

25hours Announces Rollout Plans

TAMARA THIESEN • April 19, 2018



25hours has announced plans to continue its ongoing expansion throughout Europe and Asia with the launch of several new locations this year.

Set to join the company's portfolio in June, the 25hours **Hotel Das Tour** in Düsseldorf, Germany's Le Quartier Central district will draw upon its proximity to France with a design from Swedish firm **Stylt Trampoli**. The concept will integrate German engineering with a distinctive French artistic flair. The spa will boast a panoramic sauna and a balcony dousing shower, while the F&B venue the Paris Club spans the hotel's top two floors. 25hours will also expand in France with the **25hours Hotel the Circle** in Cologne. Centrally located in the Friesenviertel district, the 207-room hotel will be outfitted with a lavish lobby that includes a café, kiosk, bike corner, and record store. The project will also see the collaboration of locally based architecture firm **O&O Baukunst** and Berlin-based **Studio Aisslinger**. Slated to debut this summer opposite the Gare du Nord station in Paris is the **25hours Hotel Terminus Nord**, located in a building transformed by architect **Axel Schoenert**. Armin Fischer and Andrea Kraft-Hammerschall will lead a creative team from **Dreimeta** to craft the 237 guestrooms.

Autumn 2018 will see the arrival of the 25hours Hotel Bahnhofsviertel in Frankfurt. French artist and designer will Michael Dreher will spearhead the modernization and expansion of a new property equipped with a rooftop sauna, fitness center, and library. A sake bar will also debut onsite.

25hours is also set to introduce two new properties in spring 2020. Inspired by Dante's Divine Comedy, the 173-room 25hours Hotel Firenze will open in Florence with a design from **Genius Loci Architettura** and Paola Navone. The company will also celebrate its entry into the Middle East with the 25hours Hotel Dubai. At 434 guestrooms, it will become the largest hotel in the 25hours portfolio.