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Oxford Street Reimagined: 25hours Hotel The Olympia Opens Its Doors

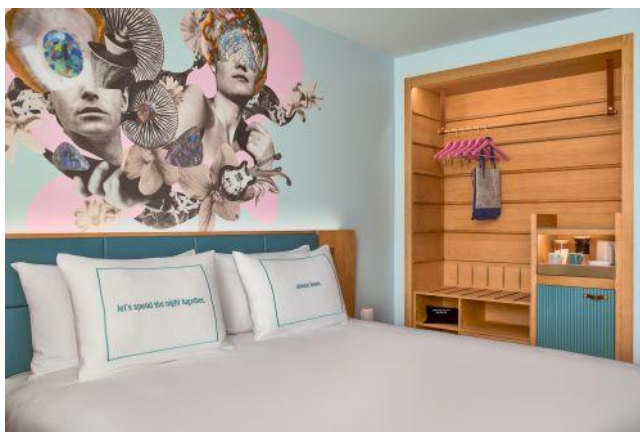
Oxford Street enters a bold new era today with the official opening of 25hours Hotel The Olympia, a property that reimagines one of Sydney's most storied cultural landmarks.

Located on the heritage-listed site of the former West Olympia Theatre and the legendary Grand Pacific Blue Room, the new hotel reinvigorates a destination long synonymous with creativity, nightlife and community spirit. It also marks the Australian debut of 25hours Hotels, part of Ennismore's growing global portfolio of lifestyle brands, and underscores Oxford Street's place at the heart of Sydney's cultural scene.



Situated on 1-11 Oxford Street, where Paddington, Surry Hills, Darlinghurst, Kings Cross and Moore Park converge, the hotel is designed as a neighbourhood hub, deeply connected to the city's artistic roots, LGBTQIA+ heritage, and bohemian energy.

"This isn't just a hotel opening, it's the revitalisation of one of Sydney's most iconic addresses, and a cultural catalyst for Oxford Street's next chapter," said Jake Guilfoyle, General Manager, 25hours Hotel The Olympia. "Our vision is for The Olympia to be as much a home for Sydneysiders as it is for international travellers, a place where the city's creative and social energy converge."



A Cinematic Tribute to Sydney's Creative Spirit

The property's 109 guest rooms are inspired by the archetypal protagonists of cinema, 'Dreamers' and 'Renegades,' reflecting the building's cinematic past. Bold design details, original heritage features and artwork by local creatives, including Sydney artist Kubi Vasak, bring the layered storytelling to life.



“Bringing 25hours to Sydney is a very special moment for us. From the beginning, our vision has been to create hotels that are tied to their settings and are rich in character” said Christoph Hoffmann, Founder of 25hours Hotels. “The Olympia is a perfect match for that philosophy: a historic theatre with a colourful past, at the intersection of some of Sydney’s most vibrant neighbourhoods. 25hours is a lively home for curious minds and creative spirits to come as they are.”

Four Charismatic Culinary Venues

At the heart of the hotel is a collection of four distinct venues curated by Culinary Director Mitch Orr alongside an acclaimed team of creative talents. Leading the lineup is The Palomar, the renowned London restaurant making its Sydney debut with vibrant flavours from Southern Europe, North Africa, and The Levant. Joining it are The Mulwray, an intimate bar celebrating biodynamic wines and classic serves, and Jacob the Angel, a ground-floor café offering specialty coffee and pastries by Lune Croissanterie. Each venue has been developed by sibling duo Layo and Zoë Paskin, founders of London’s acclaimed Studio Paskin. At the hotel’s peak lies Monica, created by Ennismore’s food and beverage studio Carte Blanche – a rooftop bar and cultural playground channelling the rhythms of modern Sydney through a nostalgic 1960s Hollywood lens, complete with live music, DJ sets and panoramic neighbourhood views.



A Space for the Local Community

The launch of 25hours Hotel The Olympia also brings with it more than 100 new jobs, strengthening Sydney’s local economy while preserving and celebrating its cultural fabric.

“We love Oxford Street. It’s one of our greatest and most-loved streets and we’re committed to building on its reputation as a destination buzzing with activity day and night.” Said Lord Mayor, Clover Moore AO.

Lord Mayor, Clover Moore AO continues: “The City’s long-term vision is for a greener Oxford Street with slowed traffic, improved pedestrian activity and cycling, more and better public spaces. We want the strip to be a celebration of LGBTQIA + culture and community, a destination and workplace for culture and creatives, with more businesses and local services in the street’s heritage buildings. We’re thrilled to welcome Australia’s first 25hours Hotel to the iconic strip as another major step in its renaissance.

“Developments like this don’t just provide jobs and bring visitors to the area, they help attract additional investment and breathe life into the surrounding precinct. The stars are really aligning to see Oxford Street reach its full potential, and the opening of The Olympia will further cement its reputation as a world-class cultural destination.”



Global and Local Collaborators

The design of The Olympia is the result of a collaboration between architectural and creative partners: Tonkin Zulaikha Greer, known for their transformative urban interventions; Indyk Architects, led by Shelley Indyk, whose work is grounded in craftsmanship and integrity; and Woods Bagot, the global design studio renowned for creating human-centric spaces that reflect cultural identity.

The hotel also features retail and lifestyle collaborations with Sorry Thanks I Love You, Kreafunk, Soeder, Samova, Canvasco, and Freitag, bringing together fashion, music, art and design in a uniquely 25hours way.

With its standout design, diverse dining offering and community spirit, 25hours Hotel The Olympia aims to be a welcoming destination for both travellers and locals, adding to Sydney's evolving creative landscape and highlighting the city's growing appeal to global operators.

Press and image material for 25hours Hotel The Olympia:

<https://25hours-hotels.com/sydney/the-olympia/media-page/>

<https://25hours-hotels.com/sydney/the-olympia/media-page/#images>

For more information about all 25hours Hotels, visit: 25hours-hotels.com/

25hours Hotels videos: youtube.com/25hourshotels

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 Cairo are among the future destinations.



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