

Press Release, 13 November 2024

25hours opens its first hotel in Asia

Jakarta: 25hours Hotel The Oddbird throws open its doors to all daydreamers, night owls and urban nomads looking for something different in the urban jungle of Jakarta on 22 November 2024. Well-connected in the heart of the Sudirman Central Business District (SCBD) within District 8, 25hours Hotel Jakarta The Oddbird rises 38 stories above Ashta Mall in the charming Senopati district, a neighborhood that – despite the city’s reputation – can be easily explored by foot. The hotel offers 210 rooms, 135 residences for longer stays, eleven creative lounges, one ballroom and an outdoor pool with spa. Five restaurants and bars will gradually complete the property. For the design, 25hours has teamed up with the interior design studio 1508’ Singapore Studio, which creates extraordinary places worldwide.



With 25hours Hotel The Oddbird, 25hours brings its own spirit and ‘come as you are’ philosophy to Asia in the rapidly developing and vibrant city of Jakarta. It is place for those who live life on their terms and on their time, the ultimate spot to nest amid life’s adventures and for those who do business unusual and show off their plumage. Drawing inspiration from the neighborhood’s original conception as a garden city within a city, the hotel offers two distinct room types – lush garden and retro urban rooms. The 210 rooms range from medium to gigantic and offer a suitable retreat for every traveler and his needs. They are each furnished with original vintage mid-century

pieces and curated local and international art, evoking both nostalgia and the fleeting nature of time. Prices start from IDR 3,122,231 net (181 euros) per night (incl. VAT, excl. breakfast).

25hours must-haves such as the free minibar, free Wi-Fi, Smart TV and bathrooms with rain showers are available in all room categories. In addition, the Extra Large and Gigantic Garden rooms invite guests to explore the city by bike from the Berlin-based manufacturer Schindelhauer – a special treat on Jakarta’s car-free Sundays. With a size of 75 sqm, the Gigantic Garden rooms are the place to go big or go home with separate living and sleeping quarters. Imagine a huge urban nest for flights of fancy where creativity can soar. Colourful patterns and textures set the tone. Together with plush fabrics and metallic surfaces, they form a harmonious interaction.

Large Urban rooms bring a different vibe with a size of 38 sqm, think stylish retro eyries above the metropolitan madness. The design captures the fast-paced rhythm of the city with its inspiring art pieces, colours, eclectic curios and skyscraper views. The bathrooms are made of recycled marble that was left over from other construction sites.



come as you are.

A tranquil retreat and world of wellness for all guests can be found on the ninth floor. Vida Spa offers a range of curated treatments designed to rejuvenate and restore balance. From massages and facials to ice baths and oxygen therapy, each service is crafted to promote wellbeing. The gym and outdoor pool with a pool deck are also located here.

General Manager Jesper Soerensen explains: “True to its name, 25hours Hotel Jakarta The Oddbird is a place of contrasts, where nostalgia goes back to the future, inviting guests to be themselves, be anyone they want. We aspire to be a home away from home for cultural chameleons who blur the boundaries between business and leisure and want what they want, when they want – a playground of possibilities, where weird is wonderful.” The native Dane adds: “We also plan to bring the buzz. Think collaborations, installations, pop-ups and partnerships. We open-heartedly welcome all Oddbirds, those who celebrate their individuality, but want to feel at home in their flock.”



The hotel also offers co-working areas in form of cages in its 8th floor living room with a maxi bar. A total of 11 different creative lounges, located between the 9th and 53rd floor, add to the offer for meeting and events. They are furnished in different styles and can be converted into a private venue with a kitchen depending on their use. The 530 sqm ballroom offers enough space for larger events. It sits on the eighth floor and has an outdoor terrace of almost 400 sqm with a view of the Jakarta skyline.

All public areas are furnished with an eclectic mix of original mid-century modern pieces. Latin American delicacies are on the menu in the main restaurant COPA where wood infused charcoal grill cooked goodies with large variable hot sauces meet spicy margaritas. Cocktails are served in the adjacent ODDBIRD BAR, best paired with tapas, tacos or crispy empanadas. Guests can enjoy plant-based food at CABANA pool deck. It is connected to the gym, the wellness area and the pool, making it a comprehensive holistic zone, for those who seek total relaxation. Two further restaurant and bar concepts are coming on the rooftop, set to be announced in the first quarter of 2025.

Guests who want to be among the first to experience 25hours Hotel The Oddbird can enjoy an exclusive opening rate starting from IDR 2,800,000 net (166 euros), including breakfast for two, available from 22 November 2024 to 30 April 2025. Bookings can be placed at 25hours-hotels.com.

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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, Trieste, Trojena and Porto are among the future destination.

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