

Press Release, 21 March 2024

The flair of a Scandinavian holiday home at the heart of Copenhagen: 25hours Hotels will open their second hotel right on the waterfront in July



Copenhagen: 25hours Hotels will open their second property in Copenhagen on 27 July. 25hours Hotel Paper Island has found its home just a few steps away from Nyhavn. The eye-catching new build with its 128 rooms, Asian restaurant, day bar and rooftop bar is situated in the city centre on the island of Christiansholm, also known as Paper Island. For a long time, the headed-up island in Copenhagen harbour was used as a paper warehouse and was most recently the location of a well-known street food market. The Royal

Opera House is located on the neighbouring island. Contrasting deliberately with the hustle and bustle of the city centre, the latest 25hours Hotel adopts the ambience of a quintessentially Danish summer home – with an unwavering focus on rest and recuperation.

The ensemble of buildings was planned by the local COBE architects, while the Swedish interior designers from Stylt Trampoli in Gothenburg lend the hotel its character. Despite its location at the heart of the city, the creative minds were clearly inspired by the special aura of the island location. People tend to associate islands with a sense of longing and a yearning for holidays. The unique blend of unspoilt nature and urban lifestyle served the team as inspiration for the hotel design, which reminds visitors of a stay in a Scandinavian holiday home. Natural colours and materials are juxtaposed beautifully with the comings and goings of city life. But there is also a definite focus on nostalgic elements and collected objects that seem like a legacy of bygone ages with their very own tales to tell. The result is a hotel with 128 rooms, six with their own private outdoor areas. Room prices in the categories from Medium to Gigantic start at DKK 1,800 per night (including VAT, without breakfast). The ground floor of the 25hours Hotel Paper Island is home to function rooms for groups of up to 150.



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Working in the middle of the harbour with a view of the waterfront

“With its location directly in the harbour, the hotel perfectly embodies the unique character of Copenhagen. Our guests can enjoy that special hygge feeling, far from the madding crowd of the city centre, but with direct access via a bridge for pedestrians and cyclists. The Royal Opera sits perched on a neighbouring island,” explains General Manager Grit Rister. “You can rest assured that both of our properties are keen to welcome neighbours and locals, offering lots of pop-up stores, live music and events, in addition to the restaurant, café and bar,” she adds. As General Manager, Rister has been at the helm of the 25hours Hotel Indre By since April 2023 and will now run both properties in Copenhagen. A native of Berlin, she had previously spent four years in charge of the 25hours Hotel The Circle in Cologne. The qualified hotel manager began her career with positions as Guest Service Manager and Front Office Manager at two prestigious hotel groups before taking charge of the KUTCHiiN daytime restaurant owned by top chef Holger Stromberg in Munich. Both of the Copenhagen hotels benefit greatly from her wealth of experience in food & beverages. Going forward, Rister will be supported by Claus Basan, who will work as Hotel Manager at the 25hours Hotel Paper Island. David Schad, former Operations Manager at the 25hours Hotel The Royal Bavarian in Munich, completes the management team and will run the 25hours Hotel Indre By as Hotel Manager from mid-May.

Tiger Lily: New Asian restaurant concept

The Paper Island hotel naturally needs its own culinary experience, so the 25hours crew has got together with the team Jan Tran, who run two successful restaurants in Hamburg. “We are over the moon to be given the opportunity to broaden our concept with 25hours at an innovative and diverse location with a rich culinary tradition,” says Jan Tran. “We spirit our guests away on a trip through Asian cuisine. Our menu features Asian dishes such as ‘pulled noodles – lamb – chili-oil’ and ‘pork belly burnt ends – BBQ caramel – hot&sour salad’.” All the cooking is done in an open kitchen. Guests usually eat at communal tables or along the kitchen counter, although the outside terrace overlooking the water is also open in summer. The Hamburg Studio Oeding created the corporate design for the new Tiger Lily gastro brand – inspired by the colours and cuisine of the Far East and its tradition of wood carvings and origami.

Urban hotspot for hotel guests and locals

Situated in the extended lobby on the ground floor of the new hotel, the Nomad Day Bar with a terrace on the quay is a gathering point for guests. Most of the ingredients for the food and beverages are sourced from local suppliers. Aside from a breakfast menu, coffee specialities and all-day snacks, the Nomad Day Bar also serves a selection of aperitifs and wines in the evening and is therefore the ideal starting point for a trip into the city or visits to the opera. A Rooftop Bar on the eighth floor of the hotel rounds off the public amenities.



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Opening offers to get to know the hotel

The 25hours Hotels are part of Dis-loyalty, a travel and food membership that beats boring. The membership comes with benefits and discounts from hotel brands such as The Hoxton, Mama Shelter, SO/, 21c, HYDE or SLS and all associated restaurants and bars. Members receive a 50 percent discount on stays during the first three months after the hotel's opening – including the 25hours Hotel Paper Island.

As an alternative, to celebrate the opening of its latest hotel, 25hours is giving all guests a restaurant voucher worth DKK 250 until the end of October 2024 if they book their stay at www.25hours-hotels.com. It can be redeemed in the new Tiger Lily restaurant and is also valid for the NENI restaurant at 25hours Hotel Indre By (for T&Cs and booking details, please visit the website).

Starting now, bookings for the new 25hours Hotel Paper Island can be placed at: www.25hours-hotels.com. Additional information about the Tiger Lily restaurant will be published shortly at: www.tigerlily.dk/.

Press material for 25hours Hotels: 25hours-hotels.com/en/company/media/press-releases

Image material: 25hours-hotels.com/en/company/media/images/25hours-hotel-paper-island

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

25hours Hotels videos: youtube.com/25hourshotels

About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 15 hotels in German speaking countries as well as Florence, Paris, Dubai and Copenhagen. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. Sydney, Jakarta, Trieste, Trojena and Porto are among the future destinations.

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