

# MEDIA KIT



  
**25h**  
copenhagen / paper island  
twenty five hours hotel



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## Facts & Figures

25hours Hotel Paper Island Papirøen 25 DK- 1436 København K	p +45 70 77 07 07
Opening	July 2024
Investor, Developer & Owner	CØ P/S
Operator	KNSA Hospitality
Manager	Ennismore
General Manager	Grit Rister
Architecture	COBE
Interior Design & Story	Stylt Trampoli
Location	Just a few steps away from Nyhavn, the 25hours Hotel Paper Island has found its home. The building is located on Christiansholm Island, also known as Paper Island. The heaped-up island in Copenhagen harbour was used as a paper warehouse for a long time and was most recently the location of a well-known street food market. The city centre is directly connected via a pedestrian and cycle bridge. The Royal Opera House is located on the neighbouring island.
Hotel	128 rooms in a new building complex, six of which have their own outdoor area. The symbol of the island served the Swedish interior design team as inspiration for the hotel design, which reminds visitors of a stay in a Scandinavian holiday home. Natural colours and materials offer hotel guests a relaxed counterpoint to the hustle and bustle of the city. Just like the holiday home, which has been in the family for a long time, there are also all kinds of special features that have accumulated over the years.

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Room categories	128 rooms in the categories Medium (34 rooms / 17.7 square metres), Large (65 rooms / 22.2 square metres), Large Plus (6 rooms with direct terrace access / 21.5 square metres), Extra Large (16 rooms with their own Schindelhauer bike / 32.3 square metres) and Gigantic (7 rooms with their own Schindelhauer bike / 38.8 square metres)
Prices	<p>Medium from EUR 241 / DKK 1,550 per room / night</p> <p>Large from EUR 268 / DKK 1,700 per room / night</p> <p>Large Plus from EUR 288 / DKK 1,800 per room / night</p> <p>Extra Large from EUR 308 / DKK 2,000 per room / night</p> <p>Gigantic from EUR 415 / DKK 2,700 per room / night</p> <p>(Prices incl. VAT excl. breakfast)</p> <p>Breakfast EUR 33 / DKK 245 per person</p>
Meetings & Events	Three meeting rooms on the ground floor (for 8 people, 49 people, 149 people - with theatre seating, without tables), as well as a séparée on the 8th floor for approx. 14 people at a table that cannot be changed.
Gastronomic Offer	<p>TIGER LILY: Asian restaurant with 87 seats and open kitchen, various seating areas including a revolving round table</p> <p>The restaurant will offer Asian dishes in the ambience of a Danish summer house. It combines Asian design and wood art, colours and patterns and origami in a contemporary way. Together with the concept partners, who come from Vietnam and run two successful restaurants in Hamburg, 25hours is developing a colourful and lively culinary journey through the cuisines of Asia. Without following trends and rules too closely, the team follows its own senses and flavours. Product and flavour are what count on the plates, not Instagrammability. Guests are mainly</p>

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seated at communal tables or along the kitchen counter. Almost all dishes are of course also suitable for takeaway.

**NOMAD DAY BAR:** The hotel's day bar with 42 seats in the building and 32 outdoor seats makes the ground floor of the hotel a lively meeting place. The food and drink concept is mainly created around products from local suppliers. In addition to a healthy breakfast menu and all-day snacks, a selection of aperitifs and wines in the evening will make the Nomad Day Bar a starting point for a trip into the city or to the opera.

**SKY BAR** with 97 seats and a private dining room with 14 seats

From the early evening onwards, the bar invites guests to enjoy cosy drinks in front of the fireplace or directly by the windows to enjoy the beautiful view of Copenhagen harbour.

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## Overview

In the heart of Copenhagen, a new chapter in urban transformation is unfolding on Paper Island. With a history spanning over three centuries, this island has witnessed a myriad of uses, from shipyards and wartime hospitals to cannon storage and paper warehouses. Today, it stands as a vibrant cultural hub, thanks to the visionary efforts of COBE Architects and the introduction of the 25hours Hotel Paper Island.

25hours Hotel Paper Island is more than just a place to stay; it is a destination that celebrates the island's rich history and its current reinvention as a dynamic neighbourhood. This hotel delves into the intricate tapestry of Paper Island's evolution, highlighting its transformation from a secluded industrial site to Denmark's fourth-most visited attraction, renowned for its creativity and cultural offerings.

The hotel itself is a testament to the brand's commitment to creating unique experiences. Situated on the quieter side of the harbour, it offers a serene escape from the urban clamour, providing a tranquil retreat with easy ferry access. The design, curated by the renowned Stylt Trampoli, embodies the essence of Scandinavian summerhouses, blending light hues and wooden accents to create cosy elegance across its 128 rooms.

Guests can explore the architectural and historical significance of Paper Island through the innovative interior and the unique art and design elements that make 25hours Hotel Paper Island a distinctive addition to Copenhagen's hospitality landscape. The culinary delights offered at Tiger Lily and Nomad Day Bar enhance the holistic comprehensive offer, providing a rich and varied dining experience.

25hours Hotel Paper Island invites guests to immerse themselves in the enchanting narrative of the hotel, where tradition meets innovation, and every moment is crafted to inspire and delight. Welcome to a place where history and modernity converge to create a sanctuary of creativity, culture, and unforgettable moments. Welcome to 25hours Hotel Paper Island.

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## Architecture & History

In the heart of Copenhagen lies a hidden gem with a history as rich and diverse as the city itself. For over 300 years, this island has served as the backdrop to a myriad of essential functions, from shipyards to wartime hospitals, cannon storage to paper warehouses. Its evolution has woven a tapestry of stories, earning it the affectionate moniker: Paper Island.

Once a well-kept secret, this industrial site, spanning 45,000 m<sup>2</sup>, was reserved for paper storage for centuries. However, in a remarkable turn of events, it burst onto the scene as Denmark's fourth-most visited attraction practically overnight.

Now, it's not just another district; it's a hub of creativity and culture. From street food extravaganzas to captivating art exhibitions, Paper Island offers an immersive urban experience unlike any other.

COBE Architects - the brains behind the resurfacing of Paper Island - embarked on a journey to rebuild from the ground up while preserving the essence of what makes Paper Island so special. At its core, the new Paper Island is a celebration of reinvention - a testament to the power of transformation. While the buildings may be new, the spirit of the place remains unchanged.

Recently reopened to the public, Paper Island has quickly become a beloved spot for locals and visitors alike. What was once a closed-off enclave, passed between the hands of the state, navy, industry, and port, now pulses with life as a vibrant cultural hub and sought-after destination.

But the journey doesn't end here. Paper Island is poised for its next transformation, evolving into a dynamic new neighborhood boasting innovative architecture, a water culture center, culinary delights, residences, and unique cultural offerings - as well as the internationally acclaimed 25hours Hotel brand's latest addition to their portfolio. All of this set against the backdrop of a new waterfront promenade teeming with recreational activities.

While the sister property 25hours Hotel Indre By caters to the bustling pulse of business travelers, 25hours Hotel Paper Island beckons those seeking respite from the urban clamor. Situated on the opposite side of the harbor amidst residential enclaves, this oasis offers a quieter, more leisurely escape. With convenient ferry access, guests are seamlessly transported to a realm where time slows, and every moment is savored.

Bruno Marti, Executive VP of Brand Marketing emphasizes: "The 25hours Hotel Indre By stands out as a hyper-central, tourist-friendly hub, bustling with activity. In contrast, our vision for the 25hours Hotel Paper Island is to create a tranquil retreat on the quieter side of the harbor. With less traffic and more residential surroundings, we aim to attract leisure guests seeking a serene escape. But we're also a democratic hotel - and we are open to everybody that is open to us," echoing the brand's unwavering commitment to democratic hospitality.

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Located at the nexus of tradition and innovation, Paper Island bridges classic Copenhagen with the burgeoning attractions of Holmen and Refshaleøen. It's not just a place; it's a vibe, an experience, a fusion of culture, culinary delights, and leisure activities.

Guests can stroll through the streets steeped in history, indulge in the flavours of the world and immerse themselves in the vibrant pulse of Copenhagen's newest urban sanctuary - where water meets wonder in the heart of the harbour.

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## Interior & Story

Visitors to 25hours Hotel Paper Island can embark on a journey of whimsy and wonder as 25hours Hotels proudly presents the debut of 25hours Hotel Paper Island, Copenhagen's latest gem in the crown of hospitality. Nestled amidst the vibrant pulse of the city, this enchanting hotel promises an escape like no other, where Nordic charm dances harmoniously with modern allure.

But what's the secret behind this Scandi paradise in the midst of Copenhagen? Well, nothing other than the actual plot of land the hotel resides on; Paper Island. Despite its name, this isn't a typical island, but more a waterfront that oozes vacation vibes. And that's exactly what inspired the design behind the hotel.

The hotel channels the laid-back essence of Scandinavian summerhouses. Picture light hues, wooden accents, and 128 rooms that radiate cosy elegance. It is as if guests are stepping into their own private sanctuary.

Once guests walk through those doors and enter 25hours Hotel Paper Island, they are not just checking into any hotel. They are embarking on a journey to a Scandinavian dreamland where relaxation reigns supreme.

Gothenburg based interior design firm 'Stylt Trampoli' were the visionary brains behind the captivating interiors of 25hours Hotel Paper Island. With a mischievous aesthetic, the firm shares their passion for design with the 25hours DNA, and merges it into a symbiotic storytelling that reflects on the idea of the idyllic summer house - set in the scene of the city center.

The interior design firm imbues each space with understated luxury, blending organic elements with a nod to generations past. The result is an inviting tapestry of warmth and comfort, where every corner whispers tales of bygone eras.

Details such as the fact that each hotel room number has its own unique visual expression, ensures that the visitor gets a treat for the eyes as well as gets to explore their playful, childlike side when they walk to their room throughout the hallways on each floor.

With its blend of Nordic charm and contemporary allure, 25hours Hotel Paper Island invites guests to embark on a journey of discovery. "We've woven a tale of comfort and innovation, drawing inspiration from the Scandinavian Summer house and infusing it with a touch of contemporary flair," says Anneli Soumalainen, project manager for Stylt Trampoli. "Step into the lobby, where the spirit of adventure beckons. Rustic metals and brick floors evoke the nostalgia of a bustling harbor, setting the stage for an unforgettable stay. Picture stepping off a boat onto the docks of Copenhagen, greeted by the warmth of Danish hospitality. That's the feeling we've captured here."

Each one of the 128 rooms is a sanctuary of style, meticulously curated to delight the senses. From handcrafted furnishings to recycled materials given new life, every detail tells a story. It's about creating spaces that feel like home, yet inspire curiosity and exploration.

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But it's not just about aesthetics; it's about experiences. Anneli's smile widens as she describes the vision: "We've crafted moments of delight at every turn, from in-house tapestries to bespoke designs by iconic brands like Louis Poulsen, &Tradition - to name a few. It's about making memories that linger long after checkout."

25hours Hotel Paper Island is more than just a place to stay; it's a state of mind. A whimsical oasis where the ordinary becomes extraordinary, and every corner holds the promise of adventure.

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## Art & Design

As Copenhagen eagerly anticipates the unveiling of 25hours Hotel Paper Island, the excitement reaches a crescendo as the hotel's art and design elements come into focus. Nestled amidst the serene waters of Paper Island, the hotel seamlessly blends contemporary aesthetics with timeless elegance, offering a visual feast for the senses.

Collaborating once again with the esteemed design firm Stylt Trampoli, renowned for their work on the Düsseldorf hotel 25hours Hotel Das Tour, 25hours Hotel Paper Island embarks on a journey of artistic exploration and innovation. Embracing a philosophy of reimagined luxury, the design ethos embraces an eclectic mix of antiques and flea market finds, including 'boat cemetery' treasures, to create spaces rich with stories. In Lobster Lounge – one of the meeting rooms accessible from the lobby, fishing gear and equipment - both antique and functional - enhance the maritime atmosphere, with fishing rods available for guests to use during their stay.

The design narrative at 25hours Hotel Paper Island strikes a delicate balance between the quirky and sublime, offering guests a visual feast that transcends conventional boundaries. Drawing inspiration from the warmth and comfort of a cherished summer house, the interiors exude an organic feel, reminiscent of generations past.

As guests journey through the corridors, they are transported to a world where the boundaries between indoors and outdoors blur seamlessly. An inviting lobby adorned with plush furnishings and maritime-inspired artwork offers a cosy retreat, reminiscent of lazy summer days spent by the water. Danish nautical charts, comic books, games, and puzzles also contribute to the nostalgic ambiance, weaving a playful yet sophisticated tapestry throughout the hotel.

From the moment guests step foot into the lobby, they are greeted by a symphony of maritime motifs and coastal hues, evoking the serene beauty of the Northern seas. Weathered wood and reclaimed materials whisper tales of voyages past, while whimsical accents pay homage to the maritime heritage of Copenhagen. Unique flea market finds from both Sweden and Denmark - such as a life jacket made of wine corks, an old vintage boat motor, and rope artwork by Swedish artist Nina Naess - grace the hotel, infusing the space with a sense of history and character.

From captivating art installations as well as the intriguing 25hours things shop that adorns the lobby to bespoke furnishings creating a sense of comfort and sophistication, every element is meticulously curated to evoke a sense of wonder and delight. The shop, embracing the feel of an overstuffed country store on an island, features custom-made tin cans by Stylt Trampoli, ensuring guests find everything they need - and a few unexpected treasures. Elevating the guest experience to new heights, the hotel embraces the ethos of inclusivity, inviting guests to immerse themselves in a world of curated experiences.

Murals commissioned by two talented Danish artists enhance key areas within the hotel. At the restaurant Tiger Lily, Andreas Welin's mural of a tiger entwined with lilies creates a striking visual centrepiece. Meanwhile, MP Auer's mural at Nomad Day Bar evokes the relaxed ambiance of a summer house, with vibes that reflect the tranquillity and warmth of the space. Positioned just by the bar, the mural is visible from all angles, enriching the guest experience with its inviting presence.

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In the guest rooms, the Scandinavian summer house experience comes to life with handcrafted furnishings, unique wallpapers, and panoramic views of the harbor. Traditional old wood paneling, stick-back chairs, and dressers inspired by old summer cottages create a charming, nostalgic ambiance. Soft hues of yellow, blue, and white create a tranquil oasis, inviting guests to unwind and recharge amidst the gentle embrace of the sea breeze. Picture walls in each room combine posters, old family photos, and works by contemporary Danish artists, as well as posters from Louisiana Museum of Modern Art, evoking "summer memories" like a collage. Danish stamps and nautical charts further decorate the rooms, adding a touch of local charm and history. Guests can sit on the windowsill and daydream, while rag rugs outside the rooms in the hallways complete the cozy, homey feel.

At its core, 25hours Hotel Paper Island celebrates the beauty of individuality, where art and design converge to create a sanctuary as unique as the guests who inhabit it. With its eclectic mix of styles, textures, and colors, the hotel becomes a testament to the power of creativity and imagination, inspiring all who enter to embrace their own unique expression.

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## Tiger Lily

A culinary adventure awaits neighbours and hotel guests at Tiger Lily, an exquisite dining experience crafted in collaboration with the esteemed team from o-ren ishii. Drawing inspiration from their successful ventures in Hamburg, including the renowned Vietnamese restaurant o-ren ishii and the vibrant Thai concept eatery Mama Si, Tiger Lily embarks on a journey through the rich tapestry of Asian cuisine.

Jan Tran from the o-ren ishii team, expresses their excitement, stating: "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."

At Tiger Lily, guests are spirited away on a gastronomic odyssey, indulging in tantalizing dishes meticulously curated to evoke the vibrant flavours of the Far East. From the fiery allure of "pulled noodles – lamb – chili-oil" to the tantalizing "pork belly burnt ends – BBQ caramel – hot & sour salad," every dish is a symphony of aromas, expertly crafted to tantalize the senses.

Amidst the bustling energy of an open kitchen, guests gather around communal tables or along the kitchen counter, immersing themselves in the culinary spectacle unfolding before them.

The interior of Tiger Lily is inspired by olden days food markets, merging the aesthetics of Scandinavian local fish stands with a touch of the exotic allure, reminiscent of traditional wood carvings and origami.

From the first bite to the last, guests are transported on a gastronomic journey through the enchanting flavors of Asia, where every dish tells a story and every meal is a celebration of diversity and discovery.

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## **Nomad Day Bar**

Nestled within the extended lobby on the ground floor of the new hotel, the Nomad Day Bar emerges as a vibrant gathering point for guests, beckoning them to unwind and connect amidst its inviting ambiance. With a terrace overlooking the tranquil quay, they are invited to bask in the serenity of their surroundings while indulging in delectable offerings sourced from local suppliers.

Here, the culinary journey begins with a thoughtfully curated breakfast menu, featuring tantalizing delights crafted from the freshest, local ingredients. From artisanal coffee specialties to all-day snacks, every craving finds its perfect match at the Nomad Day Bar. As the sun sets, the ambiance transforms, offering a refined selection of aperitifs and wines, setting the stage for unforgettable evenings of leisure and sophistication.

A true oasis for the discerning traveler, the Nomad Day Bar serves as the perfect prelude to explorations of the city or enchanting evenings at the opera. At 25hours Hotel Paper Island, the Nomad Day Bar transcends mere refreshment—it becomes a cherished sanctuary where moments are savored, connections are forged, and memories are made.

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## Partner

<b>GRIT RISTER</b>	<p>is the General Manager of the two 25hours Hotels in Copenhagen – the 25hours Hotel Paper Island and the 25hours Hotel Indre By. The Berlin native is no stranger to the 25hours cosmos. Since 2019, she has very successfully managed the 25hours Hotel The Circle in Cologne, before she was drawn to Scandinavia. Before joining 25hours, the General Manager completed her training in Berlin at the Ku'Damm 101 Hotel. After working for InterContinental in Berlin and Cologne, Rister's path led her back to the Spree to Kempinski Bristol, where she worked as a shift manager and front office manager. In 2012, she took over as manager of top chef Holger Stromberg's daytime restaurant KUTCHiiN in Munich. Rister then returned to her roots and led the Bold Hotel in Giesing as General Manager.</p>
<b>COBE</b>	<p>Cobe was founded in 2006 by the architect Dan Stubbergaard. Today, the company is an international hub of more than 150 dedicated professionals devoted to creating extraordinary cities, landscapes, and buildings that immediately make a difference in the everyday and contribute to a future-proof urban life. Paper Island is an example of how Copenhagen is transforming from an industrial city to a place for people. When Cobe helped re-program Paper Island from industry to food market, it soon became the fourth-most visited tourist attraction in Denmark. Learning from this success, Cobe chose the publicly accessible and robust architectural type of the industrial hall as a programmatic premise for the redevelopment of Paper Island into a setting for a vibrant space in the city, which would include housing, public spaces, galleries, shops as well as the new 25hours Hotel Paper Island.</p>
<b>Stylt Trampoli</b>	<p>Erik Nissen Johansen and his team are the people behind the idea and the concept for the interior design at 25hours Hotel Paper Island. It is the second collaboration between the Scandinavian design agency and 25hours.</p> <p>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.</p>
<b>SCHINDELHAUER</b>	<p>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. Schindelhauer Bikes intends to live up this reputation and continue wowing the market with new product innovations, so</p>

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	it has focused in recent months on reorganizing its internal processes and expanding the team to accommodate the growing company.
<b>KREAFUNK</b>	Enjoy life with beautiful things, good music and excellent sound – this is the philosophy of the Danish lifestyle brand Kreafunk. The stylishly designed Bluetooth speakers can be easily linked to every smartphone and fill every room with music of 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 out of a passion for specialities made from tea and herbs, samova stands for new taste experiences made from the best raw materials, an award-winning design and exceptional events. All products in 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.
<b>FREITAG</b>	Inspired by the colorful heavy traffic, the two graphic designers Markus and Daniel Freitag developed a messenger bag in 1993 out of old truck tarpaulins, used bicycle tubes and car straps. That's how the first FREITAG bags came into existence, triggering a new wave in the pocket world.

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## Press Contact & Material

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