

MEDIA KIT



come as you are.

Content

Facts & Figures	3
Overview	5
heimat.....	6
Interior & Story	7
Architecture & History	8
Partner.....	9
Contact & Material.....	11

come as you are.

Facts & Figures

25hours Hotel HafenCity Überseeallee 5 20457 Hamburg	p +49 40 25 77 77 0 hafencity@25hours-hotels.com
Opening	1st of July 2011
Developed	Überseequartier holding company consisting of Groß & Partner, ING Real Estate and SNS Property Finance
Owner	Hines Immobilien GmbH
Operator	KSNA Hospitality
Manager	Ennismore
General Manager	Patrick Moreira
Architecture	Böge Lindner 2K Architekten, Hamburg
Interior Design	Conni Kotte Interior, Eventlabs,
Story	Markus Stoll, Stephen Williams Associates
Location	HafenCity/Überseequartier Elbe Philharmonic Hall, Jungfernstieg 800 m, central station 1 km, exhibition site 3 km, underground (line 4) 50 m
Hotel	Seaman's home with 170 rooms Radio Room with business infrastructure, Vinyl Room with the right soundtrack for life, Club Floor for chillaxing, more kiosk, underground parking, harbour sauna with harbour views, Übersee garden, free high-speed WiFi throughout the hotel, jogging corner, Schindelhauer bikes for rent, free VOLVO rental
Rooms	Cabins: Design elements and stories on seafaring and harbour, shower or bath, safe, free minibar, TV, Sky-TV, LAN-port, Kreafunk Bluetooth Speaker, coffee maker, samova tea selection in higher categories
Prices	Medium from EUR 150 per room per night Medium Bunk Bed from EUR 150 per room per night

come as you are.

	Medium Plus from EUR 170 per room per night Large from EUR 200 per room per night Extra Large from EUR 250 per room per night (Prices inclusive of VAT, exclusive of breakfast) Breakfast buffet EUR 26 per person 15% discount for advance payment (no free cancellation)
Meetings & Events	3 Freiräume function rooms for classic conferences of up to 60 people, mare Gallery for events of up to 200 people, Captains meetings in the container for 2-15 people Break-out opportunities with Radio, Vinyl, Club Floor
Gastronomic Offer	heimat restaurant, seats 92 Breakfast- Lunch - After Work - Late Night

come as you are.

Overview

As part of the Überseequartier the building is in the heart of the HafenCity between such attractions as the Elbe Philharmonic Hall, the cruise ship terminal and the International Maritime Museum. It takes a good ten minutes to walk to downtown to the town hall and Mönckebergstrasse. For the return trip with arms full of shopping, take the underground line 4, it stops right in front of the hotel.

The 25hours Hotel HafenCity offers contemporary interpretations of services for the urban nomad. Top of the list is the HafenSauna. It is not meant for feel-good spa-goers, it is more for purists from the Finnish sauna persuasion. Raw and fuss-free, a stiff breeze sometimes blows on the 6th floor but you always have a good view. Step straight into the outdoor area with views of the harbour and the cruise ship terminal to cool off. Hotel guests can get a sauna sack for their sauna visit containing everything they need to relax at the reception. Free beer, water and fruit can be obtained from the HafenSauna.

On the first floor, 25hours offers hotel guests club rooms for a relaxed retreat. The Radio Room has an analogue slot machine, a photo booth and a reading corner, the Vinyl Room is equipped with records and turntables, and the Club Room offers a casual lounge atmosphere. The rooms can also be exclusively hired for private functions.

The ground floor with lobby, restaurant and bar provides a contrast to the cosy hotel area, depicting the harsh world of the harbour. Elements from warehouses and container terminals are combined with references to imported and exported goods; a high rack serves as a wall covering, a heap of oriental rugs provides a place on which to lounge. Under the name of HEIMAT the hotel's restaurant has a relaxing atmosphere and serves popular dishes using ingredients with proof of origin. The ground floor of the 25hours Hotel HafenCity takes on the feel of the quarter's living room, depending on the time of day it's a relaxed lounge or pulsating bar.

The 25hours Hotel HafenCity has rooms with a strong individual character for meetings and events from 2 to 200 people. Besides the classic Freiraum function rooms, the shipping container in the lobby (25m²) and the mare Gallery (300m²) with a separate entrance are also available for private parties.

Two-wheelers guarantee mobility. The Kiosk also co-operates with Two Wheels Good offering snazzy bicycles for shorter distances.

come as you are.

heimat

As the living room of Überseequartier, the restaurant heimat is the meeting place for hotel guests, neighbours and hamburgers. In the morning there's a generous breakfast for the guests, during the day there's room to work, at noon a delicious lunch and when it's dark, good wines in a relaxed atmosphere. Dark colours in earthy tones, materials such as the black-stained forehead wood of the tables, the deep wine red curtains of milled wool and the velvet velour of the benches create a cosy, earthy wine cellar ambience.

The theme of wine plays a central role here - both in design and in gastronomy. Old wine barrels are stored in a high shelf. Above the bar, glasses of earth from the vineyards present the wines offered in the menu. They can thus be experienced with the senses. Because guests can look at or smell the respective soils such as loess, lime or slate in the glass to match their selected wine. Selected wines from German and Austrian winegrowers from family-run wineries ensure the right atmosphere and attract wine connoisseurs and connoisseurs into the night.

What comes on the table? The best that the cuisine of Germany, Austria and Switzerland has produced. From the North Sea to the Alps - all dishes have their origins in German cuisine. In addition to the classic dishes, the menu offers dishes from two different wine-growing regions each, such as the Moselle or Wachau. Always in view: the seasonality! The centre of the culinary concept of the homeland is a three-course menu - the so-called "heart". The starter is served as a variation (4-5 different starters, including one soup). The main course, on the other hand, consists of a main component that is placed in the middle of the table as a whole (e.g. roast, whole fish or entrecôte). The side dishes are served in pots and copper bowls. The guests share the heart of the meal sociably (selectable for two or more people). A delicious dessert rounds off the menu perfectly.

Well thought out down to the last detail: In addition to the food and wines, all spirits and soft drinks are exclusively from German-speaking countries.

Opening hours

Daily from 12.00 - 17.30 h // 18.00 - 24.00 h

The cooks are at the stove until 22.30 h.

Breakfast for hotel guests

Monday to Friday 06.30 - 10.30 h

Saturday + Sunday 07.00 - 11.30 h

come as you are.

Interior & Story

“It all started with the fictitious sailor Kuttel Daddeldu from the tales of Joachim Ringelnatz”, explains 25hours founder Christoph Hoffmann, “deeply rooted in seafaring, a good soul who could also be a bit rough and bawdy around the edges. Exactly how the 25hours Hotel HafenCity ought to be.” An interdisciplinary team was consciously brought together to realise an appropriate design concept and to tackle the maritime theme using as multi-layered an approach as possible. Even a second or third glance at the hotel reveals little stories, surprises and delights.

Shagpile carpets and broad wooden floorboards in the cabins of the 25hours Hotel meet bespoke dark wood fixtures. The designs for the beds, wardrobes and bathroom cabinets evolved in a creative collection and were planned by Stephen Williams Associates. There are of course additional design elements fashioned in the trademark 25hours tongue-in-cheek style. For example, a pilot ladder serves as a shelf or a steamer trunk designed by the local cabinetmaker Likoo serves as a workstation. The wallpaper in all rooms features distinctive illustrations by Jindrich Novotny. The motives are a mixture of stories from 25 international seafarers related to the freelance Art Director Markus Stoll when he met them in Hamburg’s Seaman’s Club Duckdalben. The full-length stories can be found in the hotel’s logbook. “There are hardly any real seaman’s homes around these days, this is because the ship’s layover times are getting shorter and shorter and the sailors remain on board for those short stays”, explains General Manager Patrick Moreira, “there are still a fair number of clubs where crews from all over the world get together when they have shore leave. They swap stories, play or pray or get in touch with home.” In this vein, elements of such a seaman’s club have been recreated for guests on the first floor of the hotel in the Radio Room with a business and communications infrastructure, the Club Room for chillaxing and playing games in as well as the Vinyl Room for musical journeys around the world.

The ceiling height is around 6 metres and works with the nearly seamless, extensive resin floor with warehouse markings and sweeping oak staircase up to the Club Floor to create a deluxe warehouse atmosphere. A central element in the entrance area is the true-to-life original shipping container, specially provided to the hotel by Hapag-Lloyd and improved upon by the shipping supplier Behrens Systemtechnik – including lighting and hydraulic lifting technology. “Despite the underlying industrial theme, at the end of the day it was important to create a credible living atmosphere”, explains Set Designer Conni Kotte. The central “heart” of the lobby is a huge seating area made of burgundy-coloured thick bullskin leather that invites you to linger. In the open Club Floor area on the 1st floor, stacks of oriental carpets, Brazilian leather sofas and armchairs from the 60s as well as a selection of maritime artefacts provide unpretentious cosiness. “We found, bought or fought for them on adventurous excursions through the free port,” smiles Conni Kotte.

25hours Hotel HafenCity is a sincere homage to seafaring and life in the harbour. “The HafenCity has an almost surreal architectural landscape and we didn’t want to create some kind of a staged scene here, we wanted to combine authentic things and materials in a contemporary setting – not cheesy but with a little bit of a nostalgic air sometimes”, concludes Bruno Marti, Executive VP of Brand Marketing at 25hours.

come as you are.

Architecture & History

With its combined use for hotel, apartments and retail, the Virginia Project represents the rare type of hybrid block, making it an extremely interesting contribution in terms of structure, grit and urbanity of the HafenCity.

While the concept of a closed quad may generate a quiet courtyard for apartments and hotel rooms, it does not really use the location's unique flair and potential. So, the Virginia Project modifies this concept by opening thin cracks in the corner areas of the quad above a completely built-up ground floor. These openings afford interesting visual relationships and spacial transitions between the inner courtyard and the urban environment with the Altes Hafencity, Magdeburg Harbour and the rest of the Überseequartier. These connections are supported by means of access via a flight of stairs from the Überseeboulevard. The inner courtyard then becomes part of the urban structure, without losing its character as a quiet residential courtyard. Independent of the direction in which they face, the apartments in the building are oriented towards the street areas in line with the sense of urban life, while the sleeping areas are on the courtyard side. Depending upon their location within the building, this gives the hotel exciting room categories with different qualities. This contrast of inner and outer is supported by varying the themes on the façades. While the outer façade is characterised by the overall urban concept through the use of brick, the courtyard façades are composed of storey-high windows with balconies and railings.

The apartments and hotel have access to the Übersee Garden in the inner courtyard via terraces. The polygonal geometry of the open space design creates interesting perspectives and harmoniously embeds the playing and communal areas. The intense vegetation with native trees divides the courtyard and lets you forget you are on the roof of a retail building.

come as you are.

Partner

PATRICK MOREIRA	As General Manager, Patrick Moreira is responsible for the 25hours Hotels HafenCity and Altes Hafenamt. Born in Hamburg with Portuguese roots, he learned the restaurant business from an early age at his parents' restaurant. In 2011, he completed his education as the best in his class. He studied Hotel Management at the renowned 5-star hotel in Hamburg, Louis C. Jacob. Afterwards, he stayed there for six years in various restaurant-related positions, and was most recently appointed as F&B Manager. Since July 2017, he has managed both of the 25hours Group's HafenCity locations, overseeing approximately 135 employees.
CONNI KOTTE	is something like an interior designer. But she is more of a furnishings or furniture agent. Although customers do come to her to have their apartments or business premises furnished. But Conni doesn't merely scour through a stack of catalogues to then order cabinet X in colour Y. No, she tracks down favourite pieces, unique items and special features, taking these into her repertoire and matching these up with the customer.
BÖGE LINDNER K2 ARCHITEKTEN	emerged when staying and working with friends on a joint project in Venice in 1980. The offices have been operating under the name of BLK2 Böge Lindner K2 Architekten partner company since 2011. The scope of their work covers almost every area of building from urban planning and public buildings to office and commercial buildings, hotels and apartment buildings.
STEPHEN WILLIAMS ASSOCIATES	specialises in the development of value-added concepts between the poles of society, real estate, brands, architecture and design. SWA understands architecture and design as a communication platform – as inspiration, experience and discovery. For companies, developers and institutions, SWA is a valued partner for complex solutions with a strong identity. Projects come in all manner of sizes – from urban planning and building construction to interior architecture to furniture design and graphics.
MARKUS STOLL	is a qualified lawyer, freelance creative and storyteller by passion. He dedicates himself and his customers to the power of strong stories, endowing them with an identity no longer prevalent in today's listings of product advantages and binding people to a brand for the long-term. A credible myth must first be created behind a brand before a stable communities of choice can be brought about.
EVENTLABS	is an agency and creative laboratory who develop emotional, unique brand promotion within spaces and offer holistic, customised and integrated communication solutions in the finely tuned interaction between the three core disciplines of strategic communication, corporate architecture & design, as well as event.

come as you are.

SUPERSENSE	stands for a kind of analogue 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. Der Supersense Shop in the 2nd district of Vienna is an interactive world brimming with analogue treasures. The lounge area for the 25hours Hotel HafenCity was designed in collaboration with Supersense. Hotel guests will find two rooms full of analogue worlds and a vinyl library on the 1st floor.
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.
VOLVO	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 HafenCity.
KREAFUNK	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.
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 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.
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.

come as you are.

Contact & Material

25hours Hotel HafenCity

Sophie Schonebeck
Brand Marketing Manager
Überseeallee 5
20457 Hamburg
p +49 40 77 77 834
sales.hafencity@25hours-hotels.com

25hours Hotels

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



For more information about all of the 25hours Hotels, visit: [25hours-hotels.com](https://www.25hours-hotels.com)
25hours Hotels videos: [youtube.com](https://www.youtube.com)
Press material [and images here](#).

come as you are.