

25hours Jakarta The Oddbird will host Monocle's The Chiefs Conference 2025 and Its Grand Opening in April



(Left to right: James Chamber – Monocle Editor Asia | Linard Baer – Monocle Partnerships Directors | Alexander H. Kusuma – CEO ASRI | Jesper Soerensen – General Manager 25hours Hotel Jakarta The Oddbird)

Jakarta, 24 February 2025 – Monocle's The Chiefs Conference 2025 is coming to Jakarta for the first time and will held its conference at 25hours hotel The Oddbird on **23 & 24 April 2025**.

The Chiefs, Monocle's flagship event, has become a gathering for global leaders and innovators from across industries to discuss the future of business, share strategies, and forecast trends. Following previous successful editions in iconic locations such as Dallas, St. Moritz, and Hong Kong, *The Chiefs 2025* marks the event's first-ever appearance in Southeast Asia, further strengthening Jakarta's reputation as a global destination.

Monocle's Editorial Director and Founder of *The Chiefs*, Tyler Brûlé, echoed the excitement of bringing *The Chiefs* to Jakarta. "We're thrilled to bring our brand and *The Chiefs* conference to Jakarta in April, a city that we've covered since our launch and have a long connection with.," said Brûlé. "Indonesia is the largest economy in one of the world's most dynamic regions and we're lining up a group of some of Asia's most exciting thinkers and entrepreneurs. We look forward to an inspiring day of dialogue and opportunity that will set the tone for business leaders in the years to come."

"We are so honored to be chosen as an official venue for the global event like The Chiefs Conference. It is not only strengthening the position of Jakarta as global destination but also bring 25hours Hotel Jakarta The Oddbird to the world class league in business events." said **Jesper Soerensen, General Manager of the only 25hours Hotel in Asia**.

come as you are.

The Chiefs 2025 will offer participants an unforgettable experience unlike any other. True to its name, **25hours Hotel The Oddbird** embodies a paradise of paradoxes. This lifestyle hotel is not merely a design destination; it also imbued nostalgia, promote wellness, embrace eclecticism and offer delectable gastronomic journey. It invites visitors to embrace their perfectly imperfect selves, aligning with the hotel's mission to be a home for the “Oddbirds”— those who value authenticity and individuality.

Nestled in District 8 at heart of Sudirman Central Business District (SCBD), the hotel draws inspiration from the district's rich tapestry of interconnectedness. The number 8 symbolizes eternal knots and unbroken connections, reflecting the universality of human experiences. This concept serves as the foundation for the hotel's mission, bridging the past with the present in a harmonious balance.

The philosophy of "Come as you are" resonates throughout The Oddbird. The hotel serves as a genuine gathering place, connecting guests to the local environment and its vibrant culture. The themed **Garden** and **Urban** rooms reflect the spirit of classic Jakarta neighborhoods, where expansive gardens and retro, mid-century homes create a lush urban landscape. The hotel continuously strives to honor its origins while providing unforgettable stays that celebrate the beautifully imperfect nature of life.

25hours Hotel Jakarta the Oddbird will also host the official **Grand Opening Celebration on 25 April 2025**. The team of the hotel is proud to welcome everyone to join for an event-full weekend. For more information, please visit our [Instagram](#).

For images, please download [here](#).

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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 was built from 2005 and today operates 17 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta and Dubai. 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 destinations. For more, visit www.25hours-hotels.com

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