contact cannot be standardized. We encourage our staff to communicate freely and directly with guests; to treat everyone they meet individually and with pleasure. Our casual tone and relaxed attitude, however, should not detract from the fact that good manners and professional expertise are a must.

almost home.

the hotel stories. design. variety.

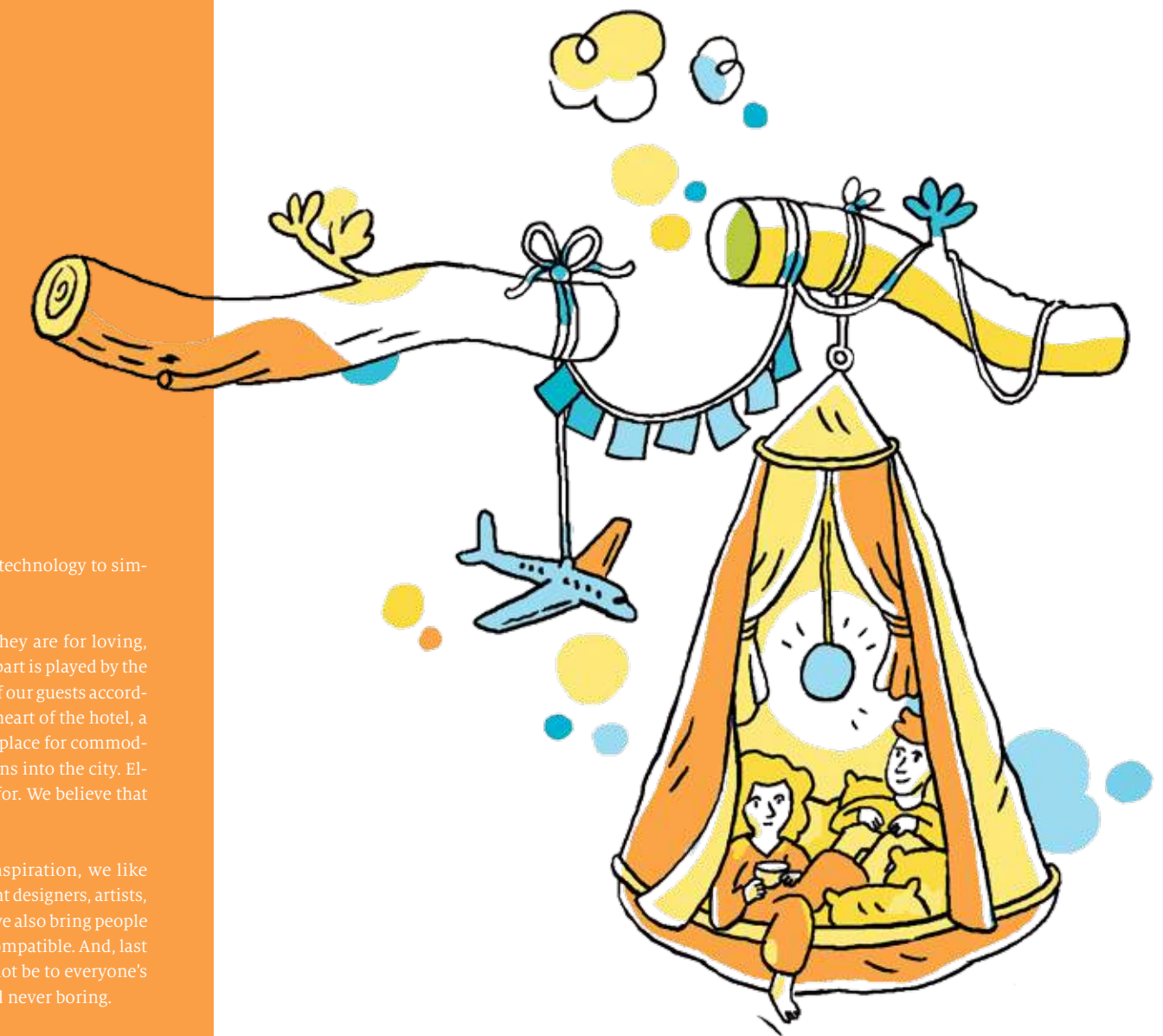
25HOURS HOTELS are design hotels, inspired by the spirit of our times. But design is about more than just looking good and shouldn't be overestimated. Of course, we love brilliantly designed rooms and occasionally exclusive furnishings, too, but the story a work of art, a vintage object or a little detail tells is just as important. Sometimes we like to be adventurous, sometimes romantic, but always cozy. With such a diverse range of designs, it's hardly surprising that almost every visit to one of our hotels brings a new and interesting discovery. Guests should be constantly surprised, reaching for their camera to share their impressions with family and friends. Because our guests' stories are our stories.

25hours hotels are sexy, cheeky, bold, innovative, cosmopolitan, unique, charismatic, a little crazy, and locally connected. They stand out in their respective market. With all their creativity and trendiness, our hotel rooms also offer

both clarity and functionality. We use technology to simplify, not to complicate life.

25hours hotels are not showrooms. They are for loving, living, and lounging around. A crucial part is played by the public areas, which cater to the needs of our guests according to the time of day. These form the heart of the hotel, a workplace for urban nomads, a marketplace for commodities, and a starting point for expeditions into the city. Elegant simplicity is not what we stand for. We believe that more is more.

In order to continuously find new inspiration, we like nothing more than to work with different designers, artists, and other creative minds. Sometimes we also bring people together who at first don't seem to be compatible. And, last but not least: While our product may not be to everyone's taste, it should at least be inspiring and never boring.



“We're very good at surprising our guests – with great communication, an eclectic design, and services you wouldn't necessarily expect in our segment.”

Bruno Marti
Chief Brand Officer



come as you are.

for the guests
democracy, curiosity, adventure.

25HOURS IS democratic and tolerant. We welcome anyone with a sense of curiosity and a spirit of experimentation. We gladly open our world to those who open theirs. We don't believe the customer is king but should, instead, feel like a guest at home with friends.

In the 21st century, no one needs a particular reason to travel. Professional and private lives merge, just as work and leisure do. 25hours Hotels are designed to cater to these hybrid guest requirements.

Our Initiators

Christoph Hoffmann

CEO / Co-Founder / Member of the Board



CHRISTOPH HOFFMANN is responsible for the further development and expansion of the 25hours Hotel Group and its brand. He enthusiastically evaluates hotel premises, always with an adventurous glimmer in his eye. With local partners, he develops tailored hotel products for nomads, daydreamers, and night owls who are looking for a change from the gray city streets. In 2005, Hoffmann and his partners Kai Hollmann, Ardi Goldman, and Stephan Gerhard (Treugast Solutions Group) founded 25hours to bring the successful Hamburg-born hotel concept to lucky cities across Europe and beyond. In a frank and lively conversation, Hoffmann shared his insights into today's opportunities for hoteliers and let us in on how a free-wheeling, unconventional hotel concept can encourage closeness and keep guests coming back for more.

Ardi Goldman

Co-Founder / Creative Advisor



Photo: © 25hours Hotels

Travel is your business. Tell us about a place you've visited that's inspired you.
New York City is the fertile ground I draw on when I'm in need of inspiration and energy. The openness of the city never fails to enchant me. I moved there as a young man, and I left Manhattan having learned a couple of lessons: Think big and be open-minded. New York is a microcosm of what the world can create, and as such, it can help you to better understand it.

What cities best represent the 25hours philosophy?
The experience of our hotels doesn't take place in a vacuum. The surrounding environment – from the neighborhood and the locals, to the city and its spirit – are vital in bringing a 25hours location to life. A diversity of creative inspiration is necessary. We need the freedom to work with creative people to make something beautiful and we need the operational backbone to ensure these processes run smoothly and effectively. Paris, New York, Istanbul, and Copenhagen are just a few of the cities that would support the magic we try to create and motivate us to do great things. With the right collective, the sky is the limit.

How do you gauge which new locations are right for a 25hours outpost?
It's all about trust, intuition, and partnership. You can achieve anything with the right group of like-minded people. And when we have the right people, we know we can bring a new story to life. New locations evolve organically. There is no master plan to be followed routinely. Instead, our expansion process is a little anarchic. We do best in places with a creative pool of people who will take the 25hours philosophy and fertilize it to make a new home for our guests.

So it's essential to operate in places that inspire you?
Absolutely – and this doesn't just apply to cities. The 25hours concept would translate well to the leisure segment, and we are exploring locations both on the water and in the mountains in order to make something surprisingly new.

You've created a brand with a unique and compelling definition of luxury. How do you understand this term?
Luxury is about giving our guests a place where people from all over the world can meet and feel at home. True luxury is staying in a place where you feel comfortable and inspired. The size of your room alone doesn't matter, what matters is how inspired you feel when exploring the property. It's not about gold-plated faucets or staff members who speak according to a script. For 25hours, luxury is about a genuine connection to our guests. Accordingly, our employees have a lot of freedom to be themselves; they are empowered to express their true personalities.

ARDI GOLDMAN is known as an orchestrator of city architecture in Frankfurt. With a diverse range of projects, he is always able to create cosmopolitan color in liveable and endearing architecture and he still manages to take end users seriously. As a developer of both Frankfurt hotels, Goldman is a central figure for 25hours in the city. He draws his inspiration from urban areas and offers support throughout the implementation of his ideas. Having this hands-on approach blurs the boundaries between enjoyment, construction, design, and art.

Being a "neighborhood producer" sounds like a dream job. Tell us more about what you do.
When it comes to the streets, I'm a realist. I'm not coming from the top. I come from the bottom. I've worked my way up through the social classes, and I've learned about life in all its many facets. My life and my career have grown out of an attitude. I spent a lot of time thinking about what hospitality is. Part of my childhood I lived in Israel, and in Mediterranean countries hospitality is hugely important – doors are always open, families are large, and hospitality is the center of everyday life. And of course, it's at the heart of the hotel industry too.
Just as vital, is the courage to dream. There is a wonderful saying: "If you lack the courage to dream, you lack the strength to fight." Each of our hotels is built on dreams and a fight. We don't have a formula like some hotel chains who simply duplicate a successful concept. Each of our hotels is a challenge because each one is built on a new concept, a new story we're writing.

How do you know when you've got a story worth telling?
It has something to do with the fact that four of us partners – Christoph, Kai, Stephan, and myself – come together with four very different stories to tell. We have a lot of experience, and we walk through the world with our eyes wide open. These are often the starting points of our stories. The four of us are like a river: We flow. And we never know exactly what lies around the next bend. But we know that we're in motion.

More and more hotels, whether the Soho House or Ace Hotel chains, are offering a personal take on a place to stay. What are you offering that's new?
We always work based on where a hotel is: Each time, we make something new. A homogenous concept can be easier to implement, but is also less interesting. The building itself, as well as its surroundings, determine the spirit of each new hotel. After all, hotels aren't static places. Guests fill the rooms you have designed, interact with the staff you have hired, and make the hotel what it is.

You once mentioned that the hotel industry is confronted with two opposing trends. What are they?
There are two opposing impulses at work, towards the low tech and the high tech. On the one hand, hotels have to become more efficient and offer their guests reliable technological support,

which encourages a move towards standardization. On the other hand, hotels have to offer their guests something that has nothing to do with efficiency: to wit, an unforgettable moment. Time off has never been so important, even for the business traveler.

So the challenge you're facing is balancing efficient performance with a generous range of unique experiences?
The two go hand in hand. Efficient performance might require investment in infrastructure whereas

magical moments are affordable if you have a genius on board who knows how to create them.

Is it tricky to provide luxury while staying true to the 25hours principle of offering value for money?
A spirit of generosity has always motivated us. We have to maintain the balance between efficiency and generosity. We want there to be a healthy balance between what we give our guests and what they pay us. Part of what distinguishes us is knowing when to spend and when to save money. Lighting is a great example. Old-fashioned light bulbs and candlelight are essential to creating the atmosphere we want to offer; sparing resources on atmospheric details would be an affront to our guests.

What are your goals looking forward?
The next 10 years are about laying the groundwork to form our legacy, all the while having fun and creating inspirational moments with my partners and the team.

Now that 25hours is moving outside of German-speaking countries, do you need to translate any elements of your concept?
Do you need to translate love? Love has no translation – it works the world over. And our concept works all over the globe. We are the Picassos of the hotel industry. He could paint anything. And, like him, we want to make the world a happier and more colorful place.

I know the restaurant is at the heart of every hotel. What makes the 25hours restaurants magnets for locals?
Our restaurants aren't just about ingredients, they're about ideas too. Gastronomy alone isn't enough. I need a philosophy. And that means we don't offer up gastronomy, but "gastronomy."

Tell us more about the common themes of your restaurant.
We don't have any common themes. Our leitmotif is that we haven't got a leitmotif. Everything is invented afresh – the core of each hotel and each restaurant is different, and yet united by our common energy. What we create is based on what we think the world needs, and what has us excited at that moment.

Parents would never name a favorite child. But between us, which restaurant in the 25hours family do you love the best?
Berlin is probably our most successful product. The fantastic mix of flavors at NENI – vegetable-heavy, fresh, and full of flavor – blending Moroccan and Israeli influences, is wonderful. But every restaurant has its strengths, and we love every baby. In a perfect world you would have drinks at the Monkey Bar (Berlin), share an appetizer at NENI (Berlin), have your main course at Das Esszimmer (Hamburg, Number One), and eat dessert at HEIMAT Kitchen + Bar (Hamburg, HafenCity).

Born
1965
Previous employers
Kempinski Hotels, Bürgenstock Resort, Switzerland; The American Colony Hotel, Jerusalem; New World Travel, New York; Hotel Louis C. Jacob, Hamburg
Awards
Leader of the Year, 2012, by Rolling Pin

Kai Hollmann

Co-Founder / Chairman of the Board



AFTER TRAINING as a chef, Kai Hollmann completed an apprenticeship in Hotel Management at a time when Pan Am and the Iranian Shah were still shareholders of hotels. At 24, he was named Manager of the Hotel Hafen Hamburg, making him the youngest hotel manager in Germany. Today, he can look back on a 30-some-year career in various jobs at numerous hotels. In short, Hollmann embodies Hamburg at its best: focused, measured, polite. But wait a second, there's one thing that's not so typical: This man has a seriously pioneering spirit. It was that spirit that laid the foundations not only for the first 25hours Hotel – the Number One in Hamburg – but also for the other Fortune Hotels namely Superbude, The George, and Gastwerk Hotel Hamburg. Here, Hollmann tells us about the creation and philosophy of the 25hours Hotels.

Stephan Gerhard

Co-Founder / Member of the Board



IN ALL HIS BUSINESS activities, born-and-raised Stuttgarter Prof. Stephan Gerhard is guided by good Swabian virtues. He knows the international hotel industry better than almost anyone, and his Treugast Solutions Group, founded in 1985, is one of Europe's leading consultancies in hospitality, catering, tourism, and the leisure industry. With parent company Solutions Holding as a shareholder in the 25hours Hotel Group, Gerhard is active as a partner and consultant, operating in a forward-looking manner and expanding on a promising niche in the hotel industry. He also shares his knowledge as a Professor of Hospitality Development at the Fachhochschule des Mittelstands Schwerin / Baltic College.

The first 25hours Hotel opened in 2003 in Hamburg. Since then, you've reproduced the concept across Europe and will soon venture into the United States. But let's go back to the beginning. How did you end up in the hotel industry?
At 18, I dreamed of opening a restaurant chain. But during my training as a cook, I realized that hospitality could be more exciting. I very deliberately began at a private hotel – the Hotel Hafen Hamburg – and not a chain. After my apprenticeship, I started right away as Assistant Manager and then ran the hotel for 16 years as General Manager.

You could have gone on like that forever...
When I turned 40, I wanted to finally become independent. Hence the idea for Gastwerk Hotel Hamburg, a hotel in an old gasworks. It opened in 1999 and was an instant success: Right off the bat, we had an occupancy of 80% and were the first member of Design Hotels.

And you soon won prizes as well. In 2003, you were named Hotelier of the Year. So how did you come up with Number One, the precursor to the 25hours Group?
During meetings, I always looked out at an office building that I couldn't get out of my head. I wanted to do something consciously different than Gastwerk Hotel Hamburg. On the one hand, to avoid cannibalism, on the other, to democratize the hospitality industry.

That sounds very political...
The idea was more to make a design-oriented hotel for younger people that was different from, say, Motel One or Ibis, hotels with a more minimalist look. From the beginning, we were attached to the idea of the '60s and '70s, with a club location and a living room, and we sought partners accordingly, ones who fit into that world. In fact, we received immediate commitments from all the companies we approached – Mini, for example. That was a great success.

So why did the hotel expand? That wasn't originally what you wanted, was it?
At first, we considered the franchise idea, but in the end, we didn't want other people to take over the concept and then not develop it the way we had in mind. The turning point came when I met Christoph Hoffmann at the hotel bar. In fact, he wanted to create a new design hotel, but I was ultimately able to convince him of the 25hours concept. He brought us together with Professor Stephan Gerhard, and then we sat down for a phone call with Ardi Goldman and developed the 25hours campaign in an hour.

How do the big expansion plans – a new hotel in Munich, additional hotels in Hamburg and Zurich, and many letters of interest – affect the original idea?
We're still not interested in making it a chain. It's always more appealing to develop something new, something distinct, at every new hotel. The individual property is always the focus. I'm the one, after all, who coined the phrase, "You know one, you know none." Every hotel is its own stage on which a new story plays out.

How do you assure that the concept is preserved?
We take the time we need. And then sometimes I'm the one who puts the brakes on certain processes. I think that's the best way to avoid overly rapid, unhealthy growth, to avoid rushing things. We could have signed twice as many contracts by now! Still, it's

Professor Gerhard, you've been on board since the beginning. What's the story behind 25hours' success?
We never set out to create a hotel chain – we wanted to make a brand. That's a very different approach right from the start. We have no Head of Marketing, but a Chief Brand Officer. From the very beginning, everything we did was in service to the 25hours brand, which we wanted to fill with DNA; with a life force. Also, four totally different characters came together here: hotelier Kai Hollmann, marketing man Christoph Hoffmann, creative mind Ardi Goldman, and myself, the numbers man – a good mix that surely accounts for some of the brand's charm.

To address you as "the numbers man": Aren't the greatest possible returns in the hotel industry promised by the greatest possible standardization?
In the early stages, we didn't have to live off of 25hours, so that aspect was irrelevant. We just wanted to create something new, special, and different – with individuality at the forefront and the hotel group in the background. Even today, calculations and cost synergies are not so much the focus. We prefer to spend money on things that please us aesthetically – like beautiful floors, for example, even when they're far too expensive – simply so that the overall concept works.

You not only support 25hours with your knowledge, but you also advise other companies through Treugast Solutions. In your view, what hotel concepts have good prospects?
More and more guests want a hotel to feel personal. Everyone thinks of him, or herself as unique and wants a corresponding place to stay. The keyword is individualization. To meet this demand, we have to build hotels for very narrowly focused target groups – or style groups, as we call them – not for everyone, as we did in the past. I'm also thinking here, for example, of hotels for seniors, women's hotels, treehouse hotels, or accommodation for dogs. Hotels are no longer just places to sleep.

With 25hours, you address many trends that primarily affect young audiences. Do you have a plan for the demographic to change, or does that not matter?
Again, it's more about style groups than target groups for us. At our hotels, a 30-year-old architect might meet a 60-year-old designer – both wear turtleneck sweaters and wool caps, and both

the perfect moment for our idea, and, of course, we want to use that. But we remain selective so that we have the freedom to play out our concept differently each time.

Is there an overarching theme that captures everything 25hours represents?
We're not classified, but we're seen by the market and the competition as a four-star product, an innovative lifestyle hotel – Budget de Luxe, I'll call it. We're not a typical design hotel, after all. Our concepts are meant to tell stories. And most importantly, we've returned to the idea of the grand hotel: incorporating the city, the neighborhood, into the hotel, and also in small stories. At our hotels, there are always incentives to linger beyond the rooms.

Now more generally: What makes a good hotel?
A hotel should be like a night at the theater or an evening in a good restaurant – something special. At 25hours, the focus is not just the overnight stay, but all the other charms that one encounters at our hotels. That can include, say, a breakfast that you never forget.

But the starring role at 25hours is played by people, and that includes the staff, who are always on hand when you need something. Their attentiveness is part of our success. The guests respond to this togetherness and to the integration of the neighborhood. We want them to have the feeling of being embraced. And we want to deliver all that at a fair and reasonable price, as part of the experience.

Here's a great compliment I once received from some older guests: At 25hours, you feel young again for a weekend. That's just what a good hotel should be!

Fortune Hotels

Fortune Hotels encompasses all Hamburg-based hotels that were developed under the leadership of Kai Hollmann.

2000	Gastwerk Hotel Hamburg
2003	25hours Hotel Number One Hamburg
2008	Superbude St. Georg
2008	The George Hotel
2012	Superbude St. Pauli
2017	Planned opening of Superbude 3 in St. Pauli
2017	Planned opening of Besucherhaus HafenCity with Gerrit and Frederik Braun, founders of Miniatur Wunderland, and Prof. Norbert Aust, CEO of Schmidts TIVOLI GmbH

are cool. It's not about age. Because of the value of the products and the quality of the hotels, we don't just attract young people, but also those who feel young or want to feel young. We're evolving with the needs of our guests and at the same time working to remain casual, yet avant-garde.

Where will the journey lead? What are the promising geographic markets?
On the one hand, there are emerging markets like Asia, Brazil, South America, and upcoming markets like North Africa, especially Tunisia and Morocco. But 25hours isn't really concerned with that. We're interested in the hotspots of the world, no matter what continent they're on. Milan, Copenhagen, Stockholm, and Amsterdam are cities that interest us, alongside all-time favorites like Paris, London, and New York, of course. We look for locations that suit us.

What about your activities beyond 25hours? Among other things, you co-created the World Cup resort Campo Bahia...

We were the best World Cup camp of all time and really did write a piece of soccer history. But that's just one side. In my capacity as a consultant, I'm involved in very different types of projects. We advise both a mountain inn with ponies and donkeys, and a 2,000-bed resort on the Baltic Sea. It can range from five-star hotels to run-down properties in bankruptcy.
I'm also a Professor of Hospitality Development. In my teaching, I focus on the development of destinations, gastronomy, the hotel industry, and leisure facilities. Here, I can combine theory and practice quite nicely.

One exciting current project is the Campus der Stille (Campus of Silence) near Frankfurt am Main, where it's all about monastic seclusion with a degree of comfort. Another project is the Grätzl Hotels in cooperation with Urbanauts in Vienna. There, we convert empty shops, equip them with chic furnishings, but at the same time preserve the histories of the original shops – unique, but still highly modern. In short: Both with 25hours and many of my other projects, it's about the aspiration to create something new. That idea is always with me.

Born
1957
Previous employers
Hotel InterContinental Hamburg; Hotel Hafen Hamburg
Other projects
Founder of Fortune Hotels; Several real estate projects such as the planning of an entertainment hotel in Hamburg with a whole floor just for kids
Awards
Hotelier of the Year, 2003 by the AHGZ; Entrepreneur of the Year, 2008 by the German Trade Association

Born
1954
Previous employers
Started working in consulting directly after his education
Other projects
Involvement in more than 20 different projects e.g.: Gravity Lab in Munich; Arcona Hotels & Resorts; Snow Dome Bispingen
Awards
Hotelier of the Year, 2011 with Treugast Solutions Group by the AHGZ



25HOURS IS A novel hotel concept that seeks contemporary answers to the needs of an urban, cosmopolitan audience. The hotels can be found in Hamburg, Frankfurt, Vienna, Zurich, and Berlin.

Following the motto “You know one, you know none,” each and every hotel is designed according to its location – or neighborhood. Each hotel has its own spirit and special highlights, like the rooftop sauna with harbor views in Hamburg, the in-house Woodfire Bakery in Berlin, and the communal Kitchen Club cooking space in Zurich.

Visiting one of the locations makes you want more and makes you hungry to hear the stories of the other hotels. This can be seen through the excellent feedback of our guests, enthusing about

how much they feel at home staying at 25hours. Despite the relaxed atmosphere, we stay true to our admiration for classic grand hotels and their proper values. The idea is to re-establish the story and the romanticism of these hotels without the high price. The dimensions of luxury have changed: Once it was five-stars and chandeliers, whereas today it can be a relaxed tone, eclectic interiors, and free bikes to rent. Developing 25hours wasn’t strategic: it was anarchistic, democratic, and collaborative. We are striving to keep this spirit of authenticity and uniqueness in our up-coming hotels and we want to preserve and care for the treasure we already have. But first we would like to invite you on a trip into the world of 25hours Hotels.



“The lounge area at the 25hours hotel Berlin calls forth our animalistic instincts. We would like to start the day here and only leave after the Tiki-Cocktail in the evening hours.”
GRAZIA

25hours Hotel Bikini / Berlin



“The people at Bikini are masters of their trade and Werner Aisslinger, their designer, has a firm understanding of Berlin.”

Sibylle Zehle
Writer and journalist Stuttgarter Zeitung and Die Zeit, about her visit at 25hours Hotel Bikini Berlin

TOP 3 FEATURES

Recommended by Michael Wunsch
General Manager 25hours Hotel Bikini

- 1 Rooftop restaurant and bar with a panoramic view of Berlin
- 2 Located in the emerging west, bustling with culture and entertainment options
- 3 Hammock corner created by Bless



BETWEEN THE GREEN ZOO and the urban jungle, designer Werner Aisslinger and his team have created 25hours Hotel Bikini Berlin. Half of the rooms look out over the ape and elephant enclosure in Berlin Zoo, while the other half enjoy a stunning view of one of Berlin’s most history-laden landmarks, the Kaiser Wilhelm Memorial Church. On the tenth floor, apart from offering a phenomenal panoramic view, NENI Berlin and the Monkey Bar serve an eclectic mix of world cuisine in collaboration with trendsetting Austrian restaurateur Haya Moicho.

Built in the 1950s by the architects Paul Schwebes and Hans Schoszberger, the Bikini House was the architectural expression of a new attitude to life, hallmarked by dynamism, freedom, and optimism. This architecture – coupled with the building’s unique location – also gives Bikini Berlin its identity for the future. With its 149 rooms, the 25hours Hotel Bikini Berlin has formed part of

the building complex ever since its move into the detached Kleines Hochhaus – the smaller of two high-rises – right by the so-called Elephant Gate of Berlin Zoo. It is the young hotel group’s first property in the German capital.

“We always wanted to open a hotel in Berlin,” says a delighted Christoph Hoffmann, CEO of 25hours. “We’ve found the best home we could imagine between the Memorial Church and Kurfürstendamm on the one hand, and the green oasis of Tiergarten park and Berlin Zoo on the other.” As at the other 25hours Hotels, local sources of inspiration play a key role in Berlin. The hotel fully engages with its location to tailor an authentic experience for its guests. The various lovingly designed spaces provide a retreat from the urban jungle and offer individuality, flexibility, and aesthetic appeal. This destination is firmly on every design-lover’s radar.

● Number of Rooms	● Interior Design
149	Studio Aisslinger
● Architecture	● Investor, Developer & Current Owner
Hild und K Architekten GmbH & Co. KG (2013)	Bayerische Hausbau GmbH & Co. KG
Paul Schwebes / Hans Schoszberger (1955)	● Awards
	European Hospitality Awards Best Hotel Bar (2015)

BAYERISCHE HAUSBAU, founded in 1954 in Munich, combines the two business segments of development and all real estate activities of the Schörghuber Corporate Group. These include classic property development activities, portfolio, asset, and property management for its own investment properties.

Bayerische Hausbau focuses on major projects in commercial and residential areas in core urban locations in Germany. With a real estate portfolio valued at around €2.5 billion, Bayerische Hausbau holds a leading position, with its core market in Munich.

“Fortunately, we found 25hours as a tenant, which presents itself here as a wonderful design hotel that engages with its surroundings – both the city and the zoo.”

Dr. Jürgen Büllesbach
Chairman of the Managing Board Bayerische Hausbau



25hours Hotel Altes Hafenamt / Hamburg

THE OLDEST BUILDING in HafenCity's city quarter was just re-incarnated as the 25hours Hotel Altes Hafenamt – the youngest member of the 25hours family.

The former harbor office of Hamburg's HafenCity opened in March 2016 in close proximity to the 25hours Hotel HafenCity. Around 45 new hotel rooms, a restaurant, and a bar popped up within the walls of the building, which dates back to 1885/86 and opens onto a pedestrian boulevard – the very heart of HafenCity.

Like the neighboring 25hours Hotel HafenCity, Altes Hafenamt stays true to a maritime theme that Dreimeta design studio conceptualized and executed in authentic and loving detail. Back in the day maps were drawn at the Hafenamt (Port Authority), and it was also there that fishermen would tell their stories once back from their adventures around the world. This biography and the sensible use of the old brick structures underlies the interior design. The rooms are called "Stube," an old-fashioned German

● Number of Rooms

49

● Architecture

Bolles + Wilson GmbH & Co. KG

● Spotlight

IN 2001 the Altes Hafenamt was classified as a historical monument. Over a decade later, it counts modern shopping facilities and high-rise office blocks among its new neighbors. A few changes have made this possible: The harbor office used to operate at 4.6 meters above sea level, whereas the new HafenCity is elevated on dwelling mounds at 8 meters above sea level, ensuring ample protection against flooding. Security standards overall were a real challenge for the classified property, but the unique building was worth fighting for especially given the views of the Speicherstadt, a UNESCO cultural heritage that could be offered from the rooms. Its foundations had to be restabilized with direct push and high-pressure injection after digging in the underground

term describing a cozy communal space. At 25hours Hotel Altes Hafenamt, historical details were carefully maintained and creatively reinterpreted: Unusual materials exist in perfect symbiosis alongside nostalgic collector's pieces and contemporary design objects.

Appreciation for high quality, authentic experiences and outstanding hospitality is in the DNA of 25hours. Inviting the renowned The Boilerman Bar to open a second branch at Altes Hafenamt is case in point. Next to The Boilerman Bar stands the restaurant, NENI. After opening in Vienna and Berlin it was only a matter of time that the internationally acclaimed eastern Mediterranean dishes of Israeli chef Haya Molcho would delight Hamburg travelers. 25hours does guests this favor and brings together an expertly tailored food and beverage concept for this precious location.

● Interior Design

Dreimeta, Armin Fischer

● Investor, Developer & Current Owner

Groß & Partner mbH
HPV Hollmann & Partner Gbr



"The hotel tells stories from the sea, serves fantastic eastern mediterranean dishes and a highly sophisticated selection of drinks."
Essen & Trinken



"As much historical detail as possible was preserved and integrated as a creative interpretation. The artistic quality lives from the delicate treatment of exciting materials, nostalgic collector's pieces, and new objects."
The Inspirationist



TOP 3 FEATURES

Recommended by Nina Quitmann
General Manager 25hours Hotel Altes Hafenamt

- 1 The Boilerman Bar with its signature Highballs
- 2 Individual room layouts for different custom needs
- 3 Boules lanes in the backyard



25hours Hotel HafenCity / Hamburg

WHEN LOOKING to drop anchor in Hamburg, the 25hours Hotel HafenCity is the perfect spot.

The hotel sits at the border between the traditional harbor quarter, the Speicherstadt district around St. Katharinen, and the hyper modern HafenCity. This unique location inspired the building's creators to interpret the contrasts of harbor and sea; of homesickness and wanderlust. Just like any seaman's home in a foreign harbor, the cabins are set up to be warm and comfy. Elements and materials from the shipbuilding industry are interpreted with a wink and held together with sailors' rope. Woven into the wallpaper of the guest rooms and displayed in long format in the cabin's logbook, are stories by 25 seafarers from around the world whose dangerous passages, romantic rendezvous, and painful farewells were then drawn by Berlin-based illustrator Jindrich Novotny.

In contrast to the hotel's living area, the ground floor – complete with a lobby, restaurant, and bar – presents the raw and

more industrial world of harbor living. Contemporary allusions to the harbor life accomplish a singular maritime flair. Elements from warehouses and container terminals are combined with references to imported and exported goods, high shelves are used for the wall coverings, and stacks of oriental carpets are an inviting spot to relax. HEIMAT Küche+Bar serves as the hotel's laid-back restaurant, offering the crew's favorite dishes cooked with ingredients of certified origin. "Home is not a place, but a feeling," says the F&B Manager Swen Pommerening. The positive vibes emanating from the entire space show what the aforementioned feeling is all about. Depending on the time of day, a relaxing lounge or a pulsating bar eagerly await guests and aim to be the core of all "onboard" activities amidst naval interior details. Don't hesitate to rock the boat!

● Number of Rooms

170

● Architecture

Böge Lindner K2 Architekten

● Interior Design

Conni Kotte Interior
Stephen Williams Associates GmbH

● Investors

Groß & Partner mbH
SNS Property Finance BV
ING Real Estate

● Developer

Groß & Partner mbH

● Current Owner

Hines Immobilien GmbH

● Awards

European Hotel Design Awards
Best Lobby and Public Areas (2012)
Hotelforum at Expo Real
Hotel Property of the Year (2012)



"The Nordic offshoot of the charming 25hours Hotel Group presents itself very laid-back."
NZZ



● Spotlight

ON AN AREA of 157 hectares on the Elbe waterfront, a vibrant district with a singular maritime flair has been taking shape since 2003. HafenCity, Europe's largest urban development project, has expanded Hamburg's city area by 40% while combining work life, residential havens, culture, and leisure. Already poised with numerous landmarks, the area boasts the impressive Elbe Philharmonic Hall designed by the renowned Swiss architects Herzog & de Meuron.

TOP 3 FEATURES

Recommended by Nina Quitmann
General Manager 25hours Hotel HafenCity

- 1 Authentic shipping container for private meetings
- 2 Rooftop sauna with harbor views
- 3 Vinyl room filled with iconic records

“Guests acknowledge a certain recurring effect when they stay at one of the hotels in the group. Unlike other brands, this effect does not create uniform spaces, designs, and objects, but rather individual concepts, generated by their specific location.”

Christoph Reschke
Co-Senior Managing Director Hines



25hours Hotel Number One / Hamburg

AS THE NAME IMPLIES, 25hours Hotel Number One is where it all started – this is 25hours Hotels’ mothership. Vitality, witty design and affordable style lie at the core of the hotel’s unmistakable identity which is infused with a groovy, retro touch. Nothing says ‘60s and ‘70s like cheerful colors, lavish patterns, and kaleidoscopic details. With the beach next to river Elbe and the bustling district of Ottensen on its doorstep, this is the ideal base for all big city lovers in northern Germany’s creative and entertainment capital.

Housed in a former 1950s office block in Hamburg’s Bahrenfeld district, Number One is a dynamic and rather surprising addition to the west end of the city, where a large gasworks used to keep the lights on throughout Hamburg Altona. Each of the public rooms flows seamlessly into the next, generating a communicative atmosphere throughout the entire hotel. Here, the

notions of flexibility, comfort, eclecticism, and the unusual are transformed into rooms prime for urban explorers. This modern hideaway expertly blends nonchalance with curiosity in a fresh ambience. Amidst sophisticated characteristics, one of the establishment’s focal points is the independent guesthouse under the roof of an old villa, complete with its own garden and kitchenette. And let’s not forget the powerhouse Burger de Ville that offers the coolest burgers straight out of an Airstream trailer.

Number One is a clear reminder that 25hours was created as an acknowledgement of the zeitgeist and as a colorful mirror of contemporary lifestyles. The space’s goal is to inspire creative people who love lightness, design and, above all, experimentation. Returning to the roots of one’s identity has never been more exciting.

● Number of Rooms

128

● Architecture

Thomas Lau & Mark Hendrik Blieffert
HPV Hamburg

● Interior Design

Dreimeta, Armin Fischer
Sibylle von Heyden

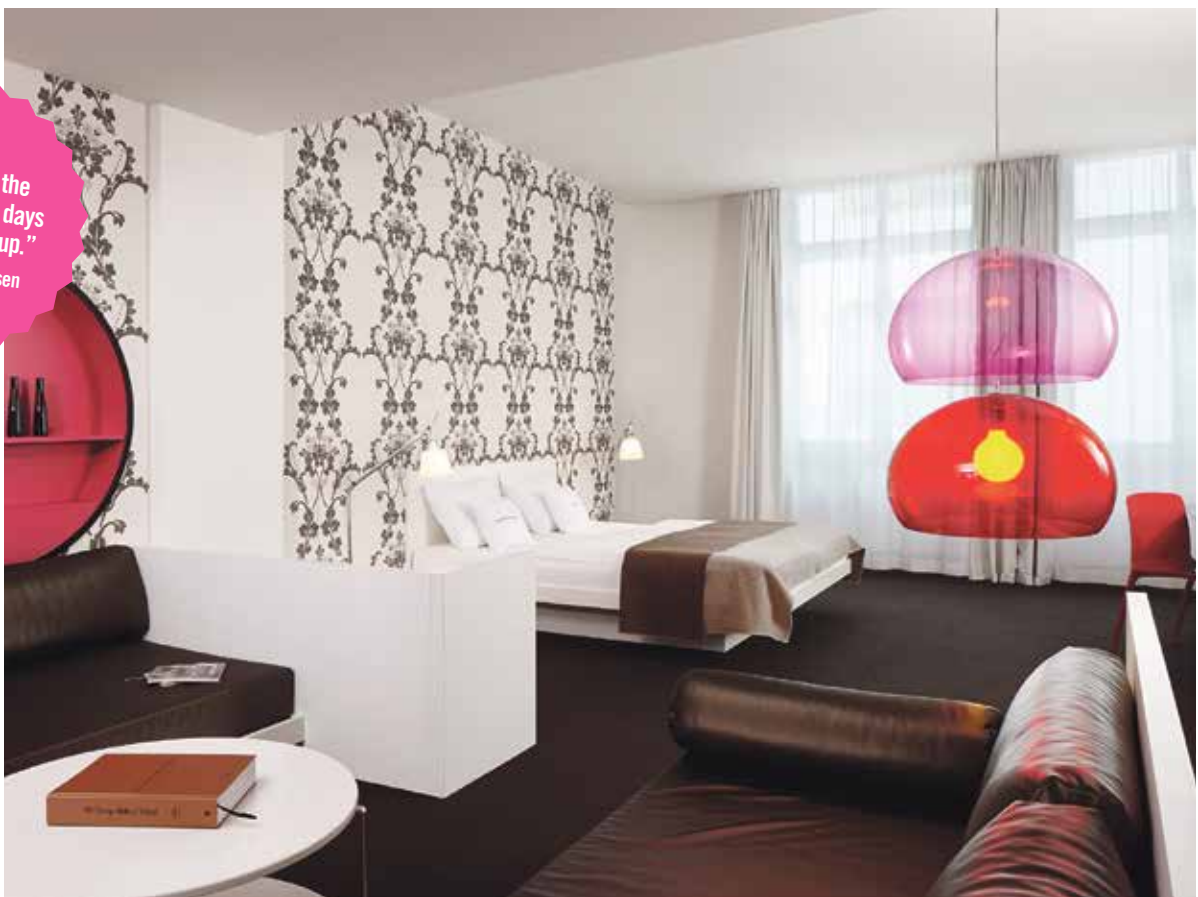
● Investor, Developer & Current Owner

HPV Hollmann & Partner GbR

● Spotlight

IN A SMALL, old villa opposite the main building is a completely self-sufficient guest house with a kitchen in each room and a garden ready to host a large group of people for longer stays. The villa featuring 3 M rooms and 2 XL rooms is the perfect location

for casual weekend trips with friends to Hamburg, a future stag party or hen night, family excursions, or a company project with colleagues.



“25hours
Hotels makes the
headlines these days
and cheers you up.”
Abenteuer und Reisen



TOP 3 FEATURES

Recommended by Kristin Seel
General Manager 25hours Hotel Number One

1

Communal vibe for friends, family, or business associates in the guest house

2

Lively ‘60s and ‘70s retro touch throughout

3

Fast food de luxe from Burger de Ville’s Airstream trailer



“Hotspot
for hipsters”
Der Stern

25hours Hotel Zurich West / Zurich

BEYOND CHOCOLATE, fine watches and finance, Zurich is a city with countless other exciting attributes. The 25hours Hotel Zurich West boasts a vibrant style that’s deeply rooted in its surroundings and the developing character of the area. Playful references to the city’s sights and secrets compose a mixture of lively nuances, authentic local flair and a homely ambience. Embodying the hotel company’s signature tongue-in-cheek humor, the 25hours Hotel Zurich West never takes itself too seriously.

Surrounding the hotel is the creative hub of District 5, a formerly abandoned industrial quarter that has undergone an impressive overhaul in the past few decades. What was once the antithesis of idyllic, is now considered a cultural melting pot and the capital’s trendy core. The hotel has made it a point to connect with the location. The interior becomes a mirror of the city. A tilt of the head, a change in perspective, a look behind the curtains,

and a sharper view when walking through the rooms – there are surprises everywhere. It’s 25hours through and through, but with its own little wink and a dip in the paint jar, the hotel is riddled with artistic interventions, innovative elements, and joyous energy. What you shouldn’t miss: the view of Hard Turm Park and the stunning terrace. Up past the opulent free-standing steps is the event area, a relaxed atmosphere which includes the Kitchen Club: a fully equipped kitchen that’s perfect for cooking classes and parties, in an extraordinary setting. At the top, the sauna is like an eagle’s nest offering a breathtaking view of the city and the Alps in the distance. Buzzing with life and teeming with eye candy, this is a place of authentic conviviality and positive vibes.

● Number of Rooms

126

● Architecture

ADP Architekten GmbH

● Interior Design

Alfredo Häberli Design Development

● Investor & Developer

Hardturm AG / Halter Unternehmungen

● Current Owner

Credit Suisse AG

● Awards

European Hotel Design Awards
Best Café and All Day Dining (2013)

“My job for Zurich’s 25hours Hotel has been the most complex interior design project in my 20 years as designer. With this I have combined my best known products with new ideas developed especially for 25hours.”

Alfredo Häberli
Founder Alfredo Häberli Design Development

“An exceptional hotel: cool design, casual atmosphere, and always surprising creativity combined with hospitality at its best.”

Balz Halter
Chairman of the Board of Directors Halter Unternehmungen

“We are glad to be part of the growth of this exciting hotel operator.”

Christophe Piffaretti
Fund Manager Credit Suisse Real Estate Fund Hospitality

TOP 3 FEATURES

Recommended by Anita Vogler
General Manager 25hours Hotel Zurich West

1

Kitchen Club’s communal cooking space

2

Top-floor sauna with a view of the Uetliberg mountain

3

Set in the heart of the creative hub, District 5





25hours Hotel The Goldman / Frankfurt

IN THE HEART of Frankfurt's bustling Ostend district, 25hours Hotel The Goldman is fitting for urban nomads who seek the right combination of professionalism and ease. Rather than sweeping gestures and lavish detailing, stylish understatement is the order of the day. The hotel is made up of two contrasting parts which draw their inspiration from local and international personalities. Through intriguing stories of trailblazers in various cities around the world, Frankfurt is presented as a vibrant metropolis.

Duality seems to be The Goldman's raison d'être. By indulging in the best of both worlds, it forges a strong aesthetic liaison between its feminine and masculine wings; the old and the new. The hotel feels at home in an area that thrives on its dichotomies and has a finger on the pulse. Here, modern architecture rubs

shoulders with the area's rich industrial heritage; traditional beef sausages meet gourmet dining; and fans of the Frankfurt club scene are in seventh heaven. In the middle of such an eclectic mix, the hotel has become a popular meeting place for the city's style-conscious natives and a home base for young business travelers who appreciate individuality. On one side, the spacious lobby flows seamlessly into the lively Oost Bar, which serves as a lounge, bar, and venue for local artists at different times of day. On the other side, it merges into Goldman Restaurant, which boasts a Mediterranean-inspired ambience and eclectic cuisine that's the talk of the town. It's just the right place to escape from the daily grind.

● Number of Rooms

97

● Architecture

Bernjus.Gisbertz.Szajak GmbH

● Spotlight

EAST OF THE city center is the Ostend which used to have a vibrant Jewish community. Little gold placards in the pavement, called "Stolpersteine" have been installed in memory of the Jewish victims of the Second World War.

Nowadays, the Ostend is becoming more and more popular as it is the location of the headquarters of the European Central Bank (on the site of the former market hall right next to the river). The district is developing rapidly with nice apartments by the river, cafés, and bars. The prediction is that Ostend is going to be the new Westend in a few years time.



● Spotlight

25HOURS HOTEL The Goldman takes storytelling to the next level: The Frankfurt-based artists Delphine Buhro and Michael Dreher took more than a year to furnish all the rooms in the hotel. During this time they talked to many people, because each of the 49 rooms as well as the kitchen were assigned a patron,

with a story from his or her life used as the basis for the room's design. Amongst them is magician Michael Leopold, writer Ricarda Jo Eidmann, and other creatives such as photographers, painters, or designers.



"Outstanding
— all the way"
Alex R., TripAdvisor



TOP 3 FEATURES

Recommended by Nils Jansen
General Manager 25hours Hotel The Goldman

1

Frankfurt's most colorful hotel

2

Internationally praised Goldman Restaurant

3

Local honey from the rooftop beehive



25hours Hotel by Levi's / Frankfurt

AS TIMELESS and familiar as a well-worn pair of jeans, the 25hours Hotel by Levi's in the banking and business district of Frankfurt has a crisp sense of tradition and authenticity. Situated in the immediate vicinity of the new German head office for Levi Strauss, there is no getting away from workwear, fashion, and denim. With great enthusiasm, sculptor Michael Dreher and artist Delphine Buhro fused elements of genuine handicraft with contemporary details. The 25hours Hotel brand and the renowned fashion label have joined forces to epitomize effortless style.

No seam runs indiscriminately and no object is positioned at random, and yet the hotel is still playful. One of the highlights is the liberal use of high-quality materials: soft fabrics meet coarse leather and bright, shiny copper. American cultural history blends

in with urban Frankfurt to form an impossibly cool union. Throughout its individually designed floors, the hotel focuses on fashion, design, and music from six decades of the past century. Fully in keeping with the 25hours ideal, the open areas on the ground floor impress with their multifunctional layout and easily flowing transitions. This is where guests can chat, play, work, and quite simply – live! Besides the lounge area, you can hang out in the laid-back restaurant enjoying recipes from mothers from all over the world; check out the fully equipped Gibson Music Room; or relax on the private rooftop terrace. Jump into that pair of jeans and get in on the fun! A great success to date, it's no surprise that the hotel will be expanded in 2017, which means a further 75 rooms will be on offer to lucky guests.

● Number of Rooms

76

● Architecture

Karl Dudler Architekt

● Interior Design

Delphine Buhro & Michael Dreher

● Investors & Developers

Ardi Goldman & Ronny R. Weiner

● Awards

European Hotel Design Awards
Best Lobby and Public Areas (2008)

Hotelforum at Expo Real
Hotel Property of the Year (2008)

● Spotlight

THE LEVI'S BRAND epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the brand portfolio continues to evolve

through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Their range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style.

“The 25hours by Levi's with its Levi's inspired interior and rooms is an excellent ambassador, offering Levi's fans and everyone else a wonderful opportunity to experience the brand in an unexpected context.”

Christian Meister
Senior Manager Brand PR Levi's Central Europe

TOP 3 FEATURES

Recommended by Nils Jansen
General Manager 25hours Hotel by Levi's

1

Global menu for global tastes at restaurant Chez IMA

2

Andy Warhol Music Room for intimate concerts and parties

3

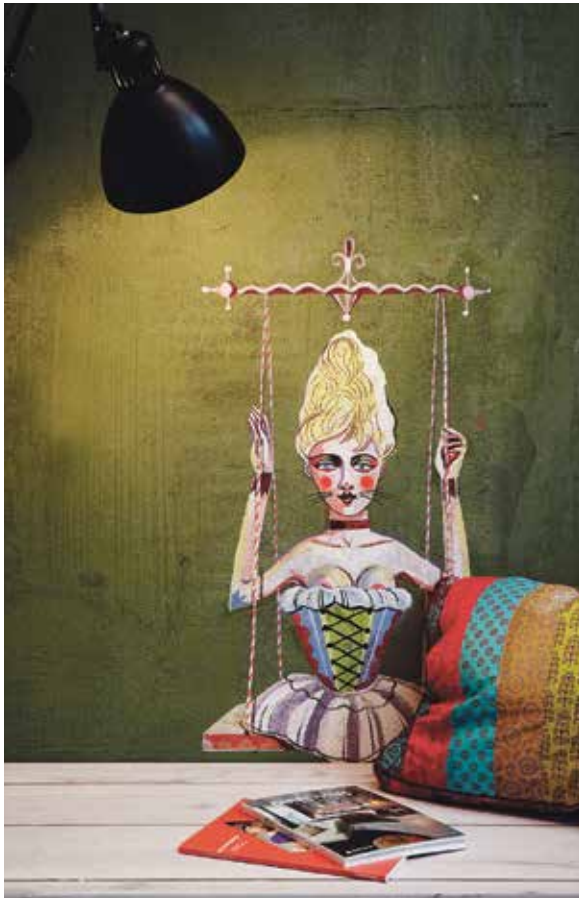
Stunning skyline views from the rooftop



"Simply perfect"
Marja B., Facebook



“After two nights at the 25hours Vienna, I surely have many stories to share...”
Design Travel



25hours Hotel at MuseumsQuartier / Vienna

AN HONEST HOMAGE to the circus of yesteryears and its theatrical character – that is the 25hours Hotel at MuseumsQuartier. Located in Vienna’s seventh district, its atmospheric concept plays with the sensations associated with the world of showmanship. Brimming with an amalgamation of contrasts, the interiors reinterpret features commonly seen in the “big top” in a totally different environment. Vienna has always been synonymous with the performative arts, and the hotel does the imperial city justice by tapping into the tradition-steeped institution that is the circus. It is surreal, surprising, and sexy; a place that plays with fantasies and the exotic. Always on the road – much like its guests – the hotel exudes transience and embraces improvisation and apparent opposites. Here, the lines between imagination and reality are cheekily blurred.

The hotel’s foyer, with its kiosk and lounge, sets the tone: A sensitive approach to interesting objects can be seen throughout the rooms. Whether in full display or tucked away in nooks

and crannies, surprising elements give the space a distinctive character with a humorous take on features borrowed from the world of spectacle. All of the hotel’s rooms boast multifunctionality, homeliness, and originality.

Special highlights include the spacious Panorama Suites with floor-length windows and the Director’s Suite with a private terrace including an open-air bath with a breathtaking perspective. In keeping with the hotel’s love for contrasts, the 1500 FOODMAKERS restaurant fuses Italian with American cuisine through its cosmopolitan pizza concept. A few steps away, Der Dachboden bar has become the talk of the town with its spectacular view of Vienna and the best drinks around. “We have created an overall concept which enriches Vienna’s hotel scene, clearly accentuates the immediate surroundings, and offers an ideal starting point for exploring this fantastic city,” says 25hours CEO Christoph Hoffmann. Let the curtains roll up for unparalleled indulgence.

● Number of Rooms

217

● Architecture

BWM Architekten und Partner ZT GmbH

● Interior Design

Dreimeta, Armin Fischer

● Investors & Current Owners

JP Immobilien
WertInvest Immobilien Management GmbH

● Developer

JP Immobilien

JP IMMOBILIEN GROUP ranks among the most active and most successful players in the Austrian real estate business with 400 closed deals per year and a focus on Vienna. To this day, the company is run by its owners Dr. Daniel Jelitzka and Reza Akhavan and is therefore completely independent. The main activities of JP Immobilien Group can be divided into five business areas:

investment, development / building project organization, brokerage, property management, and the provision of real estate investment products. JP Immobilien Group is co-owner of IMV Immobilien Management GmbH, one of Austria’s biggest estate management firms that represents properties over 1.3 million square kilometers.

“To this day, the company is run by its owners and is thus completely independent. Following the principle ‘Real Estate Business is People Business,’ all our customers receive personal attention.”

Dr. Daniel Jelitzka
Founding Partner JP Immobilien



OUR BARS & RESTAURANTS

ONE CONCEPT for everything? On the contrary! 25hours has a portfolio of restaurant concepts. The most fitting concept is carefully chosen for each hotel, considering the location and the guests’ needs. This strategy creates unique locations and unforgettable experiences for guests; or, in the words of Ardi Goldman, “We don’t have any common themes. Our leitmotif is that we haven’t got a leitmotif. Everything is invented afresh – the heart of each hotel and each restaurant is different, and yet united by our overarching vision.”

The 25hours bars and restaurants not only enjoy tremendous popularity among hotel guests, but also quickly turn into regular hangouts for locals. This, for example, happened at the HEIMAT Küche+Bar in Hamburg and also at the Monkey Bar in Berlin. Whether it’s a classic burger served from an Airstream food truck, eastern Mediterranean fusion cuisine at NENI, or the legendary pizzas at 1500 FOODMAKERS in Vienna, when it comes to food at 25hours, it’s about having the total experience. And

it’s always new, refreshing, surprising, and above all, mouthwatering. Sometimes one of our ideas is just so good that we have to replicate it, which is what happened with NENI restaurant and the Burger de Ville food truck. What we do is closely scrutinize the concept, menu, decor, and style of the particular hotel and then adapt it to the building where we want to reproduce the idea. We strive to remain authentic and focus on being thorough rather than make hasty decisions.

The bars and restaurants at 25hours provide excellent products and a high-quality, culinary experience without insisting on the formality typical of other gourmet restaurants. We find that friendliness and a hearty welcome play a much more important role when it comes to making our guests feel at home. We are proud of the culinary variety that we offer today and look forward to the new challenges we will face when creating food and beverage options for future locations. And we must warn you: Don’t read the following pages on an empty stomach! Bon appetit!

NENI
Berlin, Cologne, Hamburg, Munich, and Zurich

ZA'ATAR MEETS BARLEY, cauliflower meets caraway: Chef Haya Molcho describes NENI's cuisine as "a mosaic on a plate." Arabic, Russian, and Austrian spices mix with the vegetables of Turkey and Spain; the traditional pickled herrings of northern Germany are given an Israeli twist. "My latest cookbook is called 'Balagan,' which literally translates as 'a pleasant chaos,'" she explains. "That's me – I create the chaos." But at NENI, you always feel as though you're in good hands.

Molcho, the Israeli-born head chef, moved to Bremen as a child and has lived in Vienna for years. While her husband was touring as a mime, she traveled the world with him, absorbing culinary influences from far and wide. Molcho introduced Vienna to Israeli cuisine when she opened her first restaurant. She doesn't describe her cooking as Israeli though – she prefers to call it "eclectic." And just because the food is contemporary and sophisticated doesn't mean it's fussy: The dishes arrive in humble but stylish pots and pans hot from the kitchen, ready to share. Sharing is integral to her whole philosophy. She shares her work with three of her four sons Nuriel, Eilior, Nativ, and Ilan, who run the restaurants with her and whose initials gave name to NENI. The fact that the restaurants are family projects makes it less of a business and more of a home – one where everyone is invited to the table.

A whole roasted cauliflower arrives hot from the kitchen in a rustic clay dish. The spicy Moroccan codfish comes a few moments later. There are big plates, generous portions meant to share; or small ones, so everyone gets a taste or nibble. The passing of dishes, combined laughter, the energy of the open-plan kitchen: NENI feels alive. The signature dishes are relaxed and unstuffy and include items like chili-spiked chickpea puree with minced lamb; and a beef salmon cut smoked with Israeli spices and topped with pickled lemons and a handful of coriander leaves. Vegetarians and chickpea-lovers will leave NENI happy after tasting recipes like the hearty *sabich* – a jumble of fried eggplant and hummus topped with a poached egg – which comes straight from Tel Aviv. Neon lights on the façade of 25hours Hotel Bikini Berlin spell out, "life is beautiful," and after a meal at NENI you realize the waiters and chefs have taken this to heart.

The incredible success of the restaurants made Molcho realize creating an opportunity to take a bit of NENI home would be common sense. The signature tastes of NENI are available in their unique spice mixes, which you can currently pick up in Austria. This will soon be expanding to supermarkets across Germany – just look out for the slogan and promise, "NENI am Tisch" (NENI on the Table).

For Haya Molcho, the main aim is just to share her tastes with as many people as possible. This approach extends beyond buying the products. You can also learn to make dishes yourself at the "Share It" cooking school that NENI offers in Vienna. It is based around the same philosophy as the restaurant: a feeling of family, combined with a love of life and put into a pot to stew. Give it a stir and serve it up to be shared with the family and friends who inspired it. This is what awaits the eager chefs at the NENI cooking school, and it has so far produced many enthusiastic acolytes.

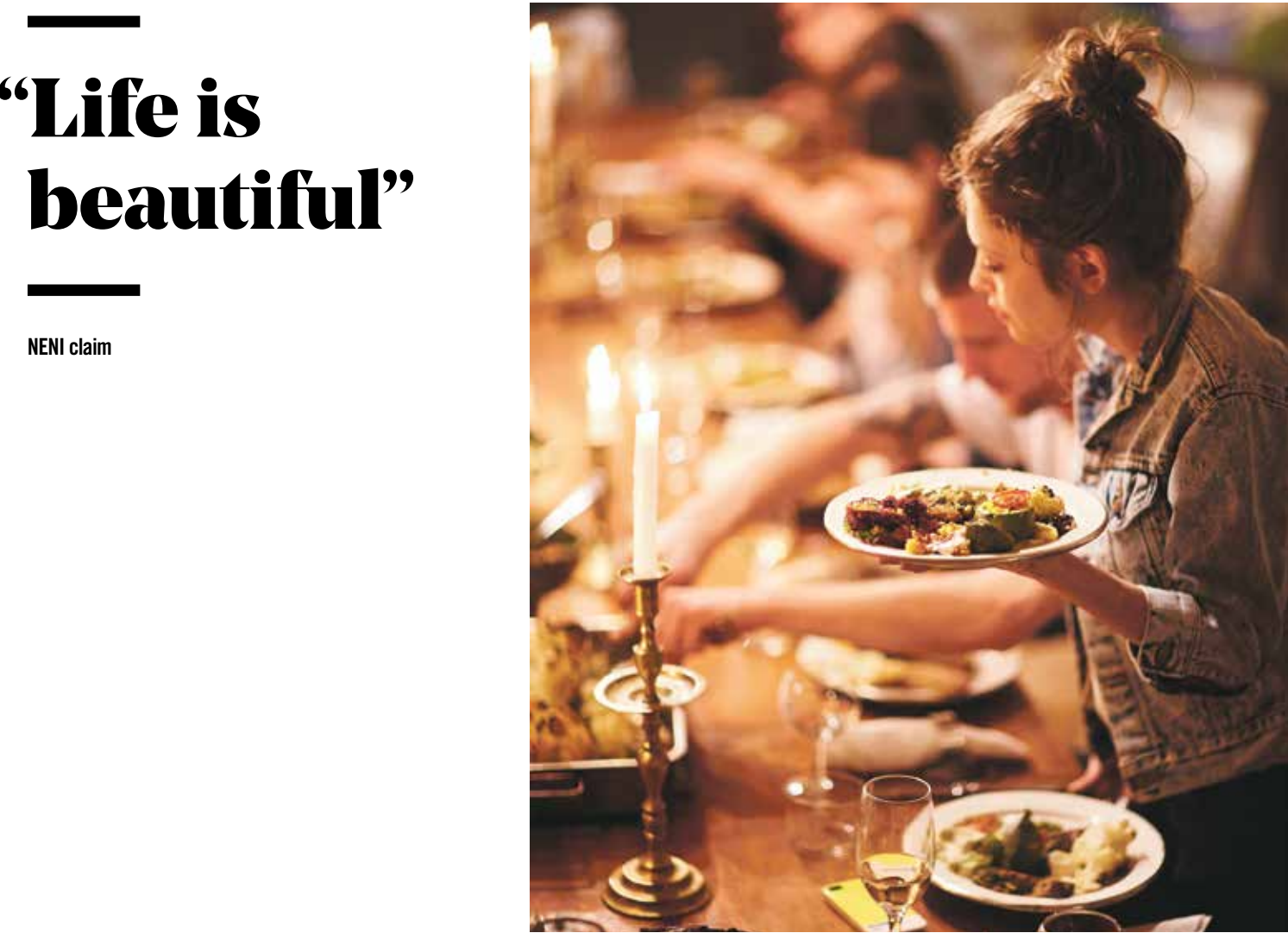
Molcho recognizes that sometimes an event is too big for an individual to cook for, and that is when NENI is happy to step in with their catering service. As promised, "no event is too big or small" for the service to handle. The business is happy to take the reins while hosts relax and enjoy their evening.

If you prefer the traditional dining experience, you can look forward to the beautiful spaces that NENI has moved into. The décor is as eclectic and playful as the food. In Berlin, bright red and turquoise chairs are silhouetted against plate glass windows. And it's delightful to see the city from this height, as the lights twinkle below. The plants in the rafters feel effortlessly fresh and warm – familiar. In Zurich, the sleek leather chairs seat bankers and creative directors alike, and the "come as you are" philosophy creates a relaxed haven in an often formal city. Your dining experience might inspire you to take home one of the cookbooks on offer. The question is whether you want to learn to create Molcho's special brand of chaos ("Balagan" or take on the challenge of using fire in cooking ("Feuerküche"). As ever, there is something for everyone.

What has made this rapid expansion throughout Germany, with the aim of moving into other countries, possible? How has NENI come to offer such an astounding breadth of delicious and much-loved products? The strength of NENI's philosophy inspired 25hours Hotels when they first heard of their first thriving restaurant in Vienna. It quickly became clear that the two organizations shared more than just a keen business sense: they both knew how to make people happy. 25hours Hotels has found its niche and passion in bringing together fresh and diverse influences to create something powerful and unique. A glance through the huge variety of organizations and individuals they now proudly call partners confirms this. One bite of any of the rich and flavorful dishes served from the bustling kitchen at NENI represents this passion epitomized – international, surprising, and delicious.

It was clear that the philosophy of NENI went far beyond a single restaurant. The fond place it held in the hearts of Vienna's diners was proof of this alone. This intuitive recognition that 25hours felt about the great potential of the NENI kitchen has been proven right time and time again. Each time NENI has debuted in a new city it has quickly conquered the hearts, minds and, of course, the taste buds of the local population.

Despite the expansion of her brand, Molcho has ensured that the core identity of NENI is entirely preserved. You can see the success of this approach by visiting a few of her restaurants. While the location and buildings are different, the same atmosphere is palpable in the air. All of the dishes capture her love of cooking and family. What makes an evening meal at NENI unforgettable? Half the world may be on your plate, but you feel utterly at home.



NENI claim

“Life is beautiful”



The Boilerman Bar
Cologne, Dusseldorf, Hamburg, Munich and Zurich

Jörg Meyer might sound like a run-of-the-mill name, but this Jörg Meyer – inventor of the famous drink Gin Basil Smash, bar expert, businessman and connoisseur – is anything but run-of-the-mill. Freunde von Freunden met the man himself, originally from Lower Saxony, in one of his own designs: the Boilerman Bar in the new building of 25hours Hotel HafenCity Hamburg, and quizzed him on hotel bars, highballs and Hemingway.

Meyer perfectly fits into the stylish interior of the second Boilerman Bar, opened in March. Its fresh, hip, but a little nostalgic at the same time. Light floods into the room through a large window, brightening an otherwise dark interior. Lots of wood and the mural of an old salt smoking a pipe give the room a maritime flair – fitting for its location in the HafenCity, Hamburg's harbor area. Today, bar manager Meyer isn't behind the counter taking orders, but getting comfortable in one of the elegant leather seats, for a change. In his older jos, he is an imposing figure who can make quite an impression through his bodily presence alone – he's a very tall, powerful man with a firm handshake. Meyer is a man with style, self confidence, and charisma, who radiates what he is: a self-made man, a doer. He modestly waves away any talk of his "bar empire" in Hamburg, but it cannot be denied that he is one of the biggest names in the business – both in the city and worldwide.

After finishing school, Meyer began his career by training as a restaurateur in Hamburg's Elysee Hotel, where he quickly noticed that the bar was his favorite place to be: "It's the only place where everyone is always in a good mood," he reports laughing.

Together with his colleague Rainer Wendt, the 40-year-old opened his first classic bar in 2006 in a small room of the renowned Café Paris in the heart of Hamburg's city center. Back then, the bar landscape of the harbor city was not as developed, and Le Bon Lion quickly became a Hamburg institution.

Eight years ago, Le Lion moved to the opposite side of the street. On the way, he dropped the 'bon' from his name, but the concept hardly changed – it was just a little refined. Le Lion is a classic bar with a closed door. If you want to come in, you have to knock. Anyone who is allowed in can expect to enjoy exclusive, pricey drinks, the sound of subtle jazz in the background, and an international crowd: wonderfully old fashioned. In recognition of this, Le Lion was named the "World's Best New Bar" in 2008 at the Tales of the Cocktail Festival in New Orleans, and every year it is chosen as one of the official 50 best bars in the world, again. It was also in Le Lion that Meyer created the Gin Basil Smash, one of the best drink inventions of all time.

"We were standing in our rather warm bar and we said: We need fresh drinks! So we went straight into the pantry at the Café Paris and asked: What kind of herbs do you have? Then we stole a bit of everything and played around with them in the evening." Because the combination of basil and bourbon didn't taste good, the spirit was unceremoniously swapped. "Let's try it with gin, we thought – it happened by chance." The rest is history, and the Gin Basil Smash has been happily mixed and drank in bars worldwide ever since.

Chance played just as big a role when it came to the opening of Meyer's second bar, the original Boilerman Bar, three-and-a-half years ago. The location was offered to him and his business partner Rainer Wendt one evening, when they were sitting on the counter at Eppendorfer Weg 211, and they just had to accept it. The concept only developed later; the establishment was to offer a contrast to Le Lion. But the essential parameters of the sister bar were transferred: good service, high-quality drinks, the best products, simple quality. Meyer created a "dive bar" in 2012 out of Boilerman Bar, a place for hanging out and going under the radar with simple, good-value drinks that invited people to try them out.

The speciality is highballs, meaning medium-sized, quick, relatively strong drinks, a cocktail category related to the long drink. The name of the bar "Boilerman" is inspired by the origin of the world "Highball". The term allegedly comes from the start of freight train traffic in America, explains Meyer. In 1840, in a time before the pocketwatch, let alone the wristwatch, train workers – engine drivers and boilermen – didn't know if they were running on time. If a train got to the station late, a ball would be hung high on a pole (a "high ball") signalling to the boilerman that he had to pile the fire up and get a move on. Thus the name was created, and it fits perfectly in this context: The Boilerman Bar offers fast drinks in a down-to-earth atmosphere. "And hard work," supplements Meyer laughing, "we found that fitting." The concept of this second bar came off perfectly – the establishment runs so smoothly that there is now another Boilerman Bar in the new building of the 25hours Hotel HafenCity Hamburg.

The success of Meyer's bars is not least down to his great staff teams, which he individually handpicks for each establishment. A sophisticated bar like Le Lion demands a different skillset to a relaxed dive bar like the Boilerman. "We are an ensemble. For me, this is a stage, a theater production."

He certainly hasn't forgotten how to mix and proves it right after the conversation, by mixing two of his current favorite drinks, with which you can welcome in the warm weather. For both drinks the rum Abuelo Añejo forms the base. On that note: While the original Boilerman focuses on whiskey as its favorite spirit, rum is the main speciality of the second Boilerman. Of course, no one will have to go without classics like Gin & Tonic, Moscow Mule, or the Gin Basil Smash, and, in any case, here every drink is still served with the best knowledge, expertise, and hospitality. In the end, that's what it's about.



“We are an ensemble. For me, this is a stage, a theater production”

Jörg Meyer



HEIMAT Küche+Bar
Hamburg

THE GERMAN WORD "Heimat" translates to "home," but it means much more than that. The word implies a complex series of allusions to local culture and a sense of place. And that's just what HEIMAT, the in-house bar and restaurant represents.

The hotel is located in the center of the hip HafenCity harbor district, and the upscale eatery pays tribute to the port city's maritime past and present, with warehouse shelves, stacks of oriental carpets, and found objects related to the sea, creating a sense of longing for the ocean breeze. It's a place to return to after a long voyage, or the perfect jumping-off point for a world adventure.

The food however, is very much rooted in the local region. Diners can enjoy the best of north German cuisine mashed up with international flavors. HEIMAT serves simple dishes from regional ingredients. In practice, this could mean roasted cod, Wiener Schnitzel or Breton Apple Tart. Enjoy the best flavors of Europe, right there in your adopted living room.

The attention to detail that strikes visitors when they enter the meticulously designed interior extends to the sourcing of ingredients. Henning Weiss, Chief Development Officer, explains how the staff personally visited the farm that supplies the meat for HEIMAT's signature burger. "We wanted to get a picture of how the Frisian cows live," he says.

Just like home, HEIMAT is always there when you need it. In the morning hours, it caters to hotel guests, giving them a nourishing breakfast to send them on their travels. During the day, it's frequented by visitors and business people enjoying a light lunch while they catch up on a spot of work. Feel like a hot beverage? The delicious coffee is specially roasted by Elbgold, a Hamburg-based roaster, while the range of teas comes from the city's successful brand Samova.

As day drifts into night, the bar starts serving cold Carlsberg beer straight from the tap as well as Hamburg's local-hero Astra, in its distinctive brown bottles. Wine lovers will enjoy perusing HEIMAT's carefully curated wine menu, featuring German and international bottles specially selected by master sommelier Hendrik Thoma.

As befits its role as the neighborhood's living room, the venue hosts regular events. Often a DJ will be spinning tunes or a local band will be cranking up the amp. And no need to watch the clock – the kitchen serves food until 23:00 and the bar is open until midnight. Indeed, HEIMAT has everything you need to feel like you belong.



Burger de Ville
Berlin, Hamburg, Vienna

DON'T LET the fact that they're served from a silver Airstream trailer fool you: these are high-quality burgers and fries. Maybe even better than good old-fashioned burgers. Burger de Ville's beef is 100% organic Black Angus, sourced from the surrounding region of Brandenburg. The buns are made exclusively for them by a specialist baker from Berlin at exactly 300 degrees Celsius. Their fries are cooked in peanut oil, because that's just the best way to do it. Burger genius Jürgen Klümpen takes care of the details, so you can just enjoy your meal. His philosophy? Burgers should be unfussy and delicious.

Klümpen has real gastronomic chops but these burgers aren't trying to be gourmet. Even in winter with snow on the ground, the heated canopy outside the trailer is full (and the homemade glühwein doesn't hurt either). Trust burger-crazy Berliners to lead visitors to the combinations that are truly exceptional. And trust Klümpen when he clues you in that his favorite meal is a cross between the BBQ and the Jalapeno burgers. The best of Berlin's happy-go-lucky dining scene is served with a smile – the only difficult thing is deciding which burger to go for.



Der Dachboden
Vienna

PERCHED ATOP Vienna's beloved MuseumsQuartier, Der Dachboden offers a stunning view. All the major landmarks of Vienna rise out of the glimmering lights of the city's streets, showing an uninterrupted vista that stretches from the majestic Parliament building to Leopoldsdorf. The whole city is at your feet. The outstanding view is complemented by the warm atmosphere. "Everyone should feel at home here," says their bartender, and it looks like everyone does.

Throughout the day, the atmosphere gradually evolves as different visitors come and go. In the afternoon it has the warm chatter of a coffee house as families take a break from sightseeing and students catch up after a morning of studying. As the sun sets, people finishing work and looking for an evening drink bring with them an excited buzz. The cocktail menu has been carefully redesigned to offer a delicious selection of fresh, fruity drinks. Insider tip: Try the honey suckle, which includes raspberries, vodka, and wild honey. Those who don't fancy a cocktail can always rely on the bar's beer tank, which holds up to 4,000 liters.

At Der Dachboden, eclectic music has been as carefully chosen as the drinks. Some DJs are locals and experts on Vienna's sound, while others travel from as far as Mexico to play at the bar. Every month brings a new and stimulating array of pop-up events, showcasing talent such as Viennese designer Lena Hoschek, whose chic and playful designs have taken the fashion world by a storm.

Goldman Restaurant
Frankfurt

THE 25HOURS HOTEL The Goldman Frankfurt is invigorated by exciting contradictions, inspired by both Frankfurt and New York, the port and the urban jungle, cutting-edge modern design and the comfort of days gone by. And the Goldman Restaurant brings all of these together – it's colorful and classic. Guests rave about the "comfortably relaxed atmosphere" and the "perfect service." The Mediterranean menu is based on the tastes of the season – chef and owner Thomas Haus insists on the best local and regional ingredients for his five-course tasting menu. At the Goldman Restaurant, you can really taste Frankfurt's creative Ostend district: The bread and cheese are all from the neighborhood. The red-checked tablecloths and the old-fashioned navigational maps on the wall evoke the harbor, but the attention to detail remains fine-dining: Though the food is refined, the service is comfortable, full of warmth and personality.

Das Esszimmer
Hamburg

IN THE DINING ROOM, the interior is a little retro and the vibe is always hip. The menu is written on the blackboard walls, and the soft pink lighting around the bar beckons you to come closer. The heart of the restaurant is a long communal table with hot-pink cushions along the banquettes. It's a great place for a quick breakfast with a favorite design magazine or a crispy Alsatian *Flammkuchen* (tarte flambée) eaten while catching up with old friends – or making new ones. As evening falls, there's room for a cozy, candlelit dinner for two. When the weather is nice, take a seat on the patio, which overlooks Otto von Bahrenpark. Enjoy a summer evening on this chic terrace with a glass of wine and asparagus risotto: a perfect evening for jetsetters and locals alike.



Chez IMA
Frankfurt

GOURMET, FUNKY, and always fashion-forward, the much-beloved Chez IMA, run by the Ardnast brothers, is located in the quirky denim-themed 25hours Hotel by Levi's. With chrome lamps overhead casting soft, cool light, it's time to celebrate the end of a long day of meetings with a beer from the fun, lime-green bar, and some of Chez IMA signature small plates. Or, stop in for a delicious burger and fries late at night. The goal is for the guests to feel good.

The menu is ready for "the trade city," with something for everyone in Frankfurt's international business community. To give just one example of the mix on offer: The hummus plate comes with homemade chili-vanilla jam. But there's plenty for those looking for a taste of Frankfurt as well: The Schnitzel recipe is straight from *Ima* (Hebrew for "mom") herself.



Monkey Bar
Berlin

WATCHING THE SUNSET over Berlin's lush, historic Tiergarten, a cocktail called King Kong in hand, the monkeys of the Berlin Zoo playing 12 stories below – what could be better? It's a bit surreal, but of course, this is what makes Berlin, Berlin.

The view alone is worth a visit. During the day, the bar is a riot of greenery, glass, and gleaming steel. Floor-to-ceiling windows on three sides fill the open, airy space with sunlight. Is it the view of the giraffes or the palms in the rooftop garden that makes the bar feel like a spontaneous getaway to somewhere special? Step out of the express lift from the street and you know you're in a little oasis in the city – or rather, above it. Hanging lanterns and Moroccan pillows make small luxuries – like a cappuccino from Berlin's favorite roaster Five Elephant – all the more indulgent.

But the cocktails are the real star: mixed for savoring over a good conversation as the sunset fades. It's no wonder Mixology singled out Monkey Bar as their hotel bar of the year in its 2016 awards. The bartenders traveled all over the world collecting recipes before opening the bar, and it shows in ingredients like house-aged Madagascar rum and gin with pineapple and rosemary. And when the sun goes down, the DJs start spinning, with guests from as far away as Chicago and Sydney, and as close as down the road. With a Mai Tai in hand, the urban jungle slips away and the night begins. At the Monkey Bar, it's time to live big.



1500 FOODMAKERS
Vienna

WALK OFF the buzzing broad streets of Vienna's MuseumsQuartier and into 1500 FOODMAKERS, and the transition is seamless. With space for up to 150 guests, the restaurant reflects the dynamic mix of cultures, styles, and art that characterize the exhibitions outside. Inspired by the hippest locations in New York and Los Angeles, 1500 FOODMAKERS effortlessly brings together Italian and American cuisine to produce the ultimate cosmopolitan combination.

Each aspect of the layout has been carefully crafted to reflect this dynamism. The space was designed and built by Augsburg-based architectural practice Dreimeta, who are currently hard at work perfecting the next 25hours outpost, the 25 hours Hotel Altes Hafenam. Armin Fischer, head of Dreimeta, is a trained carpenter, and the restaurant's eclectic mix of spaces shows his confidence when it comes to combining materials. There are wood and zinc tables spread over different levels, cozy little niches with leather armchairs, and even a large terrace outside bordering Weghuberpark. And yet, all these inspirations and designs come together to produce one unique atmosphere: that of being completely and utterly nurtured.

At the dining bar, customers experience the chef preparing fresh salads, olives, vegetables, and antipasti dishes before their eyes. Those struggling to make a choice should order the homemade lemonade and follow the signs on the walls, which read "Fuck it. Eat Pizza!" What makes it special? You'll have to search hard to find the usual combinations of mozzarella and olives. Instead, the Viennese diners are pampered with crisp crusts topped with fresh goat cheese, garlic, smoked ham, and leeks. Gourmands elsewhere will be delighted to know that the 1500 FOODMAKERS concept will soon be brought to other 25hours locations.



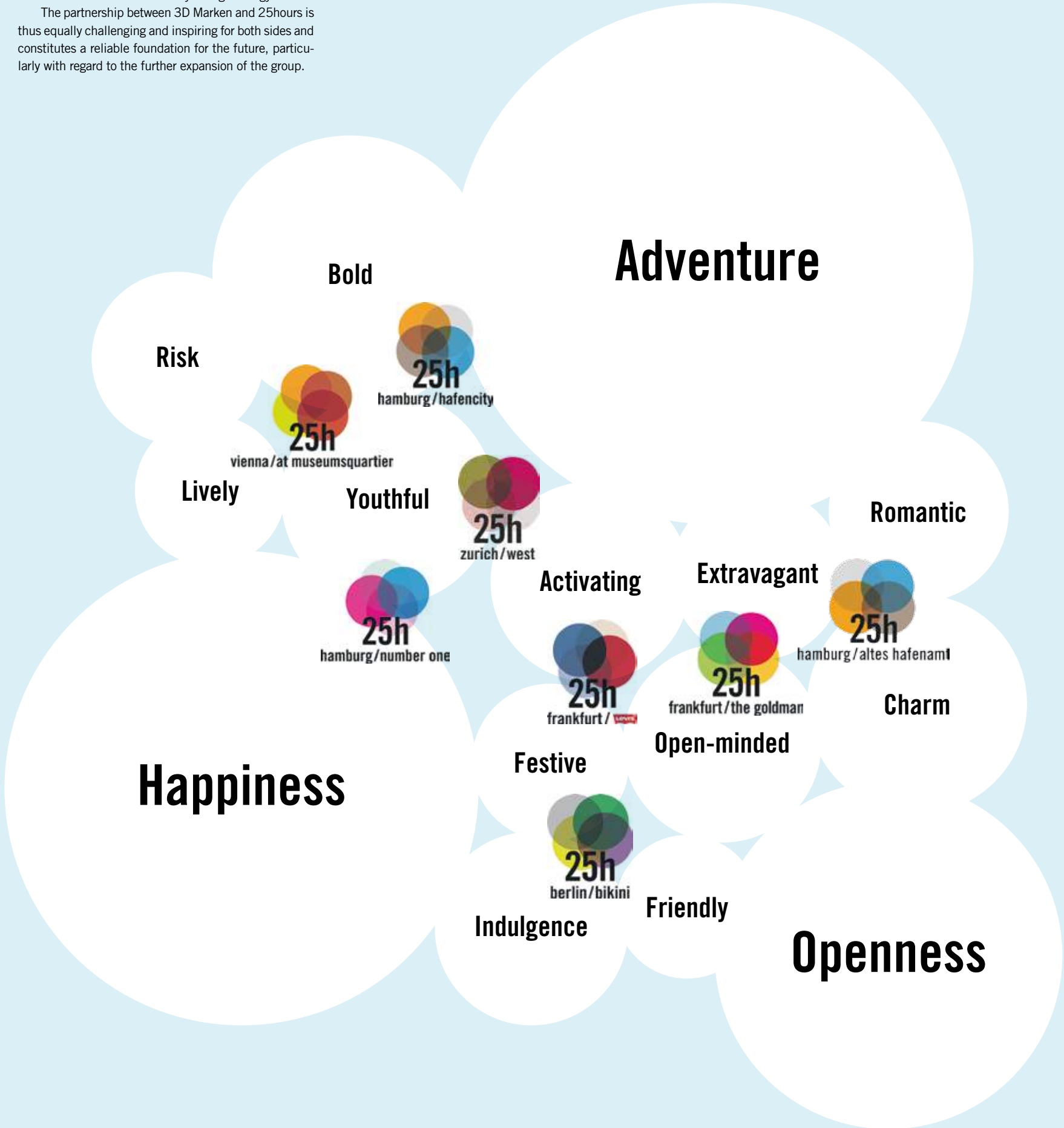
Our Scientific Approach

3D Marken – Cognitive Brand Analysis

RATHER THAN RELYING exclusively on market research, the 25hours Hotel Group has partnered up with 3D Marken, the Institut für Markenwachstum (Institute for Brand Development) headquartered in Frankfurt. The company boasts 15 years of experience in cognitive and perception science. With its scientifically grounded and empirically substantiated approach, it helps brands in a range of industries achieve sustainable growth. That makes it the perfect partner for 25hours, where particular emphasis is placed on thoughtful but steady growth.

Since 95% of our decisions are made subconsciously, the challenge lies in identifying and understanding certain processes in order to then leverage them for brands and their products. Only businesses that address customers purposefully and sustainably on this subconscious level will be able to anchor their brands in their customers' favor. In order to "decode" decision-making processes and develop practical instructions for brand managers, 3D Marken relies on studies of social motivation systems and special mathematics to quantify these complex relationships. A cooperation between 3D Marken and the cognitive psychology department at the Universität Zürich is the prerequisite for being able to meet these specific challenges.

Using surveys of hotel guests, 3D Marken developed charts that identify exactly how the individual 25hours properties are perceived and where they are situated emotionally. The composite chart shown here demonstrates how the core values of the properties differ and where they stand in relation to one other. It thereby identifies subconscious drivers and decision-making



Fraunhofer-Gesellschaft – FutureHotel

WHAT ARE THE CHALLENGES of the hospitality sector in the future? What needs have to be fulfilled by a hotel by 2020?

The joint research project FutureHotel was designed under the direction of the Stuttgart-based Fraunhofer-Gesellschaft for Industrial Engineering and Organization (IAO) and is dedicated to central questions regarding the hotel of the future. The 25hours Hotel Group will join the Think Tank during the next project phase starting in March 2016 as an application partner.

Cooperating with numerous companies from the hospitality sector – among them, Hilton Hotels and Resorts, multinational travel and tourism company TUI, international technology company Philips, and the hotel portal HRS – the Fraunhofer IAO is researching relevant changes and their influence on the hospitality industry. Guests and their demands are being analyzed along with the potential for optimization in hospitality management and operations. New, forward-looking options for various components of a hotel – guest rooms, reception, conference areas, etc. – will be presented. Technological innovations, as well as economic, ecological, and social viewpoints will be taken into account.

In addition, the Showcase FutureHotel, located in the inHaus-Center in Duisburg, offers a unique opportunity to combine theoretical research with a real testing field. The Showcase displays the vision of a hotel room

in 2020: After checking in at the Showcase FutureHotel from a mobile phone, guests are greeted by a service robot. Then, after their exhausting journey, they can relax in an "Energybed," a rocking bed from the future. The Showcase serves as a demonstrative platform for future fields of action, such as LED-lighting, room control, health and wellness solutions, and innovative technologies. It also serves to present and evaluate innovative concepts and products.

Drawing from more than a decade's experience in hospitality with seven locations all over Europe, 25hours will contribute relevant questions and challenges pertaining to their day-to-day practice. Pioneering concepts and solutions, which are being developed jointly in the Think Tank, will be directly implemented and tested by application partners.

Different scientific methods will support this research. Focus group workshops and surveys among hotel guests and experts will be conducted according to the most current themes and needs.

Through their participation in the research project FutureHotel, application partners will be thoroughly prepared to face future challenges and further develop their strategy.

Freunde von Freunden

FREUNDE VON FREUNDEN (FvF) is an endeavour built on the strongest of foundations – friends, people, and networks. It is an independent and international publication featuring inspiring individuals from a diverse range of creative and cultural backgrounds. The story is always at the center of FvF content, and the goal is to present rich and personal perspectives on cities, artistic industries, international urban living, and much more. An honest and authentic approach drives FvF, and has enabled the publication to attract a global audience for its presentation of real people and stories from around the world.

Initially emerging from the design studio and agency NoMoresleep, FvF was founded on a desire to have a more creative, fun, and personal outlet for the talents of the team. The idea was simple at first – to portray friends and tell the stories of how they live via a well crafted and modern website. Launching in late 2009, they began by featuring their creative friends in Berlin, and then these friends would recommend other friends to be featured, and then those friends would recommend other friends, and then those friends... you get the idea. It was an organic and natural growth.

In 2010 the scope was widened to include video content; then the next year, FvF spread its wings and started to cover international creatives in places like São Paulo and Copenhagen. This trend of growth has continued unabated, and in the past six years hundreds of individuals have been featured from all corners of the globe. It has lead to FvF becoming an internationally renowned brand for those who seek authenticity and inspiration, with around 25,000 readers visiting the site each day.

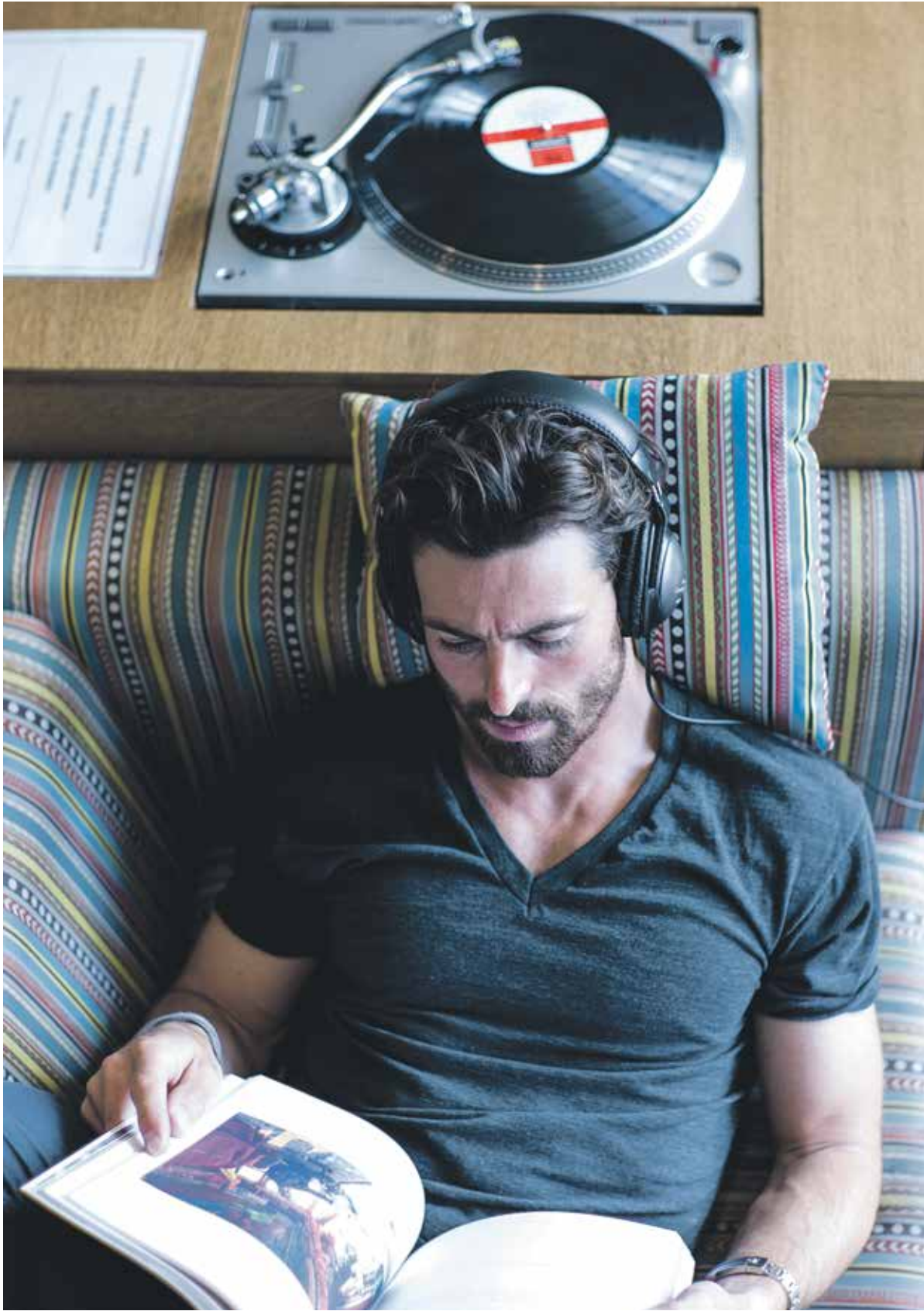
FvF has continued to grow, and while the website provides the foundation, it is only one aspect of all the services that are offered by the company. FvF Productions encompasses a full time Berlin-based editorial team, graphic designers, and photo editors, and is bolstered by an extensive network of more than 150 contributors across 80 international cities. Combining these talented people with years of experience in online publishing, FvF Productions offers their content production and consultation services to a range of clients. These include international brands

like Mercedes Benz, Swiss manufacturer Vitra, Nokia, modular furniture brand USM, and 25hours Hotels, as well as smaller local companies and manufacturers.

Despite having its roots in the digital sphere, the agency has also launched a number of print magazines and books both for their clients and their own ventures. By utilizing the classic and timeless print format, FvF moved beyond digital, redefining the scope of their projects. Together with Berlin art collector and good friend Christian Boros, FvF released two hard cover coffee table books. The first, "Freunde von Freunden BERLIN" (2011), featured highlights from their first two years of publishing, and the second, "Freunde von Freunden FRIENDS" (2014) cast the net further to cover more international content, featuring 45 stories from 25 different international cities.

The strength of Freunde von Freunden lies in their awareness of contemporary culture. It's an asset they apply to all projects, including Companion Magazine, the ongoing print collaboration with 25hours Hotels that has fast become a hotel standard. Offering a destination guide to hotel guests, Companion's first issue focused on vibrant developments across Berlin, whereas Companion #02 and #03 revamped the design and expanded the magazine's scope to cover cities such as Vienna, Zürich, Frankfurt, and Hamburg. The magazine has maintained up-to-date and culturally relevant insights thanks to its network of local creative communities that live and work in the 25hours destinations. Companion has also featured great interviews, such as renowned Danish artist and entrepreneur Olafur Eliasson, and Kostas Murkudis, one of Germany's best known fashion designers. It has also followed the art and architecture team Niche through the arts hot spots in Berlin City West, taken 25hours guests on a bike ride through Vienna, and taught them about the urban gardening movement.

Companion Magazine is the traveler's friend, the one who tells them about the hidden spots and the stories that a usual travel guide doesn't tell. Companion Magazine is the perfect format for the always curious and adventure-hungry guests of 25hours.



Fry Communications

25HOURS HOTEL GROUP has a strong passion for music. It's in their DNA – an obvious fact, even with ears closed. "Let's spend the night together." "Come as you are." These iconic lines each make an appearance on the 25hours website, and on our pillow cases, and our hotel brochures, too. Both are a reference to music history – one is the title of a Rolling Stones hit, the other, a song by the legendary band Nirvana. It's clear that music inspires the 25hours brand, but what's more, 25hours also believes it's a crucial part of the hospitality experience.

It all started when Christoph Hoffmann, CEO of 25hours, met Tobias Lindén of Stockholm-based sound-branding agency Fry Communications at an event for the Design Hotels group, where the Swedes were in charge of the music program. This encounter marked the beginning of a close partnership between 25hours, Lindén, and his team. Many conversations followed, and personal playlists were exchanged between Fry, Hoffmann, Henning Weiss, and Ardi Goldman. Until now, the 25hours shareholder board has had a strong influence on the music branding of all their seven locations. Soon after that first, fateful meeting, the Frytuner, a streaming platform developed and distributed by Fry, has replaced the former in-house music service. Even with this new partnership, today one-quarter of the curated playlists are still provided by the shareholder board.

Fry is a highly competent partner in creating an immersive, 360-degree brand experience. For more than 20 years, the agency has offered expertise in the planning, execution, and implementation of sound-branding strategies. Lindén's team runs an in-house production studio for sound and music, an underground techno label called Colourful Recordings for Vinyl, and customised music profiling through their streaming platform, Frytuner. Originally Frytuner was invented as a streaming music service for hotels, restaurants, stores, and public spaces – one that seeks to enhance client brand values, create the ideal atmosphere, and form subconscious bonds with core audiences. The player is the only one of its kind on the market today. It boasts rating functionality, mood switch, and custom playlist requests at the push of a button.

Since the beginning of 2015, Fry has been running the music program in every 25hours location – in the rooms, in communal spaces, and in its various bars and restaurants. The choice of music is as eclectic and unique as the hotels themselves, from classical music to underground beats. One can find everything from remixes to covers among the 2,000 songs listed on the 25hours profile on Frytuner. The songs are curated according to the hotel's story, the area where it is played, and the time of the day. The music is refreshed on a monthly basis and reviewed every three months. Symbols like rain, clouds, or sun help to categorize and curate. Soothing morning grooves accompany breakfast, afternoon tea is served alongside pop sounds, and after-work drinks may be enjoyed to house tunes. This sound narrative regulates itself automatically but can also be adjusted by turning a mood switch to change the energy level. Some restaurants even have special playlists matching their menus: At NENI, guests dip pita in hummus while listening to Mediterranean rhythms; at 1500 FOODMAKERS, pizza is shared over an Italian-inspired soundtrack. The skillfully curated program adds to the overall guest experience. It merges with the concept, ambience, and light to create a long-lasting memory of a stay at the 25hours Hotels. "Our learning through hearing is often subconscious, and remarkable in the sense that it can change our behavior much faster than visual cues. This phenomenon is often referred to as double loop learning, and is an integral part of why branding through sound has such a great impact," states the company's website.

"In the end," Lindén explains, "we offer an automated, custom-tailored soundscape set to increase sales, facilitate customer comfort, and deepen brand loyalties, simplifying the way you present your business. Music and sound help people to relate to their surroundings through elements of rhythm, ambivalence, melody, tempo, and tonality."

Clearly, 25hours has found a partner in Fry Communications, who shares a common understanding of the impact that such a service in experiencing – and creating – the perfect moment has.

Our Brand Partners

Stop The Water While Using Me!

THIS QUIRKY, sustainable, and natural cosmetics range declares its philosophy in its name. The reminder to turn off the water while washing your hands, showering, and cleaning your teeth reflects the company's commitment to sustainable business practices.

Water is one of the planet's most precious resources and wasting it also wastes a lot of energy. Using 1,000 liters of water in the shower, for example, guzzles an astounding 30 kilowatt-hours of power. In the 21st century, Stop The Water While Using Me! decided that enough was enough. The simple instruction that their brand carries can drastically reduce this waste.

However, achieving this goal has not been at the cost of comfort. Their products are beautifully designed and luxurious to use. Whether you want a Natural Lavender Sandalwood Conditioner or a delicious Lemon Honey Soap, you are in good hands. Stop The Water While Using Me! is headquartered in the historical Speicherstadt in Hamburg, just under 400 meters from the 25hours Hotel. The small team has been working passionately from this location for three years to prove

to the world that sustainability can also look pretty darn good. In this quest, they have found a like-minded partner in 25hours. "An innovative concept, sustainable thinking, and great design – 25hours Hotels are the perfect match for us, just like we are for them," Stefan Kollé, manager of Stop The Water While Using Me! says with a smile. "This becomes clear when you look at how productive and relaxed our work together is." He has good reason to smile. Their brand has won many awards around the globe, and its products are now sold in more than 25 countries and counting.

While it is evidently a successful business model, the entrepreneurs are committed to their work for more than just earning money. This is evident when reading about their Good Water Projects, which quietly runs in the background of everything they do. The idea is simple and genuine: Half of all their profits are spent on projects that help those in need access safe and drinkable water. Thus, behind the beautiful face of the brand is a big heart, and this is why 25hours is so excited to be working with Stop The Water While Using Me!



Freitag



AFTER SEARCHING in vain for a means of transporting their designs when meeting clients, Swiss graphic designers Markus and Daniel Freitag decided to make their own bags. Not content to buy their materials from a store, Markus and Daniel took discarded tarpaulins from trucks, car seat belts, and inner tubes from bicycle wheels to make waterproof messenger bags. Now an icon of urban chic, Freitag's designs have since been exhibited in the Museum of Modern Art in New York. Their products embody a youthful, fresh zest for life, marrying style and functional design.

25hours is all about uncumbered exploration, which is why everyone who stays at a 25hours Hotel has the chance to sport one of these unique bags. A Freitag bag is found in every room and guests can use it for the duration of their stay. The only potential problem: having to give up their trusty new companion when they check out. Happily, 25hours also offers Freitag bags for purchase at their hotel kiosks.

Swatch

FOR OVER 30 YEARS, Swatch has been one of the world's favorite watchmakers. Founded in 1983 by Nicolas G. Hayek, this renowned Swiss brand expertly combines fantastic quality with creative design. And what is particularly unique about the company is its ability to surprise: Creative models, unexpected new collections, and exclusive special editions ensure that the watchmaker always remains a beat ahead of the market. Influential in the sporting world as well as the art world, the company is popular amongst mountain bikers, surfers, and artists alike. Demonstrating a keen eye for fashion, design, and culture, Swatch is more than just a watchmaker – it's a lifestyle brand that puts the fun back into life. Their products are cool, colorful, and playful, and they don't take themselves too seriously. Swatch's zest for life and emphasis on fun and enjoyment is why, for the last two years, the watchmaker and 25hours have formed the perfect partnership. Guests at the 25hours Hotels may buy the latest models without having to step outside the hotel, and can see the pieces worn in style on the wrists of the hotel staff members.



“We see ourselves as hoteliers and restaurateurs. For all other services and products, we seek out partners and friends who can do it better than we can.”

Bruno Marti
Chief Brand Officer

Levi's



THE LEVI'S® BRAND epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated pieces of clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through relentless pioneering and an innovative spirit that is unparalleled in the apparel industry. Their range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. This unerring quest for personal and unique expression is what makes the relationship between 25hours Hotel and Levi's® so natural. Both ignore the fads that come and go daily, instead searching for something of value that will last into the future. They can both boast of being brands that people know, love, and trust. The 25hours Hotel is honest, authentic, progressive – and so is Levi's®. It was due to this mutual trust that 25hours welcomed Levi's on board to work on the branding and development of the 25hours by Levi's Hotel Frankfurt. With a shared vision, the two brands made the perfect couple, cooperating to produce something unique.

Two Wheels Good

"BESIDES INDIVIDUAL DESIGN SOLUTIONS, we think it is very forward-thinking to offer 25hours guests free rental bikes to discover urban spaces," explains Dorothee Heine, owner of Two Wheels Good. The brand considers everybody on a bicycle a friend, and they work hard to take care of their friends. The urban cycling specialist carefully selects the best products from each of their suppliers, ensuring that good design and quality is guaranteed and celebrated. Two Wheels Good offer new experiences in transportation, working to develop urban mobility concepts by offering intelligent and creative solutions. By working together, the boutique bicycle brand and 25hours offer guests an innovative and sustainable way to explore a new city, and an equally original retreat to return to at the end of a perfect day.



Infarm



FOUNDERS AND BROTHERS Guy and Erez Galonska are behind Infarm, which represents the latest evolution in urban farming. While traveling across the world looking for land on which to grow their own crops, the Galonska brothers discovered the method of hydroponics and other alternative growing methods. After meticulous experimentation and research, they learned how to apply these innovative techniques to urban environments, and founded their very own start-up: Infarm. The business is dedicated to providing urban communities with freshly grown produce, as well as educating individuals and businesses living in urban areas on how to grow their own produce in the city. Accordingly, the Galonskas' venture has the potential to change the face of urban food provision.

In collaboration with Studio Aisslinger, Infarm has opened a microgarden – the first of its kind – in the 25hours Hotel Bikini Berlin. As Guy Galonska states, "Berlin's 25hours Hotel has joined the evolution in urban

farming. It is the first hotel and restaurant in world to have its own growing system for microgreens."

The microgarden uses cutting-edge methods to produce microgreens, which are intensely flavorful and nutritious miniature forms of our favorite green vegetables. Microgreens offer a remarkable concentration of vitamins and nutrients, with up to 40 times more Vita Nutrients than mature plants. Yet their intense flavor and aroma mean they taste like the fully-grown plant. For example, radish microgreens have a strong radish flavor. Whereas the better-known ingredient of sprouts are processed in water in dark conditions, microgreens are grown nourished by sunlight and earth. These highly sought-after ingredients belong to the domain of the most innovative chefs and gourmards. And it's no coincidence that the microgarden can flexibly increase or decrease production to meet a kitchen's demand, thereby avoiding waste and providing a sustainable means of micro-agriculture.

Closed

GERMAN TRADITION, French imagination, Italian craftsmanship. Bringing together the best parts of each culture is what Closed has been doing since it started in 1978 with huge success. "We are into great designs and delicate details," says Alexander Pelster, Marketing Coordinator at Closed, simply. "And most of all, we want to make our customers feel comfortable – wherever they are." Closed believes that style and comfort should complement one another, rather than customers having to choose between the two. The company only works with the best materials ranging from denim to chino, and every piece is made to last. This is why Closed was chosen as a trusted partner to outfit each and every individual who serves as a face for 25hours, whether a bartender, a housekeeper, or a receptionist. Important to its whole philosophy is developing a relationship of trust with the customer. Closed will always deliver something that you can rely on.

Closed is a family-run business, giving the cheeky explanation that life is too short to work with people you don't like. This was important when they were deciding who to partner with, choosing 25hours Hotels because they were the best possible match for them. Both follow the same high quality approach while creating modern designs and cherishing each other's work. "We continue to be excited about this lasting and inspiring partnership. In Hamburg and beyond its borders."



Samova

THIS ORGANIC tea adheres to a simple yet powerful set of values: cosmopolitanism, sustainability, positive energy, and creativity. Samova is more than a mere tea vendor, they "live modern tea culture." While emphasizing that its culture is "made in Germany," the company still makes sure to integrate ingredients from all over the world, combining elements from several different tea cultures in order to create one very special experience. And when it came to pampering 25hours guests with the most inspiring decoction possible, Samova spared no effort, custom-blending Extra Hour for the hotel.

Sustainable, organic sourcing is of vital importance to the company. Its raw materials are renewable, recycled, and environmentally friendly. Samova is so committed to its organic philosophy that it engages an independent German institute to check that each and every ingredient in its teas is tested for harmful substances. Like 25hours, Samova is dedicated to hosting exceptional events, and moreover, both are committed to creative design. Just like 25hours, Samova is an emblem of a sustainable, creative, and passionate lifestyle. The playful tea names and beautiful award-winning packaging transform the simple act of drinking tea into a truly special experience.



Viva con Agua

748 MILLION PEOPLE around the world don't have access to clean drinking water and more than 2.5 billion lack access to adequate basic sanitation facilities. FC St. Pauli footballer Benjamin Adrion was so troubled by the situation that he founded the non-profit organization Viva con Agua in 2006. Working together with Welthungerhilfe, a charity dedicated to fighting global hunger, Viva con Agua campaigns for the implementation of water projects around the world under the slogan "Water for all, all for water."

So far, Viva con Agua has raised €3 million, and has provided over 500,000 people with permanent access to clean drinking water and/or basic sanitation. One of Viva con Agua's current commitments is the Nepal Water Project. Using innovative techniques, Viva con Agua is raising money to build latrines in Nepal. Reaching around 8,000 households, the project has already achieved concrete results, improving health and living conditions, and making important steps in the fight against poverty. A mere €14 can provide one person in the Nepalese project area with access to clean drinking water, latrines, and education.

25hours is committed to charity, sustainability, and an ethical lifestyle. Therefore, they are proud to collaborate with Viva con Agua on its Nepal Water Project. 50 cents or 50 rappen from each online booking made with 25hours goes straight to the Nepal Water Project. Guests can also help with Viva con Agua's fight against poverty by donating at hotel reception desks, and direct donations can be made at any time via the beverage company's website. As of the end of 2015, 25hours collected €15,000 for the Nepal Water Project. A representative from Viva con Agua had this to say, "It's great that 25hours Hotels are part of the Viva con Agua cosmos. All for water, water for all!"



Mare



TODAY IT STANDS PROUDLY at the center of German publishing on living, economy, and culture, but mare, as the name might suggest, grew out of a humble passion for, and study of, the sea. Nikolaus Gelpke, the Zurich-born founder of the magazine-turned-publishing house, studied marine biology at university and soon channeled his interest into setting up the "magazine of the sea."

The organization's rise to its current status is a smooth one. Their consistently high-quality writing made it easily accessible to an interested public. The editorial office soon expanded to include a documentary series under mareTV and a publishing house under mareverlag. Keeping all these different projects running is enabled by their shared values: quality output and a connection with the ocean.

Gelpke himself has continued on his quest to save the world's seas. He initiated the "World Ocean Review" which has appeared annually since 2010, and is president of the Ocean Science and Research Foundation and the International Ocean Institute, to name just a few of his commitments.

The 25hours Hotel HafenCity Hamburg was the perfect partner for mare. From their kiosk on the ground floor of the 25hours Hotel HafenCity Hamburg where they sell their publications and products, it is possible to hear and almost smell the nearby ocean. Both organizations are committed to preserving this part of nature, not only central to their work, but also to their lives.

Gestalten

WITH OVER 600 BOOKS published, documenting and anticipating vital movements in the artistic world, Gestalten is at the cutting edge of topics ranging from design and architecture to photography and travel. Their experience and expertise, built up over the last two decades, greatly influences their predictions and judgments. Gestalten has gained international recognition, selling their products in nearly 100 countries worldwide.

It is this globalism combined with an instinct for the next trend or artistic movement that creates the common ground shared between Gestalten and 25hours. Both brands have a strong personality, signature style, and both seek out creative, exciting partnerships, working directly with talented contemporary designers and artists. Given their mutual interests, they

were bound to find one another sooner rather than later. And when they did, each brand could complement the other as Gestalten moved into the lobby of 25hours Hotel Bikini Berlin. The Gestalten kiosk here is the one-stop shop for anyone interested in creative inspiration and is a perfect extension of the Gestalten concept store at Bikini Berlin: it pairs well with the bold identity of 25hours Hotel, as both brands operate expertly and thoughtfully within the realm of design and strive to inspire people to seek and accomplish the extraordinary. Located in one of the most creative cities in the world, 25hours Hotel Bikini Berlin and Gestalten enjoy observing and contributing to the city's artistic change and development from a front row seat.



25HOURS ILLUSTRATED



THE TURNOVER OF THE 25HOURS HOTELS COMPANY HAS INCREASED BY MORE THAN 200% SINCE 2012.



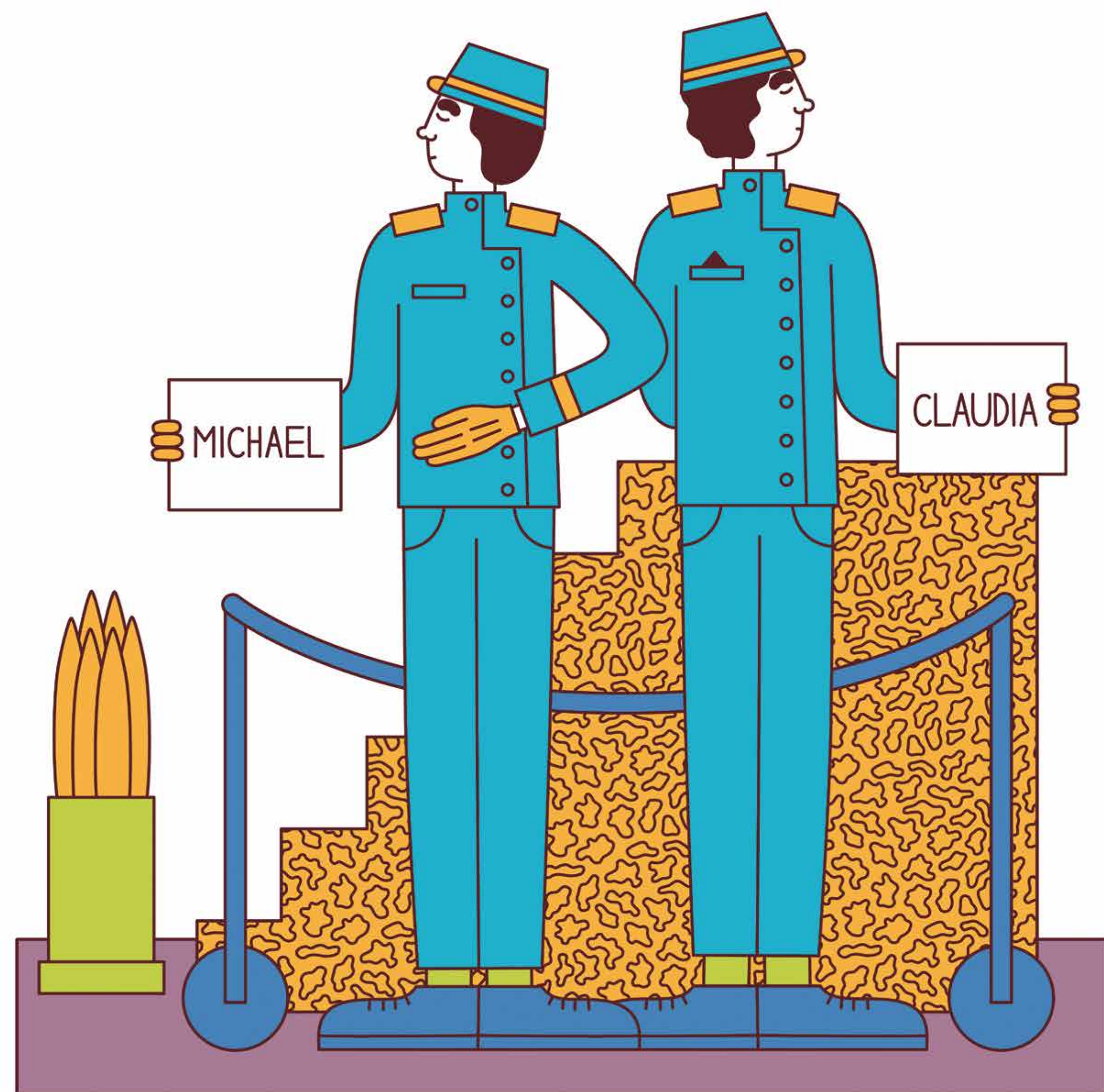
IN 2015 WE SERVED OUR THIRSTY AND HUNGRY GUESTS:
35,789 PIZZAS AT THE 1500 FOODMAKERS, VIENNA
15,463 BURGERS AT THE HEIMAT KITCHEN+BAR, HAMBURG
3,814 BOTTLES OF GIN AT THE MONKEY BAR, BERLIN



OUR HOTEL GROUP IS EXPANDING CONSTANTLY. BY 2025 WE WILL BE ABLE TO HOST ABOUT SEVEN TIMES MORE GUESTS THAN IN 2012.



OUR EMPLOYEES SPEAK MORE THAN 30 LANGUAGES. THIS MAKES THE STAY AT 25HOURS VERY CONVENIENT FOR A GLOBAL COMMUNITY.



THE MOST COMMON NAME AMONGST OUR FEMALE GUESTS IS CLAUDIA, AMONGST OUR MALE GUESTS IT'S MICHAEL.

Our Creative Partners

Our hotels tell stories that shall be experienced, lived, enriched, and talked about through our guests. Sometimes the distinct location of a hotel inspires its interior design. Sometimes the story of a hotel comes from all the lives that have been lived in the building beforehand. Over the last decade we have nurtured a strong network of innovative artists and photographers, renowned design studios, and brave architects who through creative rigor, have helped us keep our promise: to create no hotel like any other. They shape the voice of our brand. Here you'll meet the authors of our 25hours stories.

Sven Hoffmann



Location
Hamburg, Germany
Projects
Corporate Identity and Photographs, 25hours Hotel Group

The eyes have it. Over the last two years Sven Hoffmann has collaborated with 25hours on visual branding, corporate identity, brand claims, photography, logo creation, and the development of color concepts for seven individual hotels, while also working in parallel within the world of photography. As the former head of design at Red Bull Creative, Hoffmann has transferred his expertise to his own studio, producing a diverse portfolio that includes collaborations with fashion houses, book publishers, and magazines. He frequently photographs campaigns for German fashion designer Iris von Arnim and has had leading actor Udo Kier in front of his lens. In addition, he created branding concepts and materials for Roland Kuffler's restaurants in Munich and Frankfurt. Hoffmann

prizes intimacy in his work, teasing themes out gently and slowly with exceptional results. He has applied his talent to photographic projects for 25hours as well as lending his keen eye for detail to the hotel group's website design and the crafting of its brand identity. With his design studio in Hamburg, Hoffmann cites 25hours' fearlessness as the reason behind their successful partnership to date: "They have the courage to take on big projects with a small team like ours." He intends to continue to approach design concepts in a thoughtful and holistic way, and never stay in one place for too long.

svenhoffmannjournal.com



From Form

Location
Rotterdam, Netherlands
Projects
Story Concept, 25hours Hotel L'Eixample / Barcelona

From Form is a fascinating studio characterized by a rare skill-set. Their background in filmmaking and interior design may sound unusual, making them unlikely candidates for some of the projects that they have worked on. However, they enjoy navigating the new challenges that each piece of work throws at them. Key to all of their work is a seamless integration of their concepts into the physical form. To make this possible, they have their own workshop within their studio. While their studio provides a strong, local base, their work has been recognized internationally at film festivals in New York, Berlin, and Miami.

Thanks to their interesting background, their working life is endlessly varied. "We can build a film or theater set, while at the same time we're working on a graphic design project," explains Jurjen Versteeg, one of the co-founders. Each piece can therefore influence the next, meaning that their films borrow ideas and concepts from their designs and vice versa. Each time, an individualized product is created.

This fluidity and innovative attitude was exactly what made them right for working with 25hours. "We always applauded 25hours for their open-minded thinking," says Versteeg. "They are really good at spotting the right places in time and more importantly, connecting the right brands and people to it. This melting pot is crucial to building something that stands out from other hotel chains. And – it might sound a little cliché – but asking a film and design studio for a hotel design based on a film, is quite a brave move."

fromform.nl

Studio Aisslinger

Location
Berlin, Germany
Projects
Interior Design Concept, 25hours Hotel Bikini / Berlin, 25hours Hotel Friesenviertel / Cologne (planned), and 25hours Hotel Zurich Langstrasse / Zurich (planned)

Based in Berlin, Studio Aisslinger is a daring and innovative design company founded by Bavarian-born Werner Aisslinger. The multi-award-winning studio has its focus in product design, and its trademark is an experimental relationship between new materials and technologies. Indeed, Aisslinger's own work appears in collections of several museums, and the company has worked with brands including adidas, Vitra, and Zanotta. In addition to their impressive client portfolio, Studio Aisslinger also has experience in the hotel industry. Werner himself has been described as a visionary

multi-disciplinary, and this description is fitting given the breadth of his experience. He was responsible for the design of the Hotel Daniel in Graz, Austria which was named "Hotel Property of the Year" – and the Michelberger Hotel in Berlin. His clear talent and passion made him a natural choice to work with 25hours. Their fresh and dynamic offices epitomize everything about the new direction that Berlin is moving in, and Aisslinger highlights the city as a key influence on their work: "Needless to say, with the 25hours project we attempted to capture the Berlin way of life, because when someone comes from Tokyo or LA, they're always seeking this unfinished, improvised, collage-like mix. I believe that it's much more important that the hotel is rather revolutionary in the industry. So much happens there that in fact has nothing to do with staying overnight." This successful partnership is still young, 25hours has plenty of work lined up for the talented designer, and he is also involved in designing the second 25hours hotel in Zurich (opening 2016).

aisslinger.de



Dreimeta

Location
Augsburg, Germany
Projects
Interior Design Concept, 25hours Hotel Number One / Hamburg, 25hours Hotel Altes Hafenam / Hamburg, 25hours Hotel at MuseumsQuartier / Vienna and 25hours Hotel The Royal Bavarian / Munich (planned)

Dreimeta is a team of creative minds who are making a distinctive mark on the hotel and gastronomy industries. Its founder, Armin Fischer, began his career as a carpenter and applies his passion for materials and design to each project. The goals of Dreimeta are set to an accordingly high standard. Drawing on every discipline from architecture to psychology, they are pioneering a new kind of design technique. "What we do is tell a story," Fischer explains.

How do they do this? Character, emotion, and individuality are all vital: Every piece used in the final design concept is hand-picked by Dreimeta. Fischer himself can often be found early on a Sunday morning heading



to an antique market to scout out unique furniture that makes their work have so much character. Some pieces are collected with a specific project in mind, while others are just too difficult to resist. "Sometimes you see something, and you think, 'I don't yet know for what, but I have to buy it,'" says Fischer. This second group ends up in the Dreimeta warehouse, an eclectic furniture utopia, each piece of which could be the start of a new story.

Their imaginative approach is paying off. Dreimeta have already designed the 25hours Hotel Number One Hamburg with huge success: the bar Dachboden has been nominated for the European Hotel Design Awards, 2015. And what have they got planned for the future? "We want to keep executing exciting projects, just as we have been," smiles Fischer. "So we're right on course." Indeed, it looks like they are just getting started.

dreimeta.com

Alfredo Häberli Design Development



Location
Zurich, Switzerland
Projects
Interior Design Concept, 25hours Hotel Zurich West / Zurich

Based in Zurich, Alfredo Häberli is an internationally established designer who built his creative empire upon a technical background. After his education as a structural engineering draughtsman, he studied industrial design at the Zurich University of the Arts. To this technical training he then added the personality that make his designs so widely celebrated. Mixing emotion and function, this unique edge means his pieces have not been limited to the comfort of the home, but have also been shown in numerous exhibitions throughout Europe and received many awards over the past 16

years. Particularly celebrated are his DS-480 sofa on view in the perfectly designed Aesop Shop in Geneva and the "BMW Spheres" project, staged first at the Milan Furniture Fair in 2015 and back by popular demand at Art Basel. Ensuring that they have character is reflected in his own studio. "Over the years, my studios have regularly changed character. The importance of a dollhouse or tree-house to a child is later fulfilled by a bedroom covered in posters and stickers," he says. "It is a place I am always glad to go... And just like the child in the tree-house, my studio feeds my soul." This quest for character is apparent in his approach to designing the 25hours Hotel Zurich West. Taking guests beyond the "banks, chocolate, and watches," Häberli introduces them to the city's lighter side and playful personality.

alfredo-haeblerli.com



Michael Dreher

Location
Frankfurt, Germany
Projects
Interior Design Concept, 25hours Hotel The Goldman / Frankfurt, and 25hours Hotel by Levi's / Frankfurt

Michael Dreher's energy is impossible to miss and his good humor is infectious. Where others might see boundaries, he stubbornly insists on discovering opportunities. When asked what he can accomplish, his reply is bold: "The whole world. In color." It is this daring nature that has

gotten him to where he is today. He likes to stay flexible and can work with a team as small as two or as large as 15. There is no "one size fits all" approach in his work and the range of projects he has completed is breathtaking. He developed the design for the chocolatiers Bitter und Zart and the bookshop for the Revolver Verlag. He's done all this while keeping one foot in the world of the fine art. His work is currently on view at Frankfurt's Museum of Modern Art. It is clear that he is leaving his mark on the city.

This great attachment to Frankfurt inspired his work for the 25hours Hotel the Goldman Frankfurt. Under his artistic direction, the concept of designing the guest rooms around genuine Frankfurt personalities was developed. "These are the people who turn the little cogs that keep this city going," explains Dreher. His decisive influence on The Goldman was the first in a series of collaborations with the 25hours Group. Their easy way of working together comes as no surprise to Dreher. "We've grown up together," he says with a wink; they are old friends now.



Conni Kotte

Location
Hamburg, Germany
Projects
Interior Design Concept, 25hours Hotel HafenCity / Hamburg

Stepping into a room designed by Conni Kotte is a surprise. The furnishings and layout are so carefully chosen that a different era and attitude are evoked. You can leave your daily cares and worries at the door. The comfort and style that await you on the other side means the change does not come as a shock, but as something welcome, and necessary.

Based in Hamburg, Kotte and her team create rooms that feel special. The key ingredient behind it all is authenticity. Rather than

start with the possibilities, as well as the limitations, of a room, they first think of an specific concept that they want to realize. Once they have an idea, there is no stopping them from working towards it, and style and functionality are not mutually exclusive for them. "An interior can be functional, but enchanting at the same time," they explain. The key is doing it with sensitivity and emotion.

The relaxed atmosphere at the 25hours Hotel HafenCity Hamburg is almost tangible. Leaving the daily bustle outside, guests sit and reconnect with each other. Every detail from the glasses to the flooring evokes the harbor outside. Blending love and intuition, it is not surprising that Kotte can conjure up atmosphere. It's just a shame that it's so hard to leave again.

connikotte.com



passion for creative concepts and engaging experiences. For him, it's about creating a narrative. Like a movie script, the concept behind the hotel or restaurant Stylt is working on must answer the most important question: why should anyone go there?

By bringing a keen business sense together with years of experience, and most importantly, a story, Stylt begins every project by developing distinctive and unique branding. "25hours and Stylt both believe that stories are the best foundation for great design," explains Johansen, as he outlines the narrative that the new 25hours hotel in Düsseldorf will be based on. It is a story of opposites: "Culture and industry, history and future, sense and nonsense," Johansen says. It's clear that guests are not just going to be given a bed and board, they're going to have the chance to experience something new. Maybe they'll even create some stories of their own.

stylt.se

Delphine Buhro

Location
Frankfurt, Germany
Projects
Interior Design Concept, 25hours Hotel The Goldman / Frankfurt, and 25hours Hotel by Levi's / Frankfurt

Delphine Buhro is hard to pin down. An artist and interior designer working in Frankfurt, she has a range of impressive projects in her portfolio and was nominated for an architecture prize in 2008. But when asked to describe her style, her immediate response is that she does not have one, instead preferring to stay independent of definitions, brands, and even time.

Her views on the place of art in interior design are equally unexpected. "A hotel should have enough of an impact by itself that art is not necessary," she explains passionately. The hotel should instead become art itself. She knows what she is talking about. She was singled out for the Hotel Property Award for her contribution to the 'tailored by Levi's' hotel in Frankfurt. So what is her secret? It's all in the detail. "You have to pick up every object, and I mean every single object, and consider it." This extends right down to the choice of toilet paper holder. These details are all vital to the final product. "A hotel has to be designed through and through...that way it acquires a soul," smiles Buhro. The approach is original and exciting. And it works. Anyone walking through a hotel that Buhro has worked on can feel the effect she has had. Buhro's favorite spot in the Levi's & Goldman Hotels are the lobby. She likes to sit on the long seats against the wall and watch the hustle and bustle of life in the hotel go by.

Stephen Williams Associates

Location
Hamburg / Berlin, Germany
Projects
Interior Design Concept, 25hours Hotel HafenCity / Hamburg

From an old industrial loft in Hamburg, Stephen Williams runs his architecture and design agency with the support of 20 staff members. They share a single open space, enabling the kind of seamless communication so vital to their work.

From the window, they can watch one of Hamburg's many canals winding between the Alster and the Elbe. It is a calm atmosphere, but the energy in the room is palpable. This is the office that worked on the German headquarters for Facebook, Twitter, and Yelp, and a range of hotels from the Boutique in Hamburg to the Meininger in Brussels. What is the secret behind his extraordinary success? For starters, each project is given personal treatment. "With-in the design process a new 'aesthetic' is developed each time," explains Williams. "Most

importantly, we ask what special components are needed to provide a unique user experience." When it comes to hotels, Williams believes a guest's entire travel experience can be inspired and enhanced if surrounded by the right design. "Design enables a cultural exchange between people and architecture and, most importantly, between diverse individuals." This is the reason he was thrilled to be brought in on a project for 25hours. Like musicians mixing genres and styles to create a new sound, 25hours plays with cultural icons, themes, and typologies to create a residential experience that is fresh and new. This is evident in the 25hours Hotel HafenCity Hamburg, where Stephen Williams Associates have brought the sea inside. Every tiny detail, from the logbooks in each room to the conference room housed inside a freight container, is there to surprise and delight. "It is an homage to the industrial harbor, but also a fully functioning flexible space," smiles Williams as he describes the lobby, his favorite spot. You can almost smell the sea lapping the waterfront outside.

stephenwilliams.com



Mohammed Adib / Intercon

Location
Almaty, Kazakhstan; Barcelona, Spain; Cairo, Egypt; Dubai, United Arab Emirates; Shanghai, China
Projects
Design Concept, 25hours Hotel L'Eixample / Barcelona

Based in Barcelona, Mohammed Adib is one of the creative masterminds behind the new 25hours L'Eixample in the city's modernist center. His signature style is his ability to acclimate to each new challenge, treating every project individually. "We do not believe in a fixed style," he explains. "Each project and client has their own needs and requirements and we always learn and adapt to all these factors." This great attention to detail and readiness to take the time to understand everything

they do, has earned Adib and his team at Intercon international recognition. As a result, his work takes him to all corners of the world. "It is not right to force a design style on all projects equally. We always take inspiration from the history and culture of where the project is – this dictates the style." In the case of 25hours in Barcelona, this careful approach was exactly what was needed. The story behind the concept was a strong one – the whole hotel was to be themed around a cabinet of curiosities straight out of a movie set. It would have been easy to simply clutter the surfaces with odd objects, but Adib recognized the potential for something more. "We needed to build the idea into the visitor experience, allowing each guest to bring out the curious explorer inside of them," says Adib with a passionate gleam in his eyes. This playfulness has been translated into the design for the new 25hours Hotel L'Eixample Barcelona. While it was necessary to refurbish the old building, it was possible to keep lots of the architectural features from the past, thus linking the old with the new. What was Adib's personal highlight from the project? "The way that 25hours developed the story, and the varied team of creative minds that they put together." It is never just about the end result, but the fun in getting there.

intercon.es

Our Head Office



Michael End
Chief Operating Officer

MICHAEL END IS responsible for Business Development and Operations for 25hours Hotels. Every day, nearly 900 rooms must be made fresh for guests and the operational processes of seven hotels supervised and coordinated. With staff from Revenue Management, Reservations, Sales, and Operations, he bears the greatest personnel responsibility at the Head Office.

End joined 25hours nine years ago as a self-proclaimed “generalist” at 25hours Hotel The Goldman Frankfurt. Since 2010, he’s been at the helm of the Head Office in Hamburg, which opened that year. What started as an office of four has now become 400 square meters in HafenCity with a staff of 30 – “And it won’t be the last office,” he says. All signs point to expansion. To assure intelligent, assorted, and fast growth, every area of the hotel business has a partner in the Head Office: Business Development, Operations, Human Resources, Finance, Brand, Marketing & Communications, Hotel & Product Development.

At the heart of End’s work and recommendations lie two central, interrelated questions: To what extent should the

group standardize in service in keeping with a consistent brand experience, and to what extent must it individualize to stay true to its brand promise? Finding the right balance between standardization and customization is a challenge that each department must face in its own way. Pricing, for example, is determined universally at the Hamburg headquarters. There, too, strategies are adopted for the hybrid divisions of sales and marketing – like, for example, the decision to institute a hotel standard such as the in-house magazine Companion. But the implementation of those decisions – in this case, the actual display of the magazines in the hotels – is executed “on property.”

At the moment, 80-90% of business volume is still contained to Germany, but that should change soon. Thanks to years of experience, the Head Office has laid the groundwork for that development. And yet, explains End, “With every house, you find your feet anew.”

Born
1981
Education
BA in Hotel and Tourism Management, University Centre César Ritz, Brig, Switzerland; apprenticeship in hospitality, Grand Elysée Hotel Hamburg; GMP, Cornell University
Previous employers
Grand Elysée Hotel Hamburg
Challenge of his job
Finding the right people who understand our core values and want to join us in developing the company. Balance between professional expectations and freedom so that employees can develop to their full potential

“Reliable and transparent data assures us we’re on the right track. In terms of people, technologies, and processes, our Finance Department is structured so that we can integrate new hotels quickly and easily.”

Michael End
Chief Operating Officer

FINANCE

Steffen Fox
Director of Finance

Born: 1984
Education: MBA in Controlling, University of Regensburg; Diploma in Hotel Management, School of Business and Management, Bad Honnef
Previous employers: Vienna International Hotelmanagement, Vienna

HUMAN RESOURCES & TRAINING

Linda Wolfermann
Head of Human Resources

Born: 1986
Education: Bachelor in Hotel Management, Dual University of Hotel Management, Ravensburg; apprenticeship in hospitality
Previous employers: Brenners Park-Hotel & Spa, Baden-Baden; Mandarin Oriental Hyde Park, London

BRAND, MARKETING & COMMUNICATION

Anna Oetjens
Marketing Manager

Born: 1986
Education: Certificate in Business Administration, Wirtschaftsakademie Schleswig-Holstein; apprenticeship in hospitality
Previous Employers: The Manor Hotel, Windsor; Seaside Hotels, Gran Canaria; Gastwerk Hotel Hamburg

BUSINESS DEVELOPMENT

Karen Mester-Lichtsinn
Head of Sales

Born: 1982
Education: Certificate in Hotel Business Administration, Hotelfachschule Hamburg (University of Applied Sciences); apprenticeship in hospitality
Previous employers: Grand Hotel Musmann, Hanover; Schlosshotel Münchhausen, Aerzen; Hotel Adlon Kempinski, Berlin

OPERATIONS

Bernd Gieske
Head of F&B

Born: 1978
Education: MBA, University of Wales; Certificate in Hotel Business, Hotel Management School Heidelberg; apprenticeship in hospitality
Previous employers: Maritim Hotels, Munich; MS Deutschland; A-Rosa Flussschiff GmbH, France; Robinson Club, Spain and Switzerland; Hotel Louis C. Jacob, Hamburg

DEVELOPMENT

Florian Kollenz
Development Manager

Born: 1984
Education: PDP, Cornell University; Bachelor and Masters Degree in Tourism Management, University of Applied Sciences, Vienna
Previous employers: PKF hotelexperts; Austrian Hotel and Tourism Bank

“Positive sales development is the foundation of our growth. In the future, we’ll focus even more on the marketing of our hotels. The 25hours brand should be at the center of all activities.”

Michael End
Chief Operating Officer

BUSINESS DEVELOPMENT

Felix Sigel
Key Account Manager
Corporate & MICE

Born: 1982
Education: BA International Business Hospitality & Tourism Administration; University Center César Ritz
Previous employers: Steigenberger Hotel Herrenhof, Vienna; Swissôtel Zurich, Zurich; Marriott Indianapolis Downtown, IN, USA; Lausanne Palace & Spa, Lausanne, Switzerland

A PAGE – or even two – would barely suffice to describe the work of Stephanie Schmidt and her colleague Maren Woldag. What they do could fill an entire phonebook. Schmidt’s to-do list is a densely packed sheet of paper divided into priorities one through three. But if you’re imagining a woman pulling out her hair, think again.

Schmidt is perfectly organized, extremely structured, always friendly, and above all, solution-oriented. Her daily professional life consists of dealing with the staff uniforms – designed by the brand Closed – thinking about proper bed linens, and making sure guests understand that the bathtubs in their rooms come equipped with sound.

But her larger goal is to create a service culture. For all the individuality of the different properties, explains Schmidt, the hotel group needs a unifying theme. Something that creates brand recognition for the guests on the one hand, and on the other, staff experiences that can be transferred from one hotel to the next, assuring that things run smoothly.

When Schmidt started at 25hours in 2013, she traveled frequently, closely watching the workflow in the individual hotels and compiling stacks of notes with her observations. She wanted to illuminate and understand hotel operations – a real challenge given that the different properties not only emphasize their uniqueness but also developed organically, each operating in its own cosmos. In fact, though, they should be unified under a general set of guidelines. Policies and standards should be designed to make the staff more efficient and more effective, but also more satisfied.

To that end, Schmidt put together manuals that over time evolved into the in-house 25hours Wikipedia, or TIM (Twentyfive Hours Information Management). This system makes it easier for she and her colleagues to keep track of the big tasks and small details of business operations. TIM bundles and digitizes corporate knowledge and connects the employees at the various properties. A newsletter keeps everyone up-to-date on news, current projects, and the week’s most important events.

Schmidt’s work is especially important in view of the group’s expansion plans: Now, the new properties can directly benefit from the knowledge of the existing ones. And no one has to pull out any hair.

IN FACT, Anne-Katrin Heitmann’s background is in classical architecture. And yet she’s been working at 25hours since 2013 and never once stood at the drawing table. Her work is part of development operations, and her position as In-House Architect is rather unusual for a hotel. Henning Weiss is head of the department, and Heitmann works hand in hand with Florian Kollenz. He examines the buildings on site, and she steps in once the contract has been signed.

She starts by assessing the structural conditions of the property, thinking about what interior designers she could work with, and how many rooms there will be. But it’s not just the guests who should feel comfortable at 25hours: Heitmann is also concerned with the back-of-house areas where her future colleagues will work. She plans the staff canteen, where they will store their equipment or have their offices. Each project poses its particular challenges. In Düsseldorf, for example, she had to somehow reconcile the very art-inspired ideas of a Swedish interior designer with the down-to-earth-ness of the building services planner – people from two worlds, explains Heitmann, that can sometimes clash. For her that means acting as interpreter, balancing pros and cons, and mediating, while also never losing sight of the big picture. Compared to the traditional role of an architect, her work is much more interdisciplinary. Thank goodness her training provided a good foundation: She studied at Hamburg’s HafenCity University, known for its progressive approach.

From her desk today, she has a spectacular view – almost all the way to her former school. Not that she enjoys it often; most of the time, she’s on the road. Heitmann jets back and forth between Düsseldorf, Cologne, and Zurich. For every project she supervises, she has to adapt to the specific characteristics of the new hotel. And when considering the many creative ideas of local stakeholders, she has to keep both temporal and financial factors in mind. In Düsseldorf, for example, an interactive electronic game was planned for the elevators. But when it became clear that €250,000 per elevator would exceed the budget, alternatives had to be found. At 25hours, however, if everyone’s excited about an idea, it doesn’t get scrapped just like that – and Heitmann thinks this attitude must be preserved.

The original properties, she explains, were relatively small. With 80 rooms, it’s much easier to convey a certain charm and authenticity. But the 33-year-old has her tricks. Even with 200 rooms, she manages to stay true to the 25hours idea, to preserve a feeling of intimacy and uniqueness. But like any good magician, she won’t reveal her tricks. You’ll just have to spend a night at one of the new hotels to be convinced.

BUSINESS DEVELOPMENT

Yannick Lorenz
Regional Revenue Manager

Born: 1983
Education: Diploma in Hotel Management, César Ritz Colleges; Bachelor of Hospitality Business Management, Washington State University
Previous employers: Hilton Hotels & Resorts; Stanford Hotels

OPERATIONS

Stephanie Schmidt
Head of Operations

Born: 1978
Education: Certificate in Hotel Business, Hotel Management School Heidelberg; apprenticeship in hospitality
Previous employers: pentahotels, Leipzig and Reading; Rocco Forte Hotel de Rome, Berlin; Hotel Louis C. Jacob, Hamburg; Mandarin Oriental, Munich; Four Seasons Hotels and Resorts, Berlin

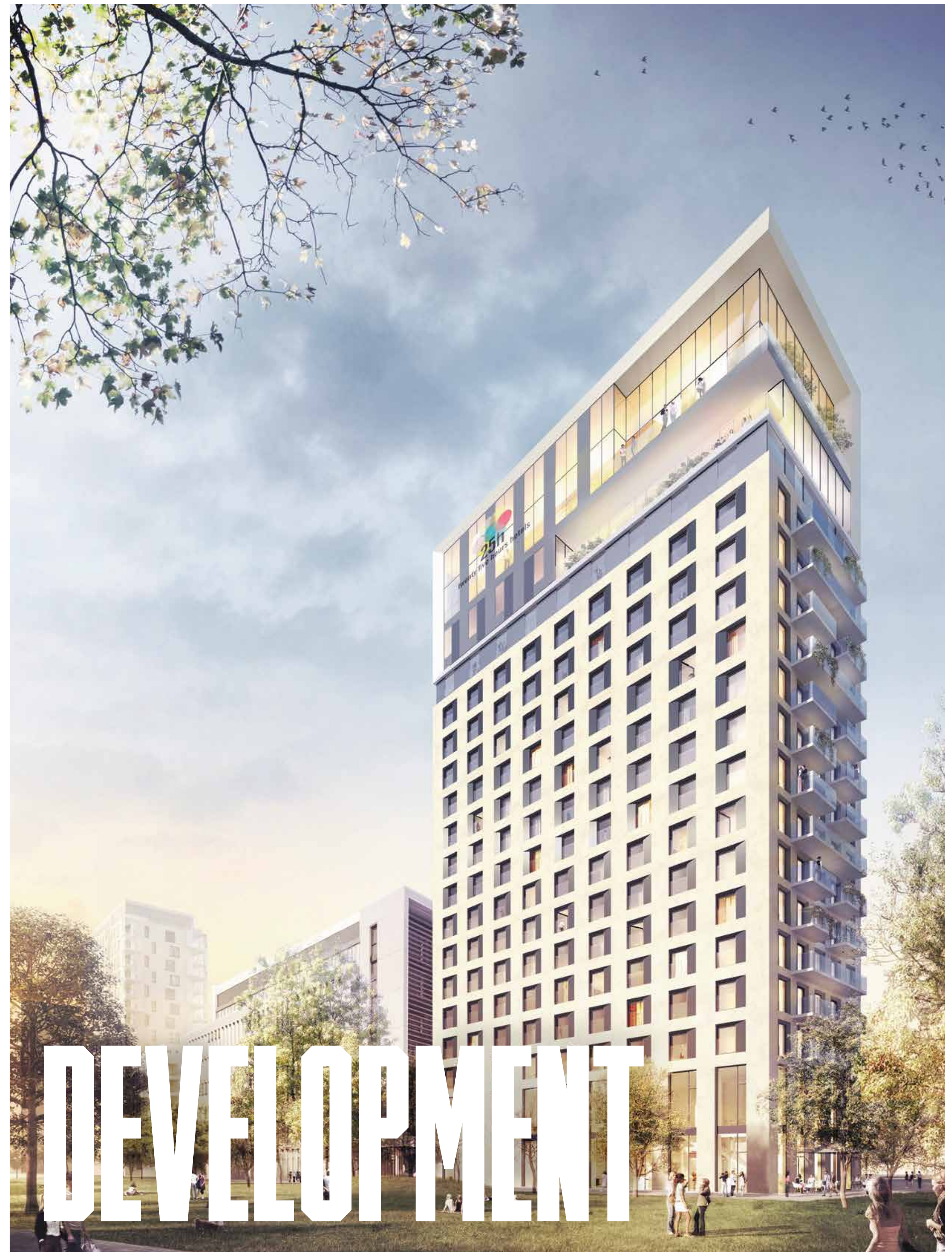
DEVELOPMENT

Anne-Kathrin Heitmann
Project Manager and In-House Architect

Born: 1982
Education: Dipl.-Ing. in Architecture (engineer’s degree), HafenCity University Hamburg
Previous employers: Architecture and project management in Munich and Berlin

come as you are.

25hours-hotels.com
facebook.com/25hourshotels



25HOURS HOTELS IS A FRESH and dynamic brand, built upon the shoulders of traditional hotel businesses. We are searching for new answers to the demands of an urban, cosmopolitan, culturally interested, and brand-aware audience. We develop individual, made-to-measure hotels with personality, in lively locations. Our concepts are based on innovation, responsibility, service, and design, but have individual focal points for each development. We fully devote ourselves to creating unique destinations with soul, inspired by their locations and shaped by art, culture, and stories of their surroundings. Our commitment and caring for details is time-consuming and thus,

we are growing in an unhurried but steady fashion in vibrant, metropolitan destinations.

To date, our brand has been performing consistently well throughout all different market segments. According to our consultants, this growth and the high quality of our products is connected to design, facilities, and quality of services. 25hours hotels are both a product of, and catalyst for, the trend of connecting a stay at a hotel, with the idea of adventure.

This very idea, we think, will be understood and received just as well internationally as in our existing locations. We invite you to learn more about our soon-to-be opened hotels.

Our Development

Henning Weiss

Chief Development Officer



25HOURS MUST GROW. Henning Weiss ensures that any new hotels, wherever they are in the world, still maintain the individuality and spirit that is expected from 25hours. To this end, he deals with both the technical challenges that building a hotel involves, and develops pioneering products that give the brand a boost and secure its future viability. Weiss, who grew up in a hotel by the North Sea, completed his professional training in the small but chic Louis C. Jacob school on the Elbchaussee in Hamburg. He joined 25hours following trips to London and Berlin. In 2006, he became manager during the opening of the Frankfurt hotels and was responsible for the opening of the 25hours Hotel HafenCity in 2011. In the following interview, he talks about strategies, trends, and where to find the perfect 25hours Hotel.

Mr. Weiss, you have been with 25hours since 2006. What has happened since then?
In 2006, I began as the Director of the 25hours Hotel The Goldman / Frankfurt, and was responsible for operations for the opening of our two hotels in Frankfurt. In addition to my main area of responsibility, I then started taking on the role of being the one to develop all of the 25hour Hotels that exist today. I have worked as the Chief Development Officer since 2013, which means that I am in charge of new developments for our products and hotel. I am also a member of our four-person Executive Board. During this time, we launched seven hotels and by now we have almost 500 employees. That's a lot.

How exactly do you create a hotel? What are the details of its development?
I'm something like a product developer. We start from scratch with every hotel. We search for the nucleus, the story. We decide on an interior designer who then comes up with an idea, deepens it, and then translates it into a design concept. At the same time, we look at the larger picture and reflect on which external partners could positively influence the brand experience for the hotel's guests. With this approach, 25hours is relatively unique and so is the way I approach my work in the professional hotel industry.

To what extent? What exactly is the difference compared to other hotel brands?
My work mainly starts when the contract is about to be signed. I then act as a point person interfacing with interior designers, builders, construction companies, our brand expectations, as well as operations. I try to manage this in such a way that the creative types can work, and the engineers can plan properly. I

pay attention to our budget and make sure that these services are delivered on time – I do this until the hotel opens. In existing hotels, I always play an active role when we make brand and design-relevant changes, for example, when we develop a new restaurant concept or carry out renovations or expansions. The rooftop bar of our hotel in Vienna would be an example of this.

The designer definitely has a special role to play at 25hours ...
We try to give our designers quite a bit of leeway to develop their ideas. The first drafts are supposed to be done without any interference from us at all. For step two, we have come up with development guidelines so that designers, owners, engineers, and architects can better understand the 25hours brand while the hotel is being built and developed.

It looks like it would be quite important in all of this to observe the latest trends...
We build hotels, that means I'm moving in a given context. But we try to do something different. That doesn't mean that we constantly want to reinvent the wheel. Trends can be things that were clearly successful in the past and simply have to be adapted to new circumstances. We want to preserve the old if it makes sense or set it aside if it is no longer up-to-date. One of our core ideas is, for example, to periodically take concepts from the grand hotel business tradition and to rethink them – also with respect to finance and economics. However, to develop an idea like this, three factors are very important: Does the guest have an added value? Does our brand have one as well? And finally, are we also telling a beautiful story when we come up with such an idea? This is how we manage to stay close to the zeitgeist while not being trendy.

The grand hotel business sounds very elitist...
The grand hotel business is usually very rooted in a city and neighborhood. We instead try to democratize these values, to create an experience that is not just reserved for wealthy travelers and guests. It's more about what's tried and true and not so much about aesthetics or design. It's always about service concepts. Our book kiosk is a good example: We create a different one for every hotel often by partnering with an exciting publishing house (e.g. mare, Die Gestalten). We hire a person who can curate this store and be a very good concierge at the same time. We usually look for someone who knows the area very well and is exceptionally well-connected. That makes him or her "a local" – just like the guy or woman working in your favorite shop around the corner – all the while they're also offering classic grand hotel service. In a nutshell, we look for tried and true qualities reinterpreted and combined in new ways. This concierge service is very lucrative for our hotels.

At 25hours, what's the typical hotel guest like?
We get a range of guests: neighbors, travelers, friends of travelers, business people, creative types. There's no specific target group anymore. Our guests are people looking for something special, for a niche – but at the same time, for quality.

With regard to future projects: Existing buildings versus new buildings, what does that mean for the implementation process?
We can run and develop financially successful hotels with 50-80 rooms up to a maximum of 200-250 rooms. This ranges from new buildings to complicated, historically protected buildings. We

even operate hotels in buildings limited by interim use permits, such as in Vienna. We already started designing hotel suites upstairs while students still lived in the old dorm rooms downstairs. That's one of our strong points in developing and realizing the potential of the brand 25hours: We can adapt to the most diverse prerequisites and develop individual, sustainable, economically successful products. Fascinating existing buildings, of course, always come with a legacy – a history – and for us that history can be the lucky find, allowing us to tell a story.

Is there something like a perfect 25hours hotel?
There are hotels that work really well, where there's an optimal mix of concept, location, and cost-effectiveness, and where everything runs smoothly. The building in Hamburg's HafenCity is where storytelling works at its best – that's evident from all the great feedback we get from our guests. But in brief: The perfect 25hours Hotel is always the next hotel we open.

In which cities can we expect to see a 25hours Hotel in the future?
We want to go to cities that are fun for us, but always provided that 25hours will occupy the right niche there. We envision hotels for instance in Amsterdam, Copenhagen, London, Cape Town, and New York. But either a small hideaway in the mountains or something by the sea are also on our list as a tiny counterpoint to our very urban destinations.

Our Perfect Hotel

We follow a “no house like any other” philosophy. Despite all their different characteristics, we still have a clear vision of the perfect hotel that we try to recreate with every hotel anew. We have standards when choosing a new destination and building. We define clear guidelines when training our front desk and service staff. And we follow a very clear idea of the ambience that should await guests when entering our hotels, and of the service we want to offer throughout their visit. So yes, there is such a thing as the perfect hotel, but it can come in very different facets. Let us take you on a tour!

Overall requirements of chosen buildings
We create hotels in all kinds of buildings – whether new, or old – and are able to rebrand existing ones. Overall, we love buildings with a history and that tell a story. Exceptional architecture is something we love! Usually we are looking for more than 100 rooms (5,500 sq m gross floor area). And we absolutely prefer lively neighborhoods to airport, fair ground, or business district locations.

- 1 Standard guestrooms**
We need standard guest rooms of 20 to 24 sq m floor area (net) which roughly make up 75% of our room categories. The room layouts can be extraordinary and the windows must be able to fully open.

2 Supersuite
We need some rooms to brag with! Supersuites range in size between 80 and 100 sq m, are multifunctional, and consist of various areas. Besides the size, our guests need to feel pampered with their extraordinary features.

3 Lobby
Our lobby needs to make a statement and be accessible from street level.

4 Restaurant
Our restaurants need to have a separate entrance. We don't believe in separate breakfast areas and love to cook on open fire. Our kitchens should always be open to, and visible from, the restaurant. Outdoor spaces are also essential; thus, we need to have a terrace or a garden accessible from the restaurant.
- 5 Bar**
Whether tiny or huge – our bars have to be special and have character.

6 Rooftop
Whenever possible, we want access to the roof. There are many options of what we can do on the very top: We can have a pool, a garden, a bar or an area for well-being. Most important though is that the rooftop is open to the public.

7 Well-being
Our guests expect basic amenities like a sauna, steam bath, and gym. Those well-being areas should not be located in the basement.

8 Public restrooms
The restrooms need to be outstanding. The guests will be so excited that they tell their friends about it after the visit.

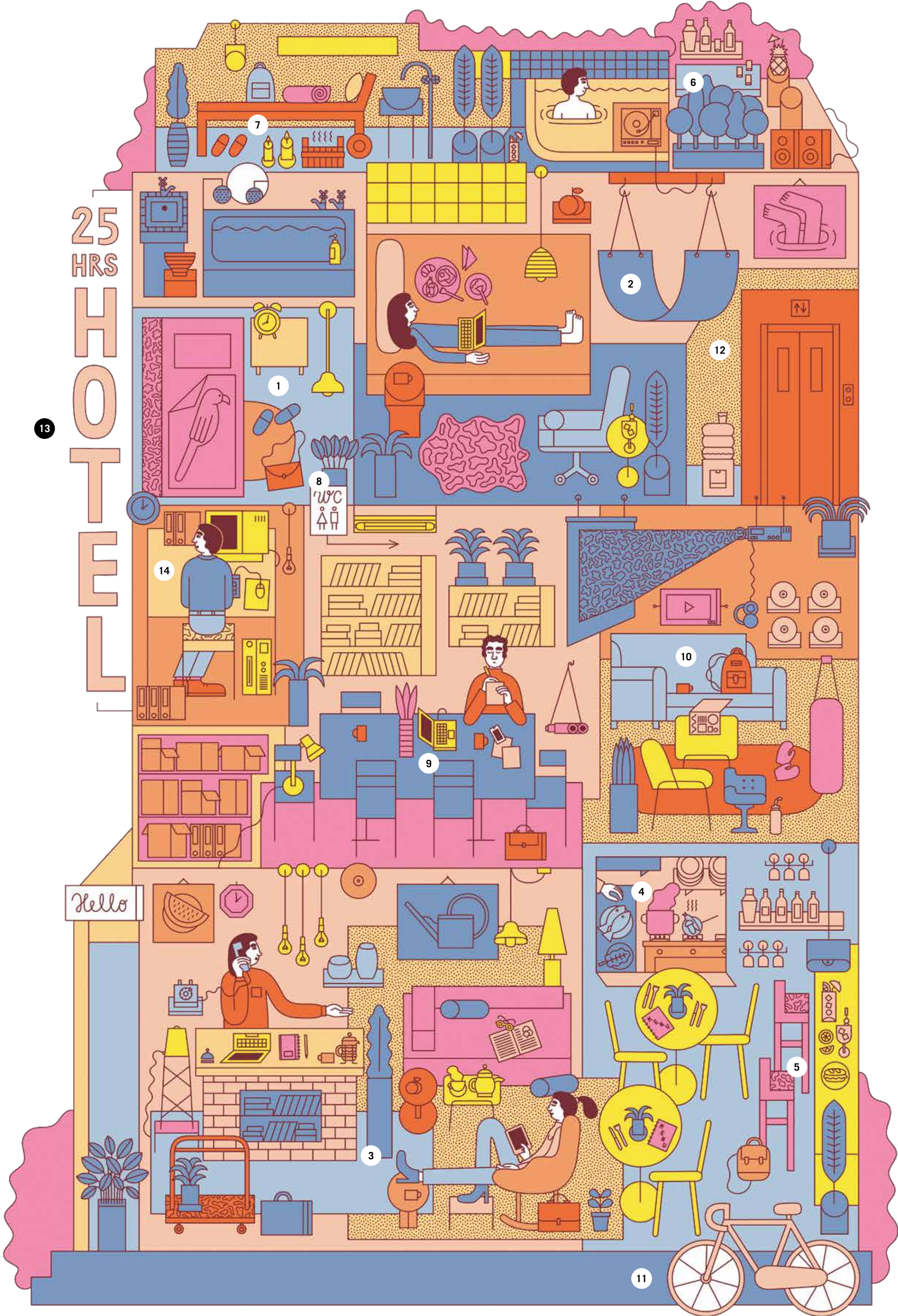
9 Meeting
We expect functional rooms to be adjacent to the public areas and love to develop outdoor function and meeting areas.
- 10 Special areas**
We are creative. Roughly 30 to 60 sq m are needed for our special concept areas.

11 Mobility
We expect one parking lot per five guest rooms and need visible, weatherproof, and safe bike stands.

12 Elevators
The technical set-up of our guest elevators needs to allow art and design installations. Besides that, separate service elevators are expected.

13 Façade
We love huge, colorful neon signs for hotels and all relevant restaurants. Furthermore, illumination is vital for any hotel façade.

14 Back of the house
Our staff is dear to our heart and thus offices, staff canteens, and workplaces should have daylight. The offices should be adjacent to the public areas. Overall, a hotel needs more back of the house and storage areas than expected.



25hours Goes Leisure

Christian Zenka
CEO 25hours Leisure Projects



Education
Hotel Atlantic Kempinski, Hamburg / Certificate in Hotel Business Administration

Previous employers
Protea Hotel Parktonian Braamfontein, Johannesburg / Deputy Director
Grande Roche Hotel Kapstadt, Paarl / Deputy Director
Renaissance Hamburg Hotel, Hamburg / Sales Manager
Radisson Blu Senator Hotel, Lübeck / Deputy Director
Arcona Hotels / Marketing Director
Land Fleesensee / CEO Marketing and Service GmbH
Der Club an der Alster / CEO

25hours Hotels: Authentic and individual - not just in the city but now also in leisure destinations.
You know one, you know none: 25hours Hotels' proven philosophy isn't just expected to continue in more cities. This year the company is stepping out of urban surroundings and expanding into the leisure segment. They're even founding a sister company. From now on, suitable areas, properties, and investors are being sought out in rural tourist locales. The company is seeking support from its sister company for the development, using the same resources and shareholders that are responsible for the construction and management of the 25hours city locations.
Only the director and shareholder, Christian Zenka is a different case. Zenka, who trained at the Atlantic Hotel in Hamburg, opened South Africa's first wine estate hotel in the '90s and most recently supervised the holiday region of Fleesensee, developing and establishing it as an umbrella brand. Working closely with Florian Kollenz, the longtime development manager for urban areas, Zenka will be leading the new leisure segment with the same 25hours passion. In the following interview, it's evident how well the two heads of development complement each other.

Freunde von Freunden: What especially fascinated you about 25hours, Christian?
Christian Zenka: The huge passion, the spirit, and the joy of the job that's lived equally at the head office in Hamburg, as well as in the hotels themselves. I also greatly appreciate that one sometimes takes really unusual routes at 25hours and has the courage to define new boundaries; it's always impressed me. And I believe that it's possible to newly define the leisure sector together. If we manage that then we've achieved a lot!

What must be considered with the leisure sector in comparison to the city segment?
C: Above all, I think that we need to adjust our gastronomy concept strongly towards leisure guests. For me, this means creating platforms upon which communication - with locals as well - can take place even more directly. That can be made possible through events or parties alongside our gastronomy concept. Maybe we'll be the meeting point for the region. That's what we'd love. Of course, suitable recreational activities for the destination and the whole idea of well-being in the leisure segment play an even bigger role than in the city. Generally, however, we want to continue what 25hours already learned and achieved in the urban havens: sophisticated hospitality with a wink.

What kind of leisure destinations are you looking for?
C: For starters, we're focusing on crisis-proof destinations. They currently include South Africa, the Alps, and Mallorca. Mallorca has not only become incredibly hip but also a destination where people can fly to from Germany and the rest of Europe at low prices throughout the year.
Florian Kollenz: Our choice of location in both sectors isn't only driven by economic factors but also emotional ones. The destinations where we're opening are places we are personally attracted to, and like spending time. I think in the end you always see how much passion and love we have put into our hotels, luckily, as today's guests and future guests are looking for authenticity and individuality. >>

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“Suitable recreational activities for the destination and the whole theme of well-being in the holiday segment play an even bigger role than in the city.”

—

Christian Zenka
CEO, 25hours Leisure Projects

Are your demands for buildings the same in both sectors?
F: In both cases we always evaluate the overall package. When we find a beautiful building, it can sometimes be the case that it doesn't matter whether it has the desired 140 rooms or just 75. A major difference between the city and leisure segment are the room sizes. In cities like London and Paris, where there's a general lack of space, we have to be more efficient. Guests usually stay for shorter periods and primarily need a good mattress and a functional bathroom. With holiday destinations the average length of stay is significantly longer.
C: Furthermore, the number of guests staying in a room is often different. In a city hotel lots of guests come alone, whereas in holiday regions this is almost never the case. For this, we need a different guest room sizes and varying facilities.

To what extent?
F: That depends on the destination. If you're in the Alps, it's, for example, an area where guests can comfortably store their ski equipment.
C: And in general, the differences already start out in the rooms. The leisure sector needs larger closets. If you standardize, you soon run into a problem. This is why some hotel chains, which have their origins in the city hotel industry, failed when switching to leisure.

At what point are you currently in the leisure destinations' development?
C: We're currently keeping an eye on the markets, checking what there is and might arise in the targeted regions. Then, together with investors, we begin to start tailoring packages.
F: It's easier to find investors for projects in urban destinations. London, Paris, Amsterdam, Madrid have a very large investment market with many different investment profiles. Particularly with the sites that we currently have on our expansion list, in the leisure segment, it's a real challenge to hunt for investors.

Therefore, flexibility is required.
F: Absolutely. And fortunately, we can fully offer this in the urban field as well as with leisure destinations. We look at the scope of each contract individually to see what's possible and necessary to finally arrive at the product that we've imagined. Depending on the potential investor's interests, we can offer a lease or management agreement; like a small toolbox from which each investor can pull out something different - a model that suits them. It's good that we're able to reach back into the toolbox for the leisure hotel industry as well. Many operators shy away from a lease. We, however, aren't afraid to take operational risks and offer lease agreements in the leisure sector.

So you're flexible with the contract model. Which areas is adaptability still required?
F: With the timeline. There are always situations arising in which decisions need to be reached very quickly. For one project, we

recently only had a window of two weeks to finalize a contract. Such a task would be a no-go for many international chains, because they often have to go through several committees and this takes time to complete. Our hierarchies are very flat and thus we can make a decision within days and immediately proceed to contract negotiations.
C: Flat hierarchies are definitely an advantage.

Your goal, therefore, is also to quickly and efficiently team up with interested partners in the leisure destinations?
C: Yes.
F: And they should quickly team up with us... (both laugh)

When the leisure hotels are complete, what kind of guests are you expecting?
C: It doesn't differ in essence from the guests of our city hotels: young and young-minded people who appreciate good design, are open, want to experience little adventures, and be social. But it could also be families!

Do children feel at home in your hotels?
C: Absolutely. I was surprised, for example, how many families with children came to our hotel in Hamburg's HafenCity. Through the tonality in the houses, the fact that everyone is on a first name basis, and of course the cheerful and colorful design - kids quickly felt at home. We can individually accommodate for the traveler, family, and even couples in the leisure sector.

That's also the case for the city sector, wouldn't you say, Florian?
F: Yeah, but additionally we provide an appropriate environment for the business traveler.

Where are you expanding this year in the urban sector?
F: Venice. This will be a premiere for us: It will be the first time we are planning on taking over an existing hotel, a 500-year-old property located directly on the Grand Canal.

Sounds perfect! By the way, what three criteria does the perfect 25hours Hotel need?
F: It has to surprise, it should not be too serious, it has to offer variety.
C: And it needs to provide a stage on which people can mingle. As I already mentioned, interaction with locals should happen, so that the hotel doesn't become an isolated island but is perceived in context.

Privately, what can't be missing from a perfect hotel?
C: Golf clubs, a beautiful pool, and the countryside all around.
F: Good gastronomy, a place where I feel comfortable at different times of the day, room functionality, and super fast WiFi.

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“Our hierarchies are very flat and we can make a decision within days and immediately proceed to contract negotiations.”

—

Florian Kollenz
Development Manager



Florian Kollenz
Development Manager

Our Development Partners



“As investors with a long term outlook, we love to work together with operators who continuously seek to explore the needs of their potential guests. In this regard we see in 25hours a dream laboratory, finding unexpected answers to the simple needs of travelers and guests. The success of 25hours proves them right.”

Douglas Waibel
Associate Director PATRIZIA Deutschland GmbH / Acquisition

- Portfolio manager on behalf of insurance companies, pension fund providers, sovereign wealth funds, and savings banks
- Hotel assets under management: €400 million
- Buyer 25hours Hotel Das Tour / Düsseldorf



“We are glad to be part of the growth of this exciting hotel operator.”

Christophe Piffaretti
Fund Manager Credit Suisse Real Estate Fund Hospitality

- Largest provider of real estate investment products in Switzerland
- Special hospitality-focused real estate fund
- Owner 25hours Hotel Zurich West / Zurich



“The hotel industry has changed. More and more travelers are looking for fresh and innovative accommodation opportunities. 25hours caters to all these needs and knows how to grow in a dynamic market environment. As investors, we believe in the attractiveness of the 25hours concept.”

Dirk Schuldes
Division Manager Commerz Real AG, Real Estate Markets Hospitality

- Full subsidiary of Commerzbank AG specializing in tangible asset investments
- Assets under management worth €32 billion
- Investment into 25hours hotel projects are being assessed in Europe and the US



“This 25hours hotel has an exceptional and distinctive design and has turned into a tourist hotspot and local attraction in a short amount of time. The hotel is perfectly integrated into our Bikini Berlin complex – an urban oasis in the middle of a pulsating city.”

Dr. Herman Brandstetter
CEO Bayerische Hausbau GmbH & Co. KG.

- Bayerische Hausbau is the development and real estate arm of the Schörghuber Unternehmensgruppe
- Real estate portfolio valued at €2.5 billion
- Developer and owner of the 25hours Hotel Bikini / Berlin



“We are delighted to collaborate with 25hours, a partner known for its individuality and creativity. We are very excited about the new 25hours Hotel in Cologne, that will decidedly enrich the Gerling Quarter. The Gerling Quarter impresses with its interplay of location, flair, and architecture. Historical landmarks and contemporary new buildings exist here in harmonious coexistence.”

Dr. Oliver Schumy
CEO IMMOFINANZ

- Commercial real estate company with a European focus
- Emphasis on value-generating growth through acquisitions and project development
- Developer 25hours Hotel Friesenviertel / Cologne



“25hours hotels have gained significant market presence, both as a highly successful design and lifestyle operators and also as an F&B market leader. As such, they are not only recognized, but also sought after, as business partners for lenders, investors, and high net worth individuals. This is a great asset to have for FREO, as an investor / developer. We are delighted to name them our partner.”

Matthias Lückert
Founder, Chairman and CEO FREO Group

- European investor, developer, and asset manager of high quality commercial real estate
- Cohesive network of 15 offices in seven countries
- Developer 25hours Hotel The Royal Bavarian / Munich



“The 25hours’ development team gets straight to the point, works with a great partnership spirit, and offers one of the strongest brands in the European lifestyle hotel market. Involvement by the main partners and quick decision processes are also a very appreciated quality. This is why BNP Paribas Real Estate Property Development is committed to helping 25hours land their flagship properties in France, the UK, and Italy.”

Antoine Mabilon
Associate Director BNP Real Estate Hotel Property Development

- Experts in all business lines covering the property cycle: property development, transaction, consulting, valuation, property management, and investment management
- 146,000 sq m delivered in property development in Europe and 281,000 sq m under construction
- Assessment of joint developments with 25hours hotels in Europe



“25hours is an innovator in the hospitality industry in Europe, and we strongly believe the brand can be a huge success in the United States. Given our experience with brands like Ace, Nomad, and Thompson, we deem ourselves to be a potential partner for 25hours’ market entry in the States.”

Allen Gross
CEO & Co-Founder GB Lodging

- Hotel investment, development, and asset management firm
- Developer of iconic hotels like NoMad New York, Ace Hotel New York, and The Beekman
- Sparring partner for 25hours hotel projects in the US

25hours Hotel

Das Tour / Düsseldorf

“WE HAVE HAD positive experiences with regenerated city districts,” says Christoph Hoffmann, CEO of 25hours. “It may take a little time for the neighborhood to accept us, but it also gives us the opportunity to be involved in the evolution of something new. It fits in nicely with our adventurous character.” Hoffmann is enthusiastic about the group’s newest location on Düsseldorf’s Louis-Pasteur-Platz. As part of the ongoing city construction project Le Quartier Central, the hotel will be located among new accommodation and homes being built over approximately 36 hectares on the premises of a former freight station between Wehrhahn and Derendorf commuter rail stations.

This meeting of the old and the new is just one of the many contradictions the hotel embodies. Swedish design team Stylt Trampoli is overseeing the design and development of a hotel interior that will entice those who travel to the city. The Gothenburg-based studio has diverse experience in the culinary and hotel industries and is known for their storytelling approach to design. Here, there was an opportunity too good to miss: Located in the French Quarter, Stylt seized the chance to infuse the project with both French and German influences, bringing out the best

of both nations to create a truly special destination. Where the Germans have functionality, the French bring finesse. The rationale is mixed with illusion, and mechanical order is softened by an organic approach. A child of both nations, the hotel is full of playful reminders of the different approaches they embody: Visitors can “wait to be seated” or “sit down anywhere you like.” “We chose an international design team so that this theme is approached from as neutral a point of view as possible,” explains Henning Weiss, 25hours Chief Development Officer. Tongue-in-cheek, he adds: “The Swedes should be able to vent their prejudices fully about Düsseldorf, Germany, and France.”

Full of the quirky twists that visitors have come to expect from 25hours, if you are feeling your methodical German side, you can visit the Repair Kiosk to have a gadget or bicycle repaired. Pop down to the lobby and the smell of freshly baked bread wafting from the boulangerie will remind you that there is a slice of France waiting to be tasted. There is a bustling, international, and vibrant community within the hotel: It is clear that this district, once just a place to travel through, has become a destination in itself.

● Opening

2018

● Bedrooms

199

● Gastronomy

The Paris Club, The Boilerman Bar

● Architect

HPP Hentrich-Petschnigg & Partner GmbH & Co. KG

● Interior Design

Stylt Trampoli AB

● Investor, Developer & Current Owner

ECE Projectmanagement GmbH & Co. KG



ECE WAS FOUNDED in 1965 by mail-order pioneer Prof. Werner Otto (1909-2011) and is owned by the Otto family. Hamburg-based ECE has been developing, building, leasing out, and managing large commercial properties in the business areas of retail, office, and transportation and is the European market leader in the field of inner-city shopping centers. ECE provides all real estate-related services from one source.

“We’re delighted to be able to enrich the emerging neighborhood with this singular hotel tower. With 25hours we’ve now found another prime location in Düsseldorf with a prestigious operator.”

Alexander Otto
Chief Executive Officer ECE Projektmanagement



25hours Hotel

Friesenviertel / Cologne



● Opening	● Architect
Quarter II / 2017	Ortner & Ortner Baukunst
● Bedrooms	● Interior Design
approx. 170	Studio Aisslinger
● Gastronomy	● Investor, Developer & Current Owner
NENI restaurant The Boilerman Bar	IMMOFINANZ Friesenquartier GmbH

THE LOBBY of any hotel is one of its most important features. It is the guest's initial point of contact with the establishment, and where first impressions are made. That's why so much thought has gone into the design of the lobby at 25hours Hotel Friesenviertel in Cologne. Guests will be greeted by an expansive white circular space, at once imposing and inviting. The end result should feel like stepping into a different era.

"Existing structures compel us to be especially creative. You can't just copy and repeat older designs," explains Henning Weiß. Weiß is in charge of developing the new 25hours hotel in Cologne's imposing Areal Building, the former company headquarters of the Gerling insurance group. He immediately realized that the building's legacy had huge potential to embrace when developing the concepts that guide the hotel's aesthetic. This aesthetic is a marriage between the opulence of the Rhineland's post-war "Wirtschaftswunder" – a time of burgeoning growth and regeneration in Germany – and the era's optimism and utopian vision which was tied to technological innovation and the Space Race. This retro-futuristic feel throughout the hotel will further transform this one-time economic behemoth into a stylish and exciting place to stay.

In the heart of the Friesenviertel district, the immense structure is being transformed into a diverse mix of apartments and

hotel accommodation. The striking circular shape of the structure is being preserved, and a particular highlight will be the approximately 500 square-meter lobby. The eighth-floor restaurant and bar will offer spectacular views of the Cologne Cathedral, and the penthouse suite will be built on top of the existing building, with a terrace around its perimeter so guests can enjoy the truly spectacular view. A vibrant communal area with a lounge, shop, bicycle dealership, and DJ booth will be located in the old counter area where customers once paid their insurance premiums, ensuring a return to the hustle and bustle this site was so long known for. Weiß has also floated the idea of including an organic farm shop to sell regional products: "It will depend on our partners and the overall hotel theme as to whether we can actually put that into practice." And while talks are currently ongoing about the design and concept of the new hotel, input from local creative partners from all backgrounds and experiences are actively being sought to ensure that the hotel will not only radiate international charisma, but also, be deeply rooted in the community. In other words: It looks like one of Cologne's hearts is stirring back into action, and becoming a new hotspot in this vibrant city.



THE FORMER COMPANY headquarters of insurance group Gerling lies right at the heart of the Friesenviertel district and is currently being transformed into diverse accommodations and homes. For many, the Gerling Quarter is still a symbol of the "Wirtschaftswunder" (economic miracle). The area of about 33,000 square meters tells the story of Dr. Hans Gerling's entrepreneurial spirit. He was an admirer of high quality, classical, and timeless architecture. Additionally, diplomats, merchants, glamorous women, or politicians like Konrad Adenauer, were frequent guests in his exclusive bar.

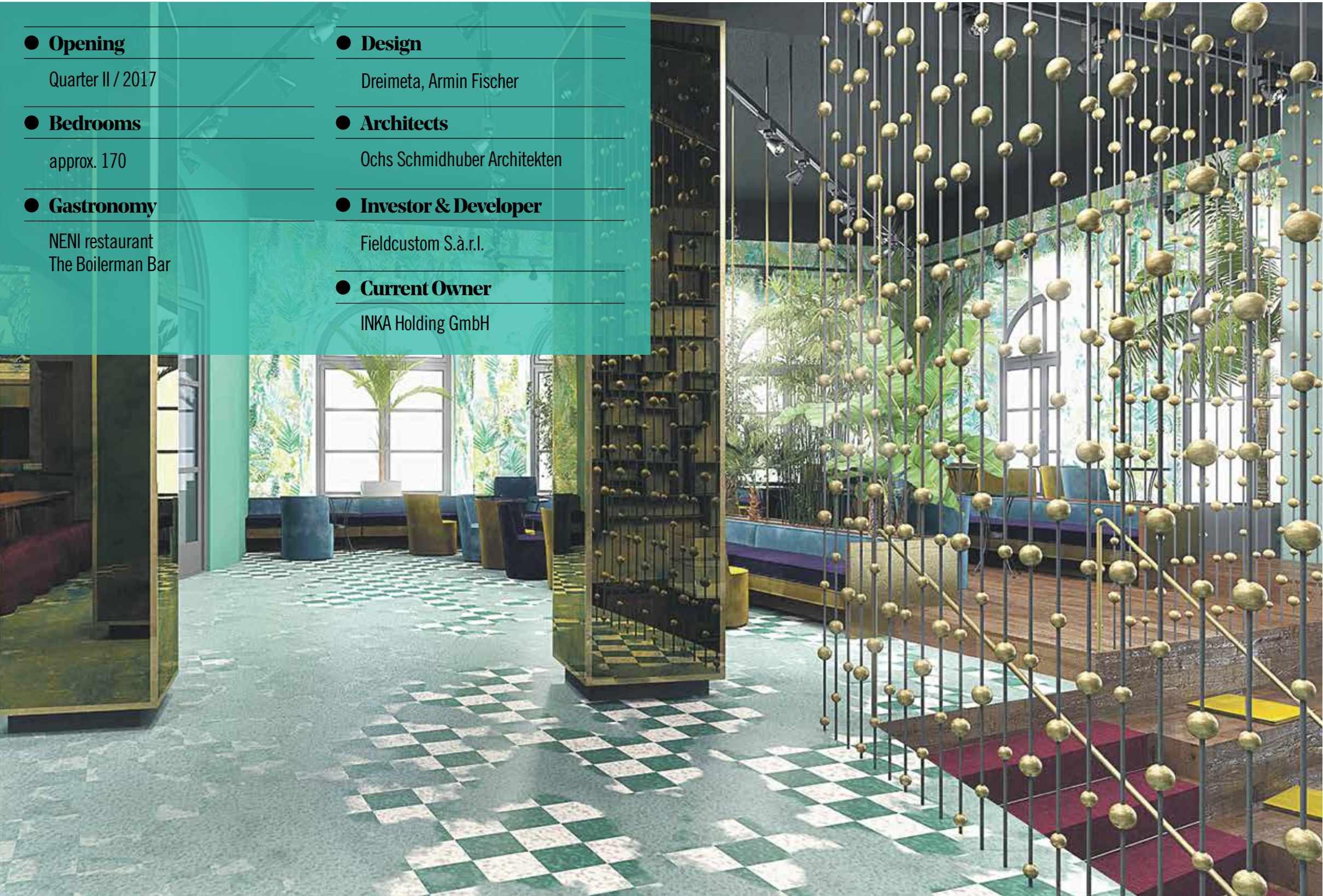


“Right in the heart of a big city, the rotunda in the Gerling Quarter presents a magnificent circular floor plan – a utopian entry way with unbelievable ceilings. The historic materials seem like contemporary witnesses of a bygone building age: black stone walls, white marble floors, golden façade elements, and continuous white stone as an elegantly structured exterior.”

Christian Heuchel
Founder & Partner Ortner & Ortner Baukunst

25hours Hotel

The Royal Bavarian / Munich



● Opening	● Design
Quarter II / 2017	Dreimeta, Armin Fischer
● Bedrooms	● Architects
approx. 170	Ochs Schmidhuber Architekten
● Gastronomy	● Investor & Developer
NENI restaurant The Boilerman Bar	Fieldcustom S.à.r.l.
● Current Owner	
INKA Holding GmbH	

THERE'S ALWAYS SPACE for another hotel, and this is particularly true in Munich. With this hotel, 25hours is making their debut in Bavaria's capital. There was no point in forcing it until the ideal location presented itself. The historic post office directly opposite the station became the perfect candidate. "The history of this building alone is already a stylistic template for us to reference as history loves," says 25hours CEO Christoph Hoffmann referring to Bahnhofplatz 1, the prestigious address of the new 25hours Hotel The Royal Bavarian. The lordly, Renaissance-style building was built in 1869 by architect Georg von Dollmann and originally served as a central post office and royal telegraph station. It still houses a Deutsche Post branch, making it the oldest functioning post office in Bavaria.

So how to transform this incredible location, steeped in history, into an inviting, stylish space for the modern guest to experience and enjoy? Indeed, the age of the structure presented a great challenge. You never quite know how a building will react to renovation and remodeling. Patience and creativity were required in equal measures; luckily, these are 25hours' strong points. The end result will be stunning: This will be history, with a dash of luxury.

Augsburg-based design firm Dreimeta, led by Armin Fischer and his team, are undertaking the task of making sure the two elements coexist. The hotel is set to be an iconic yet ironic tribute to the royal Bavarian residence, as the design team seeks to turn the spirit of the early 20th century "grand hotel" on its head. Weary travelers find themselves arriving in a different era only steps from the platforms of Munich's main train station. The bold, brash color scheme and floor coverings are reminiscent of a time when travel was the privilege of the elite. A tiger gazes down from the wall, and visitors can sit amid a small rainforest in the lobby. The chic, slick bar has the enchanting feel of a gentleman's club, with its magnificent arched arches and heavy fabrics. You almost expect to see a 19th century explorer in the corner, enjoying a whiskey and cigar, and poring over his travel plans for the days to come. The building, the location, the city and the proud state of Bavaria offer the perfect setting for this fascinating and yet playful fusion of past and present. More has not been revealed – the curious will have to discover the hotel for themselves.



“For us as architects, 25hours is the brand that has managed to bring the upscale hotel into the here and now with wit, charm, imagination, and a sense of style, giving today's travelers what they miss most when in a foreign place: a home.”

Florian Schmidhuber
Founder and Partner Ochs Schmidhuber Architekten

25hours Hotel

Langstrasse / Zurich



- | | |
|-----------------------|--------------------------------------------------|
| ● Opening | ● Architect |
| 2017 | E2A Architekten |
| ● Bedrooms | ● Interior Design |
| approx. 170 | Studio Aisslinger |
| ● Gastronomy | ● Investor, Developer & Current Owner |
| NENI restaurant & bar | SBB AG |

THE SITE OF Zurich's newest 25hours hotel will be in the city's shiny new Europaallee quarter, an urban construction project led by Swiss Federal Railways. In the heart of the city, this quarter is seeing new accommodation, homes, and office space pop up alongside the central railway station. The area is constantly developing, and this vibrancy was exactly what drew 25hours to it. Being part of the energy that attracted it, the hotel will be a fusion of industrial character, colorful playfulness, and the authenticity Zurich is known for. It will be a pocket universe inside one building.

The hotel's design and story was developed by Berlin-based Studio Aisslinger, who were inspired by the contrast between what is both the liveliest area of Zurich and an ultra-modern, newly-built district. The floor that you enter on is comprised by different "corners," which create a veritable city within a city. The slick bar is one such corner, and with its high barstools and fresh plants neatly tucked away behind the stairs, it is stiff competition for Zurich's local watering holes. Stroll past the bar and you'll find the Flint Lounge, where guests can wait for their friends or enjoy a quiet read. In the middle, a fireplace adds a homey feel, and if you're lucky, you might even catch someone performing on the grand piano in the center. A large window offers a view of life going by outside, but with a multitude of experiences available within the hotel, there is a risk that guests may forget to leave!

The dynamism found at the entrance will continue into the rooms. There will be something for everyone, whether on a business trip, a family excursion, or a trip with friends. All of the rooms are themed around precious metals, alluding to Zurich's reputation as an international banking metropolis. However, this does not detract from the comfort and playfulness incorporated into each room. For instance, if you want, you can even spend the night in a bunk bed. This clash of Zurich's different cultures lends the hotel a universality, where broad-shouldered bouncers, creatives, academics, and ambitious bankers all feel at home. The space will be characterized by robust, industrial elements and thoughtful, stylish touches with Werner Aisslinger (who among others, designed the flagship 25hours hotel in Berlin) at the helm.

Chief Brand Officer and Swiss national Bruno Marti is excited about this upcoming addition to the city. "The outbuilding on Langstrasse in Zurich will probably be one of the best micro-locations in our small group and the perfect accompaniment to the Zurich West hotel." A little world of its own, the hotel is the perfect base to explore Zurich from - once you've finished discovering the hotel itself!

"The 4th and 5th districts have been a magnet for artists, architects, industrial and fashion designers, and innovative restaurant owners."

From kreislauf4und5.ch



25hours Hotel

L'Eixample / Barcelona

AS THE FIRST 25hours hotel outside of the German-speaking world, this project needed the perfect spot to settle into. Where is the lucky neighborhood? The district of L'Eixample, famed for its Modernist architecture. The Rotterdam-based design and film studio From Form has been tasked with the development of the design concept, which is inspired by a character from one of their films, "Mr. Emilton", and his cabinet of curiosities. The studio has a strong background in film production, and so this was a new and exciting territory for them. "The idea that we would design an actual hotel has been so surreal to us," says co-founder Jurjen Versteeg.

The hotel itself has been infused with this surreality, starting with the type of building it will be in: an old hospital. Why not choose something more conventional? Because that's what everyone else is doing. In typical 25hours fashion, doing the unexpected was a top priority. Inside the hotel, this innovation continues. From Form has translated their cinematic narrative into an exciting architectural concept. Everything you would expect to find in a real cabinet of curiosities – vials of minerals, dodos, bird cages, exotic flora and fauna – have been woven into the aesthetic. Visitors can decide who they want to be for themselves: an explorer, scientist, seaman? All are possible within a visit.

Doing the nontraditional will, of course, bring more challenges than a normal approach. But From Form were ready for that, and even seemingly problematic room layouts are greeted as an exciting challenge. Creative solutions to unusual features are abundant throughout the space. One of the hotel rooms, for example, is tiny but blessed with a huge balcony. So why not turn the balcony into a bedroom, allowing guests to wake up bathed in the sunshine of Barcelona? The end result is extraordinary, and a unique experience for visitors to this endlessly exciting city.



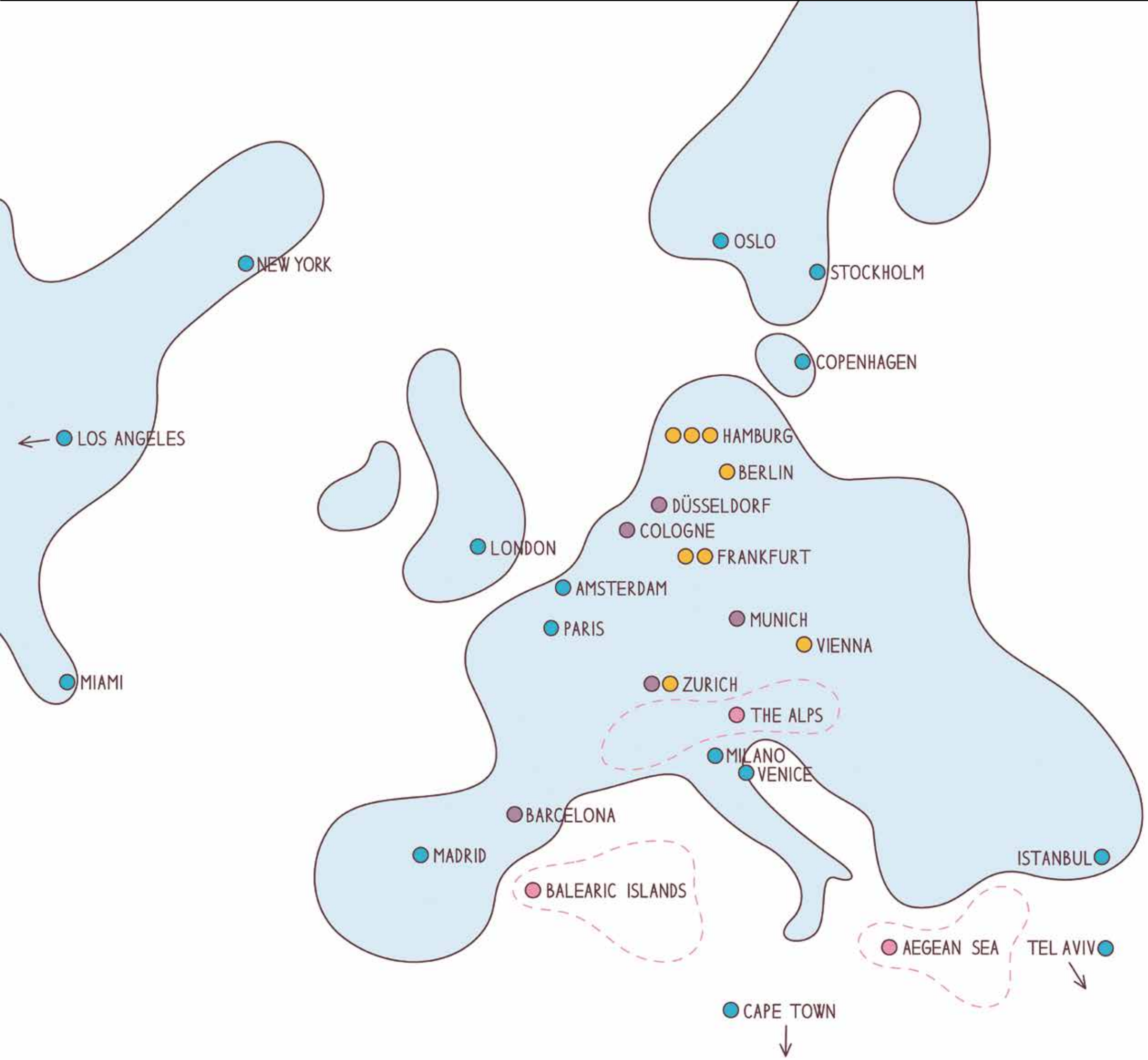
"It might sound a little cliché, but asking a film and design studio for a hotel design based on a film, is quite a brave move"

Jurjen Versteeg
Co-Founder From Form

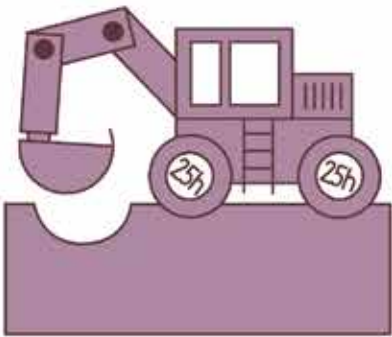


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|--------------------|--------------------------------------------------|
| ● Opening | ● Concept |
| 2017 / 2018 | From Form |
| ● Bedrooms | ● Interior Design |
| 89 | Intercon |
| ● Architect | ● Investor, Developer & Current Owner |
| Intercon | Romel Innova SL |

OUR DESTINATIONS



Open Hotels



Hotels to be Opened Soon



Urban Target Destinations



Leisure Target Destinations