

# MEDIA KIT



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## Facts & Figures

25hours Hotel Das Tour Louis-Pasteur-Platz 1 40211 Düsseldorf	p +49 02 11 900 91 00 dastour@25hours-hotels.com
Opening	April 2018
Investor & Developer	ECE Projektmanagement GmbH & Co. KG
Owner	PATRIZIA Deutschland GmbH
Operator	KNSA Hospitality
Manager	Ennismore
General Manager	Timo Schmitz
Architecture	HPP Architekten GmbH & Co. KG
Interior Design & Story	Stylt Trampoli, Göteborg, Schweden
Location	Düsseldorf Pempelfort, railway station Wehrhahn Historic district 1.5 km, central station 1.5 km, Hofgarten 700 m exhibition site 6 km, airport 8 km
Hotel	197 rooms German engineering meets French art. Petite French café and 25hours things shop in the lobby, free high-speed WiFi, Schindelhauer bikes for rent, sauna and gym on the 14th floor with balcony and outdoor shower, underground parking
Rooms	French chambres with dreamily artistic charm. German rooms with clear lines. Bathrooms with rain shower, safe, free minibar, Kreafunk Bluetooth Speaker, free high-speed WiFi, free VOLVO rental, Mélange rooms on the 15th floor with a view over Düsseldorf
Prices	Medium ab EUR 110 per night Medium Plus ab EUR 130 per night Medium Sky ab EUR 150 per night Medium Sky Plus ab EUR 180 per night Large Sky ab EUR 210 per night Gigantic Sky ab EUR 260 per night

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	(prices inclusive of VAT, exclusive of breakfast) Breakfast buffet EUR 29 per person
Meetings & Events	Meeting area on the 1st floor: L'Atelier for 55 people, breakout rooms Circuit Board Room, Die Werkstatt and "La Cuisine" for between 8 and 12 people.
Food & Drinks	The Paris Club with French eatery and bar (16th & 17th floors) Seats 114 Café La Tour (ground floor)

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## Overview

The 25hours Hotel Das Tour is located at Louis-Pasteur-Platz 1, in the centre of the new Düsseldorf urban development project, LE QUARTIER CENTRAL. The Rhine metropolis of Düsseldorf and its proximity to France inspired the hotel's creators to shine a spotlight on the varying lifestyles and mentalities of the French and the Germans. The Swedish agency STYLT TRAMPOLI under creative maestro ERIK NISSEN JOHANSEN developed a holistic design concept entitled DAS TOUR that flirts coquettishly with the juxtapositions between German engineering and French artistic flair.

The 25hours Hotel Das Tour builds weaves this enthralling contrast into a brave new world that provides modern services to a fresh breed of urban nomads. The ground floor with its lobby and 25hours things shop attracts travellers and locals alike. "We want to be the new quarter's living room for all kinds of people to mingle," explains 25hours founder Christoph Hoffmann.

Featuring four separate desks, the reception area was inspired by the stagecraft of Düsseldorf's seminal electropop band Kraftwerk. It is the go-to place for all wishes, questions, as well as a friendly welcome. Guests and visitors can expect a laid-back, fireside atmosphere in the lobby area. Offering spacious facilities and free high-speed WiFi, it's a great spot to meet or to get things done. A French-style Café serves coffee specialties and delicious snacks like croissants and sandwiches.

The 25hours things shop also stocks all kinds of unusual books, magazines and plenty more things to take the interested visitor's fancy. From useful to beautiful – everyday items for hotel guests alongside selected products by 25hours affiliates and friends create an inviting place for leisurely browsing. The peaceful coexistence of German and French elements is the highlight of the lobby: The bike corner with cool two-wheelers and accessories for mobile trendsetters is a nod to the famed spirit of German engineering.

A large flight of steps in black steel links the public areas on the ground floor with the business zone upstairs. Leading from the small foyer to the meeting rooms above, the staircase was consciously included in the concept as a reference to the Eiffel Tower. A French country house kitchen creates a relaxed atmosphere. The L'ATELIER meeting room for up to 55 people and two breakout rooms are available for conferences and events.

198 rooms in a variety of categories await guests on the 2nd to the 15th floors. French or German rooms are cosy sanctuaries inspired by different design elements. Furnished to the 25hours standards that urban nomads appreciate: Exquisitely comfy beds for carefree sleep, air conditioning, sustainable cosmetics, flat-screen TV, minibar, Kreatunk Bluetooth Speaker and free high-speed WiFi.

Set apart by the contrasting theme worlds, the rooms are peppered with astonishing and clever details. Fitted with terracotta floors and furnished in warm shades of wood, the French rooms exude an artistic flair. Movable furnishing elements emphasise their studio character. In contrast, the German rooms with their straightforward design and clear colours perfectly reflect the engineering theme. The 24 rooms on the south side have a very special extra: their own French bathtubs.

The wellness area on the 14th floor has a sauna inspired by the Tour de France. There is an inviting quiet zone to relax in and a balcony with recliners. A splash shower on the balcony is a refreshing spot to enjoy a view of the city.

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Highlight of the 25hours Hotel Das Tour is THE PARIS CLUB – quite literally, and not just in a culinary sense. Situated on the two uppermost levels, the restaurant and bar share a common theme. The restaurant on the 16th floor is the place to meet for an exquisite lunch or dinner. The design by STYLT TRAMPOLI with its warm, elegant undertones creates a stylish setting as a laid-back, entirely contemporary take on legendary French flair. The BAR of the PARIS CLUB is situated directly above, on the 17th floor. The bar is the perfect place to socialise and meet friendly people. With its spectacular, panoramic view of Düsseldorf, it provides an ideal venue for quick after-work drinks, a leisurely sundowner and for longer evenings.

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## The Paris Club

At each of its locations, 25hours looks to create a focal point that attracts guests and locals alike. The restaurant and bar are a hugely important part of that! But these two areas are brought together for the first time as a single, themed unit in the 25hours Hotel Das Tour: THE PARIS CLUB. Perched high on the uppermost floors, they provide a laid-back and entirely contemporary take on legendary French flair.

The creative minds behind the Paris Club are restaurateur Rainer Wendt and the internationally celebrated bartender from Hamburg, Jörg Meyer. Rainer Wendt created a true institution in the Hanseatic city with his French brasserie Café Paris: a miniature empire featuring the Beletage on the first floor, as well as the Atelier as a separate saloon. The Bar Le Lion on the opposite side of the road, which he operates together with Jörg Meyer, has been part of the ensemble since November 2007. A winner of multiple awards, the bar officially belongs to the Best 50 in the World. It was here, in 2008, that Meyer created his internationally renowned Gin Basil Smash, a cocktail made of gin, basil and lemon.

“We have developed an extraordinary and unique concept in collaboration with Rainer Wendt and Jörg Meyer,” says a visibly delighted 25hours founder Christoph Hoffmann, who values his collaborators as established players on the restaurateur scene in Hamburg.

## Restaurant

Up to four-metre ceilings and a glass-fronted facade shape the spectacular ambience of the Paris Club. Floor-to-ceiling nude drawings on the walls create a sense of artistic flair. The design by STYLT TRAMPOLI with its warm, elegant undertones creates a stylish setting as a laid-back, entirely contemporary take on the legendary French joie de vivre. Modern France sets the tone here. “We are more the carefree world of the younger French generation than a classic brasserie,” explains Rainer Wendt, who has translated the revivalist mood under Emmanuel Macron into the concept of an eatery.

## Bar

The Bar of the Paris Club takes the love of France to a new level, serving exclusively French products. Jörg Meyer will use the bar to indulge his love of French highballs. He has specifically created exceptional cocktails with eaux de vie, French fruit spirits. The bartender is unparalleled in his ability to come up with new and pleasurable experiences for the taste buds. Besides the Bar Le Lion in the Hamburg district of Eppendorf, he has also run his own establishment, The Boilerman Bar, since 2012. Its concept: Easy-going with a hint of nonchalance instead of upmarket and pricey. A handsome neighbourhood bar where people can enjoy meticulously concocted highballs in a laid-back atmosphere. Later on, he adapted the idea for the 25hours Hotel Altes Hafenamt in Hamburg, reinventing it yet again for the Cinchona Bar in Zurich and the 25hours Hotel The Royal Bavarian in Munich. The Paris Club is now his fourth bar concept for 25hours.

But what precisely are highballs? The drinks are prepared without a shaker, and their history is a little murky. “Highballs have drifted off the radar a little,” says Jörg Meyer, “and it’s a frequently misunderstood category anyway.” “In a nutshell: they are small, uncomplicated drinks that combine top quality with great value for money,” the

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bartender explains, summing up: “Highballs are short drinks served in frozen glasses with two ice cubes; basically they are quick to prepare and just as fast to drink. It’s a brilliant way to sample a few different varieties.”

Contrasting delightfully with the elegant restaurant, the Paris Club Bar exudes the laid-back atmosphere of an artist’s studio. Pictures perched against easels or leaning on the walls merely emphasise the Bohemian mood. A light installation plays with the idea of empty space. Comfy sofas arranged round an open fireplace invite guests to lounge and linger. Commanding a panoramic view of the city, the Bar at the Paris Club is the perfect setting for sociable gatherings and relaxed moments. Voices, faces, chats, liveliness, laughter – and great drinks! It’s a special and unusual venue with a laid-back style. And General Manager Timo Schmitz is certain: “The Paris Club Bar will be our place to surprise and thrill the Düsseldorf scene, its itinerant barflies and our hotel guests.”

“The concept of the Paris Club fits 25hours like a glove,” says 25hours Chief Product Officer Henning Weiß. “I am convinced that the people of Düsseldorf will take to this special service.”

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## Interior & Story

The hotel group brought in an international design team to create the new 25hours Hotel in Düsseldorf. The bright minds from STYLT TRAMPOLI from Gothenburg got together with the 25hours Team to shape a holistic concept under the working title Das Tour. True to the motto 'If you know one, you know none', the new hotel in Düsseldorf beautifully reflects its new location.

Stylt Trampoli was again a congenial partner for 25hours on this project. "We picked an international design team in get as neutral a take on the theme as possible," explains Henning Weiß, Chief Product Officer. "But we also gave the Swedes the run of the place to play with their stereotypical perceptions of Düsseldorf, Germany and France." Ultimately they came up with a concept that unites the dichotomous forces of German functionality and French finesse – with 25hours' typically subtle irony included. Behind Stylt Trampoli is a versatile team of creative minds from the most diverse fields. Their goal is to create spaces with identity and character through emotional storytelling. Founded in 1991 by the Norwegian visionary and artist Erik Nissen Johansen in Gothenburg, Sweden, the agency has dedicated itself to "character branding". In the meantime, the portfolio of their work comprises more than 400 restaurants and more than 250 hotels, including the Huus Hotel in Gstaad, The Royal Agricultural Bar in London or the Kasai Dinner Club in Stockholm. Stylt Trampoli takes an interdisciplinary, storytelling approach with its team of architects and interior designers, artists and designers, engineers and copywriters. They focus mainly on projects in the hotel and restaurant sectors. "Stylt Trampoli doesn't create pretty rooms for hoteliers or restaurateurs – we create experiences for their clients," is how Erik Nissen Johansen describes the Stylt philosophy. This is also what drives 25hours Hotels founder Christoph Hoffmann. He adds: "For us, it is always very important to design a hotel so attractively that it is not only interesting for travellers, but also for local guests." This is exactly why it was important to the creators of 25hours and the design team to always incorporate references to the location into the concept of the hotel. The design of the 25hours Hotel Das Tour plays with the different characters and virtues of the two great European nations. This is already clearly apparent in the lobby area with its concrete floors in the style of the Tricolore. The Stylt Trampoli team created a truly welcoming ambience thanks to a casual mix of cosy areas to kick back and relax alongside ironic and iconographic style elements.

The lavish attention to detail by the makers of the concept is also apparent in the sauna on the 14th floor. The gym area exudes the stripped-down, retro style of old sports halls. The elevation levels of the Tour de France's legendary mountain stages provide added motivation on the fitness bikes. The 25hours Hotel Das Tour is a homage to the modern era in the Rhine metropolis. "Not only does Düsseldorf feature on every hipster map, it is also located at the heart of a major economic powerhouse in Germany. Art, fashion and music are important factors in the region. Let's remember, a city in which Claudia Schiffer, Joseph Beuys and Kraftwerk first found fame can't be all that bad," is how Bruno Marti, Executive VP of Brand Marketing at 25hours, explains the charm of the new location.

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## Architecture & History

The 25hours Hotel Das Tour is located at Louis-Pasteur-Platz 1, at a central position in the new Düsseldorf urban development project, LE QUARTIER CENTRAL. Spread over the 360,000 square metres between Wehrhahn and the Derendorf commuter railway station, the former grounds of the freight railway station has been witness to one of the largest city centre revitalisation ventures in North Rhine-Westphalia. 25hours is the last project to be added to the development zone.

The prestigious firm of Düsseldorf architects HPP Architekten GmbH created the building's design. Led by the firm's partner WERNER SÜBAL and the project manager JAN SAUERMANN, the team fashioned a slender high-rise with an unruffled metal facade, rising above its location as a solitary, 18-storey structure.

The coated aluminium facade encloses 12,400 square metres throughout the basement and 18 storeys above. Its grid structure clearly indicates the individual functional areas. Expansive windows link the public areas on the ground and 1st floors with their surroundings. Only the eastern section breaks with the building pattern, accommodating the two-storey-high main entrance and a revolving glass door. A pair of double doors on the western facade, facing the carpark, connect with the public, green axis of Stadtgartenallee.

Clearly defined, regular windows define the structure from the 2nd to the 14th floors. Set slightly back from the remaining structure, the 15th floor delineates the floors with rooms from the joint restaurant and bar above. The three top storeys are encased in a circumferential framing element and are either expansively glazed or sealed, depending on the functional areas it encloses. Guests enjoy a spectacular view of Düsseldorf from the upper floors.

Christoph Hoffmann, founder of 25hours Hotels, is thoroughly convinced by the location: "Our experience with new neighbourhoods has been positive, for instance in the HafenCity in Hamburg or in Zürich West. It might take a little staying power until the area enters the public consciousness, but there is the opportunity to build something new. That sits well with our adventurous nature."

Christoph Hoffmann believes that ties with the local neighbourhood are important: "Before the new area was built, the complex was home to the legendary Les Halles. We want to bring its spirit back to life." Hotel Director Timo Schmitz adds: "We are immensely proud that our new establishment is located at this important point. We believe it is our duty to breathe life into this new neighbourhood."

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## Partner

<b>TIMO SCHMITZ</b>	is General Manager at the 25hours Hotel Das Tour. Born in Cologne, he came to Düsseldorf via detours and stopovers in Berchtesgaden, among other places. The enterprising founder and former managing partner of a small boutique hotel group began his career the classic way at the InterContinental Hotel Cologne with training as a hotel manager. He gained experience in the areas of sales & marketing, guest service, as a concierge and duty manager at various companies and hotel groups. Timo Schmitz then set up his own business as founder and managing director of a full-service boarding house and the “Kleine Luise” – a hotel concept with a bar. He is an entrepreneur through and through. In addition to his activities as a consultant, he was, among other things, partner in a concert agency and founder of a gastronomy concept with restaurant, event location and recording studio – 5Pointz, founded in 2021.
<b>STYLT TRAMPOLI</b>	Erik Nissen Johansen and his team are the people behind the idea and the concept for the interior design at 25hours Hotel Das Tour. It is the first collaboration between the Scandinavian design agency and 25hours. Stylt Trampoli is a versatile team of creative minds from a variety of fields. Their aim is to use storytelling as a means of creating spaces with identity and character. Founded in 1991 in Gothenburg, Sweden, by the Norwegian visionary and artist Erik Nissen Johansen, the agency is specialised in character branding. The portfolio of its work now includes more than 400 restaurants and over 250 hotels, including prize-winning designs like the Huus Hotel in Gstaad, The Royal Agricultural Bar in London and the Kasai Dinner Club in Stockholm. “Stylt Trampoli is not about shaping pretty rooms for hoteliers or restaurateurs – we create experiences for their customers,” says Erik Nissen Johansen to describe the Stylt philosophy.
<b>HPP ARCHITEKTEN GMBH</b>	The Düsseldorf office of the prestigious firm of architects designed the striking high-rise with its metal facade. The HPP Group works mainly in the areas of office and administrative buildings, retail, sport, housing, healthcare facilities, hotels and leisure complexes. Their aim is to increase the quality of life in urban areas. Here, they consistently adhere to their self-perception and principle of completing tasks and projects in a collaborative way.
<b>SUPERSENSE</b>	stands for a kind of analog universe. Florian Kaps from Vienna, aka Doc, is the creative mind and hands-on boss behind Supersense. Doc and his team collect, find and rescue analogue items. The world owes the survival of Polaroid to him. At 25hours Hotel Das Tour, Supersense is in charge of equipping the analog rooms with record players, polaroid cameras and typewriters.
<b>SCHINDELHAUER</b>	Bikes stands for reliable urban athleticism and stylish elegance. The Berlin-based boutique bike maker, with its extraordinary belt-driven bicycles, has repeatedly shaken up the industry with its sophisticated innovations. The company that was founded in 2009 is now a formidable premium manufacturer confidently helping to set the tone in international urban bike culture. Schindelbauer Bikes intends to live up this reputation and continue wowing the market with new product innovations, so it has focused in

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	recent months on reorganizing its internal processes and expanding the team to accommodate the growing company.
<b>VOLVO</b>	The brand stands for a striking, Scandinavian-influenced design, comprehensive safety and comfort features as well as unrestricted suitability for everyday use, making it the ideal partner for 25hours Hotels. As part of the cooperation, guests can use the all-electric Volvo EX30 compact SUV free of charge during their stay at 25hours Hotel Das Tour.
<b>KREAFUNK</b>	Enjoying life with beautiful things, good music and excellent sound – that is the philosophy of the Danish lifestyle brand KreaFunk. The stylishly designed Bluetooth speakers can be easily connected to your smartphone and fill every room with music of your choice at the touch of a button.
<b>SOEDER</b>	The Swiss brand Soeder stands for genuine natural soaps and a range of care products with refill options. Only raw materials from natural sources, such as honey from the Zürcher Oberland, wheat proteins and cold-pressed organic oils, are used in the production process. The name 'Soeder,' the Swedish word for 'south,' reflects the Swedish roots of the two company founders.
<b>SAMOVA</b>	Founded by a passion for tea and herbal specialties, samova stands for new taste experiences from the best raw materials, a winning design and exceptional events. All products of the samova collection are created and manufactured with the highest standards of quality and sustainability.
<b>CANVASCO</b>	For over ten years, canvasco has been refreshing the fashion and lifestyle scene with sustainable and creative bag models. Recycling, sustainability and social commitment are still the basic idea for bag making.

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## Contact & Material

### 25hours Hotel Das Tour

Neslisah Ellenbeck  
Cluster Brand & Marketing Manager  
Louis-Pasteur-Platz 1  
40211 Düsseldorf  
m +49 174 94 00 368  
nellenbeck@25hours-hotels.com

### 25hours Hotels

Anne Berger  
Head of Public Relations  
Zollhaus, Ericus 1  
20457 Hamburg  
m +49 40 22 616 24 197  
media@25hours-hotels.com



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