

Press Release, 7 October 2024

Introducing Jesper Soerensen, leading 25hours Hotel The Oddbird Jakarta into a new dimension of hospitality

25hours Hotels is excited to announce the appointment of Jesper Soerensen as General Manager of the upcoming 25hours Hotel The Oddbird Jakarta that is set to open in November 2024. With over 23 years of experience in lifestyle and luxury hospitality, Jesper brings a wealth of knowledge and a global perspective to this vibrant new addition in Jakarta's landscape.

Danish nationality, Jesper's extensive career span locations from Nicaragua to London, Doha, Miami, Los Angeles, Singapore, and the Maldives. His journey in hospitality began in the early 1990s in fashion and beauty before he transitioned to iconic hotels like Ian Schrager's Sanderson and St. Martin's Lane in London, Shore Club in Miami, followed by Six Senses Singapore, The Standard Maldives and SO/Maldives. Jesper speaks German, Danish and English.



“My journey has brought me to Jakarta where I am truly thrilled and excited to lead and open the amazing 25hours Hotel The Oddbird Jakarta and bringing the true experience of 25hours Hotels. I believe our spaces are very unique but genuine in approach with strong focus on experience. We aspire to be the home away from home whether be it for business or leisure. We will also focus on collaborations, wellness and community-based activity. Finally consistent with our values, we open-hearted welcome all Oddbirds, those who celebrates their true individuality, to connect with like-minded individuals” – said Jesper Soerensen - General Manager

Nestled in the heart of the Sudirman Central Business District (SCBD) within District 8, 25hours Hotel The Oddbird Jakarta rises 38 stories high, featuring 210 rooms, 135 serviced apartments, 11 meeting rooms and a ballroom, standing above Ashta Mall in the bustling Senopati area – one of the city's top business and lifestyle destinations.

The hotel draws inspiration from the neighborhood's history and culture, once envisioned as a garden city with its own mid-century Jenki evolution, a post-war modernist architectural style which was developed in Indonesia. As a result, 25hours Hotel The Oddbird offers lush garden rooms and retro urban rooms, each furnished with original vintage mid-century pieces and curated local and international art, evoking both nostalgia and the fleeting nature of time. Co-working spaces with a maxi bar, along with uniquely themed meeting rooms, cater to those embracing the hustle culture. All the public areas will be furnished with an eclectic mix of original Mid Century Modern Pieces. Meanwhile, the Vida spa offer a tranquil retreat and full range of wellness choices which connected to the outdoor pool where guests can enjoy the infinity pool or lounge on sunbeds while savoring plant-based snacks and sipping ABV Pina

come as you are.



Coladas. 25hours Things Shop that connects to Ashta Mall will be an exciting space full of sustainable and upcycling curation along with local sustainable crafts.



Guests can indulge in a culinary journey at COPA, offering Latin American dishes crafted by Executive Chef Matias Mardones from Chile, enjoy cocktails at THE ODDBIRD BAR headed by Marcello Monte from Argentina, or relax by the pool enjoying plant-based food in CABANA. This was orchestrated by the renowned co-founder Andrew Yap of Old Man Bar Singapore that was in the top 50 Asia and World Best

Bar who is now Director of Food & Beverage at 25hours Hotel The Oddbird Jakarta. Two more exciting F&B concepts are coming on the rooftop of the building in Q1 2025.

True to its name, 25hours Hotel The Oddbird is a place of contrasts, where nostalgia meets modernity, inviting guests to embrace their perfectly authentic selves. The hotel's "Come as You Are" philosophy fosters genuine connections, reflecting the vibrant spirit of classic Jakarta neighborhoods through its Garden and Urban-themed rooms. By blending authenticity, individuality, and rich cultural experiences, 25hours Hotel The Oddbird Jakarta offers a unique, unforgettable stay that celebrates life's moments.

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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, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that today operates 16 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 destination.

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