

Press Release, 11 April 2024

Silvia Kypriotis becomes General Manager of the first 25hours Hotel in Australia



The 25hours Hotel in Sydney is scheduled to open in the first quarter of 2025. Located in the vibrant suburb of Paddington, the 25hours Hotel The Olympia will have 109 rooms on six floors, event and meeting areas, a Levantine restaurant, a street café and a rooftop bar. The building itself was formerly a popular cinema, which opened in 1911 and now gives its name to the new hotel. As it embarks on its new era, under the direction of Sydney property developer Central Element, the site will be transformed into a new hotel, food and entertainment precinct uniquely characterised by and catering to its locale.

Silvia Kypriotis has over 20 years of experience in the hotel industry. She began her career in 2004 with Stamford Hotels & Resorts. In 2010, the native Egyptian joined Accor as Reservations Manager. Her subsequent roles included Rooms Division Manager, Talent & Culture Manager and Executive Assistant Manager, Hotel Manager and General Manager across eight Accor Hotels. In 2021, Silvia was awarded with a special honour when she was named HM Australian General Manager of the Year. The jury emphasized that Silvia Kypriotis not only achieved outstanding results with her team, but also recognized her as an empathetic and people-oriented leader.

Katherina Klimke as VP Operations responsible for all General Managers at 25hours, is thrilled: "We love Silvia's energy and are delighted to be embarking on this exciting journey together to open our first 25hours Hotel Down Under. 25hours is a neighborhood brand and we are typically interested in vibrant micro-locations with a local heritage. The property is a perfect fit for 25hours. The location is nestled between the quirky Darlinghurst end of Oxford Street and the trendier and more sophisticated Paddington end – a delightful and diverse mix of neighbors that we really like. In addition, the streets off Oxford Street are characterized by residential neighborhoods, so hotel guests will have a very local experience. Due to the location, we expect an even balance between business and leisure guests. The Southern parts of the Central Business District can be reached on foot, and, as a special treat, there is a direct bus to Bondi Beach on the doorstep. The restaurant, streetfront café and rooftop bar will attract local and out-of-town guests alike."

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Silvia Kyriotis expresses her enthusiasm: "I am deeply honored and thrilled to introduce the 25hours brand to the Pacific region. The vibrant soulful culture of the 25hours Tribe resonate deeply with me. The 25hours Hotel The Olympia is truly exceptional, with its historic listed façade paying homage to the former cinema, weaving its rich history throughout the guest experience. We are working with award-winning international F&B teams to establish four fantastic venues that will enhance Sydney's dining scene. These include a restaurant, bar, café and rooftop bar with views of Sydney City Skyline. However, I am most excited to build a team that will bring a new era of hospitality to Sydney, shaping and transforming Paddington. In a city as vibrant and diverse as Sydney, 25hours Hotel The Olympia will deliver a true lifestyle hotel experience! Our vision is to create a place where memories are made and where guests and locals feel at home."



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

Image material: <https://www.25hours-hotels.com/en/company/media/images/25hours-hotel-the-olympia>

www.25hours-hotels.com/en/company/media/images/25hours-team

For more information about all 25hours Hotels, visit: <https://www.25hours-hotels.com/>

25hours Hotels videos: <https://www.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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ABOUT CENTRAL ELEMENT

Centralelement.com.au

Every place has a story— remarkable and intriguing. At Central Element, they see it as their mission to faithfully and authentically unearth these stories, then translate them into places that genuinely enrich and inspire the communities they belong in.

Central Element is a privately owned company that brings together the expertise of three industry experts - Wayne Chivas, Shane Smollen, and Nathan Chivas. With nearly a century of hard work and expertise behind it, Central Element has built a strong and powerful team that has helped create a multi-billion dollar portfolio of luxury developments, including residential, mixed-use, and hotels throughout the Sydney metropolitan area.

At Central Element, the focus is on finding sites with a unique story - whether it be a breath-taking natural setting, cherished traditions, or captivating characters - and preserving and protecting these stories with sustainability measures embedded into every step of the development process.

In 2022, Central Element launched the highly successful Ethos development in Chatswood. Central Element also completed boutique residences in Mosman and Coogee. Last year saw Central Element debut in Sydney's Inner West with a waterfront project in Drummoyne. This year includes the highly anticipated release of the Hyde Park site, further development of heritage listed Ballamac House and planning on a rare Sandridge Street site in Bondi. Construction will also continue at Pienza Neutral Bay, and the team will continue to preserve and celebrate the story of West Olympia Theatre in Paddington as it transforms into a leading hotel and entertainment precinct.

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