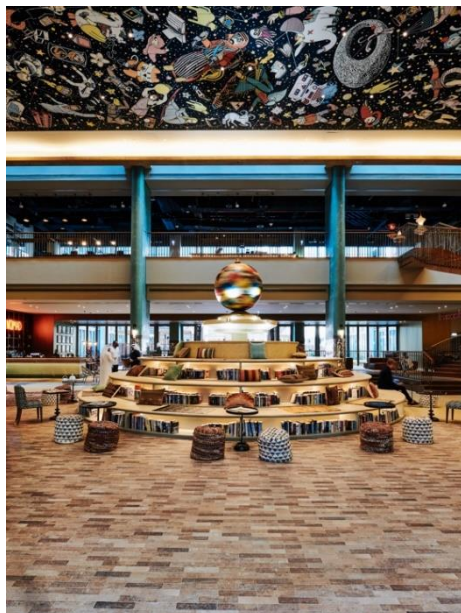


MEDIA KIT



dubai/one central
twenty five hours hotel



come as you are.

Content

Facts & Figures	3
Overview	5
Interior & Story	6
Art & Design.....	7
Cinema Akil.....	9
Tandoor Tina.....	10
ERNST Biergarten & Wirtshaus.....	11
Monkey Bar.....	12
Nomad Day Bar.....	13
Juñá Rooftop Shisha.....	14
Partner.....	15
Press Contact & Material.....	16

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Facts & Figures

25hours Hotel One Central Trade Center Street 9914 Dubai	p +9714 4 210 2525 onecentral@25hours-hotels.com
Opening	December 2021
Investor & Developer	Dubai World Trade Centre
Owner & Operator	Dubai World Trade Centre
Manager	Ennismore
General Manager	James Berry
Architecture	Hopkins Architects
Interior Design	WOODS BAGOT™
Story	25hours Hotels
Location	With a view overlooking both the Emirates Towers and The Museum of The Future, located in the Dubai International Finance Centre (DIFC), guests of the 25hours Hotel One Central can experience how the ancient traditions of the Bedouins are brought back to life. Situated directly adjacent to the Dubai World Trade Centre, three stations away from Burj Khalifa and Dubai Mall. The beach is only a short 15 minutes' drive away.
Hotel	434 rooms New and exceptional “come as you are” approach of 25hours Hotels in the classical luxury world in Dubai Just like the Hakawati (Arabic for storyteller) in the desert, the hotel is about telling stories, celebrating and reviving the ancient tradition of the bedouins.
Room Categories	Bedouin (174 rooms, 2nd – 8th floor) Glamping (178 rooms, 2nd – 8th floor) Farmstay (60 rooms, 2nd – 8th floor) Artist Village (21 rooms: 19 rooms and 2 suites, 2nd – 8th floor) Hakawati Suite (1 suite, 8th floor)

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Prices	Medium Bedouin from 1000 AED per room per night Large Glamping from 1368 AED per room per night Farmstay Suite from 1735 AED per room per night Artist Village Suite from 2470 AED per room per night Hakawati Suite – on request (Prices include VAT + Tourism Dirham* exclude breakfast) Breakfast: 120 AED per person <i>The government taxes are subject to change per government regulations*</i>
Meetings & Events	Various function rooms (pottery studio and artist studio), meeting rooms co-working & coffee area, vinyl player & walkman area, courtyard.
Facilities	Cinema AKIL, Schindelhauer bikes for rent, 25hours things shop & trading desk, Fountain of Tales Library, The Extra Hour Spa, hair salon by Wassim Steve, barber shop by Akin, pool with Monkey Bar.
Gastronomic Offer	Indian-fusion restaurant Tandoor Tina (ground floor), seats 295 Nomad Day Bar by Nightjar Coffee (ground floor), seats 124 ERNST Biergarten & Wirtshaus (1st floor), seats 420 Urban rooftop bar Monkey Bar (6th floor), seats 152 Rooftop Shisha Juña (6th floor), seats 153

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Overview

The first ever 25hours Hotel in the Middle East opened its doors in December 2021, overlooking the stunning Museum of the Future and just a stone's throw away from Dubai International Financial Centre. Relaxed, fun and packed full of things to do, guests of 25hours Hotel One Central will experience ancient traditions of the Bedouins brought back to a modern life. Boasting 434 rooms and suites, 25hours Hotel One Central seamlessly blends nomadic yet contemporary design, masterminded by world renowned interior design firm, Woods Bagot. Unapparelled gastronomy and eclectic experiences making it the perfect playground for travellers and residents of the city to enjoy and revel in.

The urban tale starts in the lobby where one will be greeted by the Fountain of Tales, a colossal fountain with seating spaces and bookshelves featuring over 10,000 books. Adorning the top of the fountain is a rotating lit up globe showcasing artwork created by Marwan Shakarchi, known for his vibrant murals and cloud motifs. His unique creations symbolize hope and empowerment, adding a captivating visual element to the space and reflecting his artistic journey from small stickers to significant installations in Dubai's vibrant art scene. As guests scan upwards, they will find the ceiling taken over by a stunning piece of art – Under the Same Sky by Dominik Bulka – inspired by the constellations in the sky and interpreting them from a humorous, light-hearted point of view. They will be able to explore narratives that relate to Dubai and reference 25hours, its stories and ethos. Another popular feature in the lobby are the huge swinging chairs by Berlin based artist Muriel Gallardo Weinstein, inviting all those who pass for a swing. But that's not all, art lovers will also find a curated collection of artworks scattered across the property inspired by a modern interpretation of the rituals and traditions of the Dubai area and its people. As modern nomads, guests will be invited to discover the magic of the Bedouin and Hakawati heritage and take part of the narrative that shapes modern day Dubai.

Relaxation and wellness are not neglected either. On the sixth floor one will find the spacious wellness area with an indoor and outdoor gym inspired by the vibes of Venice Beach. The Extra Hour Spa, the pool on the roof terrace and Dubai's first outdoor mixed-used sauna provide the ideal moment of relaxation. With a fresh approach to spa, The Extra Hour is dedicated to 'you time' and everyone is welcome. Guests can indulge in a variety of treatments from quick (25 minute) fixes to full-body treatments. In addition, 25hours Hotel One Central offers a ladies' salon by renowned celebrity hairdresser Wassim Steve.

Those who would like to explore the local neighborhood and parklands by bike are also well catered for. Urban speedsters are available from the Berlin-based boutique bike maker Schindelbauer.

Last but not least, guests and locals alike can look forward to fresh culinary concepts. Nomad Day Bar, in partnership with Dubai-based Nightjar Coffee Roasters, Tandoor Tina for contemporary Indian fusion, and super popular Berlin rooftop bar, Monkey Bar complete the line-up together with ERNST – a traditional Bavarian biergarten and wirtshaus.

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Interior & Story

25hours Hotel One Central boasts an unconventional mix of contemporary services, leaving everyone who walks through the doors with a story to tell. A fully kitted co-working space, meeting rooms, event spaces, open pantry and coffee bar are available at The Gallery on the first floor. The open plan space features plenty of modern tech, 5-meter-high ceilings and huge windows so guests can enjoy the breath-taking views while they work hard...or hardly work.

The hotel's "Analogue Upgrade" will give guests the opportunity to throwback and reminisce over simpler times. Delivered in a large trunk-case to bedrooms, the unique experience includes VHS to vinyl, typewriters to Polaroids – encouraging to take a break from today's digital world and stimulate all senses. What's more, the "Analogue Circus" in partnership with Vienna based Supersense on the hotel's first floor houses over 500 vinyls and a Walkman station – the ideal break from a busy day co-working. Visitors can choose to listen to their favorite tunes the old-fashioned way or better yet, try their hand at burning their own vinyl disk. Other creative spaces include a trade in desk where guests can exchange their personal items for a night's stay, a pottery studio, games room and a podcast studio.

All rooms and suites at the property serve as a relaxing oasis for urban nomads after a long day exploring the city. Each sanctuary draws on local influences, featuring quirky design elements such as hammocks, double rainfall showers, roll-top baths, Schindelhauer bicycles, analogue telephones, Kreafunk Bluetooth speakers and much more. Room themes include Bedouin Room drawing on influences of when Bedouins once resided in Dubai, Glamping Room inspired by urban nomads and perfect for couples or special occasions, Farmstay Suite ideal for those looking for something super spacious and the Artist Village Suite which is an extra-large suite made for those looking to impress. The jewel in the crown is the Hakawati Suite. Featuring a unique Sheikh triple-king sized bed and eye-catching views of The Museum of The Future, the room also boasts a double bathtub, dancefloor, private bar, private terrace, photo booth and much more. It also interconnects with two additional bedrooms through a secret staircase.

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Art & Design

The art at 25hours Hotel One Central is an integral part of the design, the story telling and the overall experience. Many artists have been involved in the process, which was led by London based art consultancy Double Decker. A big part of the artwork was commissioned exclusively for the hotel, like the lobby ceiling mural, the lobby wall vinyls, as well as most of the art on the second and third floor. This also includes the artwork in the Artist Village Suites.

Other pieces have been sourced out of the existing portfolio from renowned artists, but specially produced for 25hours Hotel One Central. This counts for the photographs on the gallery, fourth and fifth floor, as well as for the party camels in the Hakawati Suite. Most of the art was produced and commissioned via GMK Global, who specializes in the production of tailor-made art pieces for all kind of projects.

Even before entering the hotel, guests are taken on an adventure. Right in front of the entrance a previous race boat with side bars, the number 22, and the UAE flag on it awaits them. The journey of the Racing Boat for example reflects meticulous search and restoration, with an intriguing history tied to the Late Sheikh Hamdan bin Rashid (brother to the Ruler of Dubai, H.H. Sheikh Mohammed bin Rashid Al Maktoum). It was found through the owner of a boat and marine transport factory, Mr Khattal, an Emirati man, and now decorates the entrance area.

When entering the hotel, guests will be welcomed by an impressive ceiling art. The Lobby Ceiling at 25hours Hotel One Central is a celestial masterpiece, inspired by the constellation of the stars and the rich history of Dubai. Designed to encapsulate the essence of the entire 25hours brand and the project, it intricately weaves references to all 25hours Hotels, key destinations, and partners. The celestial narrative is a visual journey connecting guests to the heart of Dubai, the United Arab Emirates, and the Bedouin heritage. Titled “Under the Same Sky” and crafted by Dominik Bulka, a Polish illustrator and artist, the ceiling invites guests to explore a universe where art and storytelling converge, creating a captivating ambiance that is both immersive and symbolic.

Aside from the ceiling art, the space showcases a striking globe installation by Marwan Shakarchi, celebrated for his vibrant cloud motifs. The rotating globe atop the fountain not only serves as a focal point but also reflects his themes of hope and empowerment, inviting viewers to connect with the emotions and stories behind each cloud he has painted. His dynamic artwork enhances the visual landscape, transforming the globe into a captivating symbol of his artistic journey.

There are also three huge hanging chairs made out of various colourful textile materials and techniques by the Chilean artist Muriel Gallardo Weinstein are a real eye-catcher in the lobby. They not only invite guests to take a seat, but rather to go on a sensory experience where one sheltered in a refuge reflects on the common origin of the journey of life. Each chair thereby represents the different inhabitants of Dubai: natives, foreigners and immigrants. The aim of the project is to “evolve and represent different populations around the world” as the artist states.

The dioramas in the elevators made by Hamburg artist Sandra Havemeister transport viewers to imaginative worlds. Named Desert Night, Wonders, Desert Jungle, Under construction, Storytelling, and Old and New Dubai, they are each intricately crafted with miniature figures, light, photos, and perspectives.

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Floor by floor, the art narrative develops. The first floor of 25hours Hotel One Central unfolds a rich tapestry of artistic expressions featuring the works of Jalal Abuthina and Tulip Hazbar. Abuthina, a Dubai resident of Irish and Libyan heritage, is a multifaceted creator, photographer, writer, and publisher. His 3-set series, “Inside Dubai”, serves as an alternative narrative, delving into the city’s older districts over a decade. Complementing Abuthina’s storytelling, Tulip Hazbar, a UAE-based artist and designer, brings a unique perspective through illustrations, found objects, and installations, exploring the themes of memory and collecting. The collaboration “Jalal x doc” unveils the Analog Circus, capturing the essence of Shadi Megallaa, owner of The Flip Side. Digital transformations by Florian Kaps of Supersense result in final artworks, enriching the floor’s narrative. The Flip Side, renowned as the only independent record shop in the United Arab Emirates, adds a musical dimension to the space, embodying a pioneering spirit within Dubai’s vibrant music scene, situated in the cultural hub of Alserkal Avenue in Al Quoz.

The second and third floors transport guests into the captivating world of “Ancient Nomads - From the Sea to the Desert”. These floors vividly represent Dubai’s Bedouin past, where nomads traversed the desert, and pearl diving thrived as the primary income along the coast. Imbued with the essence of sandy deserts, the floors feature beige carpets and a rich tapestry of tribal artwork, showcasing the Bedouin lifestyle with abundant camels and oases. Tulip Hazbar contributes to this narrative with her profound work.

On the fourth and fifth floors the narrative of “Advanced Nomads – From the Desert to the City” is told, illustrating the transformative journey of the UAE from its founding in 1971 to the present, marked by iconic landmarks like Burj Khalifa. Through the lens of Jalal Abuthina, these floors encapsulate the metamorphosis of the city. His photographs capture areas that have undergone significant changes, as they were transformed from once-existing landscapes to the vibrant developments of Downtown, City Walk, and La Mer.

The seventh and eighth floors propel guests into the future with the theme “Modern Nomads – From the City to the Moon”. Paying homage to the UAE’s aspirations of becoming a space nation, these floors are a fusion of futuristic design and a nod to traditional elements like nomads, camels, and the desert. Aligned in spirit and design with the Museum of the Future, the artworks on these floors revolve around astronauts, space, and the future. Artworks include those of Shahad Nazer, a Saudi Egyptian artist, renowned for her digital pieces that weave stunning visual universes and those of Ze Otavio, hailing from Olímpia-SP and having lived in London and São Paulo. He is a proof to the tradition that the biggest gift an artist can have is his eyes. He roams freely through themes and techniques. Colourful, chaotic, defiant, sexy, androgynous, provocative.

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Cinema Akil

Cinema Akil, a name synonymous with cinematic disruption and creativity, and the only independent arthouse in the Gulf Cooperation Council, opened its seasonal outdoor outpost Cinema Akil at 25hours Hotel One Central in November 2023 in its latest collaboration with Ennismore.

Located within the vibrant 25hours Hotel, Cinema Akil is spanning across an impressive 1,867.5 square feet and offers a multi-faceted space divided into three distinct sections: the box office/concession area, the open cinema theatre, and a multipurpose retail and pop-up space. Beyond screening films, it promises an electric array of entertainment options, including a food & beverage offer, music events, talks, and pop-up experiences. Designed for film screenings and a multitude of other activities, the cinema boasts a theatre with a seating capacity of 72 people and a total standing capacity of approximately 150 guests across all three zones, creating an intimate yet vibrant atmosphere for cinema enthusiasts and creatives alike. With versatility in mind, it also offers a unique space to accommodate takeovers, venue rentals, and collaborations. The flexible environment can seamlessly adapt to different needs, fostering a creative atmosphere for a variety of purposes.

Entirely complimentary with a prior booking, Cinema Akil at 25hours Hotel One Central will host screenings four times a week on Tuesdays, Thursdays, Saturdays, and Sundays, with films typically commencing between 7.30 pm and 8 pm. Each season, with the first taking place from November 2023 to May 2024, will bring a fresh, diverse, and carefully curated programme each month. The entire venue will be open daily from 12 pm until 10 pm allowing guests to experience the versatility of the space through installations, social interaction and retail, while enjoying a curated food & beverage menu.

“Cinema Akil’s integration into 25hours Hotel One Central has been a journey of creativity and collaboration. We believe this new venue will resonate deeply with Dubai’s dynamic and ever-evolving cultural landscape. It’s a testament to the city’s growth, and we are thrilled to be a part of its cinematic future”, says James Berry, General Manager of the hotel.

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Tandoor Tina

Tandoor Tina celebrates fresh, high-quality ingredients, bold, bright flavors and specializes in cooking over fire on the grill and tandoor oven. Inspired by a journey through India, the restaurant revives the smells, tastes and colors of exotic and carefree travels – with a year-round summer mood. Featuring interiors in Jaipur pastel pink hues, wicker lights, and luscious botanicals, the restaurant also offers a terrace, a secluded tropical garden with ample seating, and an al fresco kitchen.

From entering the space, the colors and smells immediately transport the diner to another place and time. The restaurant is centered around the hero of the kitchen, the Tandoor oven, an ancient cooking tool prevalent across India and the Middle East. Aiming to revive the experience of traveling with exotic scenes and a relaxing holiday mood, Tandoor Tina is about stepping out of your day and taking a break with wholesome food and warm hospitality. The restaurant buzzes daily with friends and colleagues sharing charred breads, fragrant dips, and refreshing mocktails. In the evening, plates of grilled vegetables, fish, and meat are followed by brightly garnished Gin & Tonics and ended with a heaped spoonful of dark chocolate and coconut mousse.

Focusing on the humble tradition of cooking with fire and elevating ingredients with Indian-influenced flavors, Tandoor Tina champions vegetables, local fish, seafood, and carefully marinated meats. The menu offers fresh, comforting, and wholesome dishes from lunch to dinner. Plating and service are generous, colorful, and reflective of a holiday-dining mood. With a menu designed for sharing, guests will find options that range from light and healthy to hearty and decadent, providing plates for all occasions and appetites.

To celebrate the ultimate quick business lunch, Tandoor Tina offers Tina's Express Lunch served thali-style, with a choice of starters, mains, and desserts that change monthly. Inspired by slow travels by rail through Northern India, the Afternoon Tea is a feast for the eyes, available Monday to Friday from 3 pm to 6 pm. Every Tuesday, Tina's Tacos invites guests to experience a menu of unique fusion flavors in a relaxed and stylish setting.

To accommodate various types of events, from Thali celebrations to intimate dinners, the restaurant offers a private dining room known as the "Luggage Room". This exclusive space provides a cozy and elegant setting for gatherings, with the added bonus of impressive views overlooking the Museum of the Future. Whether for a special occasion or a corporate gathering, the Luggage Room can comfortably accommodate up to 12 guests, ensuring a personalized and intimate experience for all attendees.

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ERNST Biergarten & Wirtshaus

ERNST is a Bavarian biergarten and wirtshaus serving a variety of German beers on draught, Dubai's best Weisswein, and house-baked pretzels. The wirtshaus has a total of 420 seats. 190 of these are located in the outdoor area – the beer garden – with a unique view of the Burj Khalifa. The picturesquely designed and spacious restaurant offers all the elements of a country wirtshaus as found in Bavaria – a rustic interior, the best beer and honest food that can be enjoyed in a lively and welcoming atmosphere where no visitor ever feels alone. As in Bavaria, the interior consists of a Schwemme, i.e., the vaulted area next to the bar, a parlour at the back of the restaurant and an indoor beer garden. This has a 30 metre long, horizontally suspended maypole with individually designed illustrations of the Bavarian and Munich “way of life”. The interior design is characterised by typical elements such as hearts in the backrests of the furniture, the materials used such as wrought iron, copper and wood, e.g., for the wall panelling and genuine Bavarian antiques such as flails, wagon wheels and other agricultural equipment, countless historic beer mugs as well as sports equipment and household goods. The planted outdoor beer garden features a Bavarian mussel fountain and its own curling lane. ERNST brings Bavarian cosiness and conviviality to the city centre of Dubai.

The concept of the restaurant primarily serves to cultivate the Bavarian beer tradition. Guests can see this as soon as they enter the restaurant, where 30,000 original Paulaner crown corks have been repurposed as flooring. But also in the art in the entire taproom, as this comes largely from the archives of Munich breweries and includes, for example, historical labels, Oktoberfest and traditional costume pictures. Guests can choose from various types of draught beer, including Paulaner. Regulars can purchase their personalised beer mugs, which are stored in 126 lockers for the next visit.

Serving an honest and simple cuisine from Bavaria with pork knuckle, sausages and home-baked pretzels on the menu, ERNST promises a thoroughly German experience for everyone. All specialities are produced on site. These are classics, but not outdated, timeless recipes that have stood the test of time. The dishes are presented in a convivial setting – boards, pots and pans are used so that guests can share and really eat together – just like at grandma's table.

The restaurant hosts regular live entertainment, quiz nights and seasonal events. Also live matches are shown from around the world across multiple screens. A private dining room for up to 20 people, the “Schickeria-Kammerl”, which is decorated with portraits of famous Munich citizens, can be hired for Bavarian banquets.

ERNST brings Bavarian culinary culture to the heart of Dubai – no frills, just authenticity. The beer garden is intended to be a place where every guest feels part of a close-knit community and leaves with a full heart (and stomach!) – a very special place, the likes of which do not yet exist in Dubai.

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Monkey Bar

Monkey Bar, a Berlin import, has made its mark as one of Dubai's most thrilling cocktail destinations. Nestled on the sixth floor of 25hours Hotel One Central, it offers panoramic vistas of the iconic Museum of The Future and the lush greenery of Zabeel Park, providing an unforgettable experience. The bar's terrace is a standout feature, adorned with unique monkey cages designed for group gatherings. This makes it the ideal spot for sundowners while soaking in the mesmerizing views. As the sun sets, the ambiance comes alive with a nightly lineup of DJs, setting the perfect vibe for an evening of enjoyment.

At Monkey Bar, mixology is celebrated with passion and creativity. The drinks menu offers a fusion of classics, and signature cocktails, each crafted with meticulous attention to detail. Whether guests are in the mood for a tiki-inspired concoction or a timeless favorite, the skilled bar team is on hand to assist in selecting the perfect libation. Complementing the drinks selection is a Latin American-inspired food menu, curated to offer a delightful culinary experience. Every dish is a culinary delight, from savory snacks like truffle croquettes and Okra Chips to maki rolls and beef ribeye skewers. The menu also features a range of sandwiches, including the crispy salmon bao and Peruvian empanada, showcasing the flavors of Latin cuisine.

Convenience is key at Monkey Bar, offering parking at the 25hours Hotel One Central with valet service for hassle-free access. Additionally, the venue is perfect for private parties, accommodating up to 120 people, and ideal for special celebrations and events.

For a midweek delight, ladies are invited to Girls Grooving, a special Ladies' Night held every Wednesday from 7 pm to 10 pm at Monkey Bar. The night features complimentary beverages and a lively atmosphere, perfect for a fun evening out. Moreover, the venue offers a Happy Hour every day from Monday to Friday. Guests can relish a delightful ambiance with good music and a unique indoor or outdoor atmosphere.

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Nomad Day Bar

Nomad Day Bar is the ultimate destination for a quick caffeine fix and relaxed moments. Conveniently nestled within the vibrant ambiance of 25hours Hotel One Central, it's the perfect spot to recharge and unwind. Expertly curated by the award-winning Nightjar Coffee, Nomad Day Bar offers a diverse menu of international cuisine, with a special focus on all-day breakfast and express lunch. Indulge in freshly baked pastries, homemade banana bread, sandwiches, delicious salads and wraps with vibrant flavors and nutrient-rich ingredients or try the truffle pasta and chicken & waffles if looking for something more savory. All dishes can also be taken to go. But why not grab a quick bite or refresh with a match-latte for that extra energy boost on site while catching up on some reading directly at the Fountain of Tales where one can dive into a collection of over 10,000 books available for leisurely reading? Afterwards, guests can also browse and purchase Nightjar Coffee Roasters from the dedicated retail space.

No matter what, Nomad Day Bar promises an unparalleled experience in the heart of Dubai. Regular pop-experiences and lively parties take place in the inner courtyard. The outdoor patio with an open kitchen is a welcoming place for everyone. From a delicious Italian gelato booth to fancy burgers and grilled sandwiches, Nomad courtyard is all about those chill vibes. It is also a great spot to be for families on the weekends. Here, they can enjoy tasty breakfast dishes, groove to vinyl tunes and let their kids have a blast in the supervised play area. Even furry friends are welcome.

Nomad Day bar also boasts versatile event spaces ideal for brainstorming sessions, productive discussions, or memorable gatherings. On the first floor, visitors can access a fully equipped co-working space with an adjacent coffee bar. The whole hotel offers seamless connectivity with free high-speed internet and customizable seating arrangements in a comfortable workspace. The upstairs area is therefore the ultimate hang out spot, whether guests are working or catching up with friends.

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Juñá Rooftop Shisha

Perched atop the sixth floor of 25hours Hotel One Central, Juñá Rooftop Shisha offers an idyllic setting to unwind and luxuriate. Guests are invited to immerse themselves in the panoramic rooftop vistas, which encompass the captivating calligraphy of the Museum of the Future and the enchanting lights of the Dubai International Financial Center. Juñá is an invented name inspired by the heavenly garden in Arabic. It embodies the concept of a lush and vibrant rooftop garden.

The shisha garden is a sanctuary inspired by bohemian mystique. Beneath the starry night, the setting invites to relax, savor drinks, enjoy a meal, or simply ease with shisha while taking in the breathtaking view. The garden ambiance is enhanced with cozy boho-chic elements – Persian carpets, plush couches, and leather poufs, all harmoniously blending tribal influences. From the name to the logo and menu, Juñá's concept seamlessly extends to create an immersive experience, combining the timeless allure of tribal mysticism with the tranquil beauty of the garden.

Juñá Rooftop Shisha beckons with diverse flavors and crafted concoctions, expertly served by Shisha specialists. Adding to this sensory delight is a selection of Arabic cuisine, complemented by both alcoholic and non-alcoholic cocktails, as well as soft drinks. The menu includes homemade dips with bread, fresh salads and skewers with chicken, lamb or vegetables. Manakish, a flatbread from the Levant, is also available in different options, such as with burrata and tomatoes or Akkawi, a white brine cheese.

Whether indulging in flavorful shisha, savoring delectable bites, or simply sipping on refreshing beverages, Juñá Rooftop Shisha promises an unforgettable experience to escape the hustle and bustle of the city, relax, and savor the remarkable rooftop views.

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Partner

JAMES BERRY	is the General Manager of 25hours Hotel One Central. With nearly three decades of experience at esteemed hospitality brands such as Accor, Marriott International, and Radisson Hotel Group, almost twenty of which as General Manager, he brings a wealth of expertise and a deep understanding of hotel management to his role. Originally from the UK, James grew up in the heart of the Midlands, just an hour North of London. His passion for the hospitality industry led him to pursue a career in the field, where he began as a waiter after completing his education. His remarkable ability to foster exceptional employee engagement, improve guest satisfaction, and elevate hotel performance has been a cornerstone of this success. James is a lifelong rugby enthusiast and has built a successful career as both a player and coach. He is also committed to making a positive impact within the community, furthering his dedication to both rugby and social responsibility.
WOODS BAGOT	Woods Bagot is a global architectural and consulting practice founded in Adelaide, South Australia. It specialises in the design and planning of buildings across a wide variety of sectors and disciplines.
SCHINDELHAUER	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 it has focused in recent months on reorganizing its internal processes and expanding the team to accommodate the growing company.
KREAFUNK	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.
SOEDER	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.
SAMOVA	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.
CANVASCO	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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Press Contact & Material

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