MEDIA KIT

25h
sydney/the olympia
twenty five hours hotel

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Content

Facts & Figures 3
Overview 6
Background 7
Interior & Story 8
Art & Design 9
The Palomar 10
The Mulwray 11
Jacob the Angel 12
Monica 13
Sorry Thanks I Love you 14
Partners 15
Press Contact & Material 17

Facts & Figures

25hours Hotel The Olympia 1 Oxford Street Paddington NSW 2021 Australia	p +61 2 7234 2525 olympia@25hours-hotels.com
Opening	09.10.2025
Investor, Developer & Owner	CEB – Central Element & Boston Global
Operator	1 Oxford Street Paddington Pty Ltd
Manager	Ennismore
General Manager	Jake Guilfoyle
Architecture	Tonkin Zulaikha Greer
Interior Design & Story	Guest Rooms & Public Areas: Shelley Indyk Food & Beverage: Woods Bagot
Location	25hours Hotel The Olympia is nestled in the vibrant inner-city suburb of Paddington, just 3 km from Sydney's CBD. Known for its Victorian terrace housing, leafy streets and bohemian, artistic atmosphere, Paddington offers a mix of stylish boutiques, art galleries, cosy cafes and restaurants. It is a great area to explore on foot, with Centennial Park nearby and the famed Paddington markets held every Saturday. For those that want to venture into Sydney's CBD, the hotel is a leisurely 20-minute walk or 10-minutes by car. On street parking is available, as well as parking at nearby St Margarets car park. It is also conveniently located close to the major sporting hub of Allianz Stadium and the Sydney Cricket Ground. The Southern parts of the Central Business District can be reached on foot, and there is a direct bus to Bondi Beach on the doorstep.

Hotel	The 25hours Hotel The Olympia, will be Australia's first 25hours Hotel and Sydney's newest boutique hotel. 25hours Hotel The Olympia is for dreamers and renegades, a place for cinema lovers where the aesthetic of the hotel plays tribute to the building's art house beginning as the Olympia Theatre. The hotel will have 109 guest rooms, including three themed concept suites and eight dog friendly rooms. The rooms in the design 'Renegade' and 'Dreamer' are a nod to the original protagonists in every movie. They reflect the classic characters that often drive the plot forwards. The 'Renegade' is the runaway and adventurer who breaks away from normal life, while the 'Dreamer' refers to the romantic who strives for an ideal and often unattainable world. Each room will also have exclusive artwork by Sydney artist Kubi Vasak. The stand-out for the hotel will be its four food & beverage outlets. On the ground floor guests can enjoy Jacob the Angel, an English coffee house and bakery. The Palomar Restaurant and Mulwray is a chic cocktail and wine bar. A highlight for any visit to the hotel will be Monica, a roof-top bar with inspiring views of Sydney. The hotel will also feature two meeting rooms. The largest catering for up to 150 people.
Room Design and Features	Renegade Dreamer
Room Categories	Medium Courtyard Queen (6 rooms/ average size 23 sqm) Medium Courtyard King (32 rooms/ average size 24 sqm) Medium Twin (14 rooms/ average size 26 sqm) Medium (13 rooms/ average size 19 sqm) Medium Plus (8 rooms/ average size 22 sqm) Large (21 rooms/ average size 24 sqm) Large Plus (12 rooms/ average size 25 sqm) Extra Large (1 room/ 29 sqm) Gigantic (1 room/ 43 sqm) Suite (1 room/ 69 sqm)
Prices	Medium Courtyard and Medium Twin from AUD 399 per room / night Medium from AUD 429 per room / night Medium Plus from AUD 449 per room / night Large from AUD 479 per room / night Large Plus from AUD 499 per room / night Extra Large from AUD 549 per room / night

	Gigantic from AUD 599 per room / night Suite from AUD 899 per room / night (Prices incl. GST) Breakfast AUD 30 per person
Meetings & Events	There are two meeting rooms on the lower ground floor with beautiful garden views. The primary meeting space, The Academy Twin is 156 sqm, equipped with state-of-the-art AV, catering for up to 100 people banquet style. The Odeon is 60 sqm and can cater for up to 30 people banquet style.
Gastronomic Offer	The hotel is home to four stand-out food and beverage outlets. THE PALOMAR (Seats 110): On the ground floor, The Palomar is influenced by the rich cultures of Southern Europe, North Africa and the Levant -brought to life with the best Australian ingredients. Drawing on the celebrated London institution's pioneering techniques of cooking over open fire, The Palomar draws diners in to the action through kitchen counter seating. THE MULWRAY (Seats 50): The Mulwray, adjacent to The Palomar, is named after Evelyn Mulwray's character from the 1974 classic movie, Chinatown. The bar combines a classic feel with a modern attitude. With intimate spaces, a curated list of perfectly balanced cocktails along with a thoughtful wine list, The Mulwray breaks the code of a traditional cocktail and wine bar. JACOB THE ANGEL: Located on the ground floor, Jacob the Angel brings the charm of a London café to the heart of Sydney. Open daily, and offering direct street access, it will serve the local neighbourhood as a place to connect and fuel up with a coffee, breakfast or light bite throughout the day. MONICA (Seats 150): Monica is a rooftop oasis offering unique views of Paddington and the city. The design, featuring bold patterned floors and murals, brings a nostalgic 1960s Hollywood feel that sets the tone for the lively nights and easy afternoons.

Overview

Marking the brand's debut in Australia, 25hours Hotel The Olympia is located at 1–11 Oxford Street, where five of Sydney's most iconic neighbourhoods; Paddington, Surry Hills, Darlinghurst, Kings Cross and Moore Park converge. Just 3km from the CBD, the location is steeped in history and known for its nightlife, bohemian energy, artistic roots, leafy streets and Victorian terraces. The hotel invites guests to experience a culturally-connected stay, located within walking distance are some of Sydney's best boutiques, galleries, restaurants, Centennial Park, Allianz Stadium and the Sydney Cricket Ground.

True to the 25hours philosophy of embracing the cultural fabric of the cities they are in, the brand's first Australian property is deeply rooted in Sydney's creative past. Located on the heritage-listed site of the former West Olympia Theatre and the Grand Pacific Blue Room, the hotel pays tribute to these iconic establishments that once shaped the city's art and social scene.

In a nod to its beginnings as the Olympia Theatre, the 109-room hotel honours the building's past through a design narrative inspired by 'Dreamers and Renegades' – the prototypal protagonists of film. Rooms are split into two distinct designs. Bold colours and graphic prints representing the runaway adventurer of the 'renegade' stand in complete contrast to the light and airy aesthetic in rooms reminiscent of the romantic 'dreamer' – ensuring that each space tells a story and each stay is distinct.

The culinary offering at the property will be a central feature. Through a collaboration, London-based Creative Hospitality Group, Studio Paskin, will introduce three of their acclaimed London venues The Palomar, The Mulwray, and Jacob the Angel to Sydney. The hotel is also home to rooftop bar Monica, by Ennismore's food and beverage studio Carte Blanched. Led by Culinary Director Mitch Orr, each venue's distinctive storytelling, elevated hospitality and design sensibility bring the dynamic destination to life.

Background

25hours Hotels is a design-led lifestyle hotel brand that originated in Hamburg in 2003. The concept began as a creative and youthful alternative to traditional hotels, aimed at design enthusiasts and offering fair prices and networking opportunities. In 2005, Christoph Hoffmann, Stephan Gerhard and Ardi Goldman joined Kai Hollmann to formally establish the 25hours Hotel Company, with a shared vision to create one-of-a-kind hotels that reflect the spirit of their surroundings rather than conforming to a standardised model. Each property is individually developed in collaboration with leading architects and creatives, with a strong emphasis on storytelling, local culture, and vibrant food and drink venues that serve as community hubs.

Part of Ennismore, a global collective of lifestyle hospitality brands, 25hours Hotels has grown to 18 properties across Europe, the Middle East and now Australia, with several more in development. 25hours Hotel The Olympia marks the brand's debut in the Southern Hemisphere and continues its philosophy of transforming historic sites into lively, locally rooted destinations.

''Bringing 25hours to Sydney is a very special moment for us. From the beginning, our vision has been to create hotels that are rooted in their surroundings and full of character, rather than repeating a formula. 25hours Hotel The Olympia is a perfect match for that philosophy: a historic theatre with a colourful past, right at the intersection of some of Sydney's most vibrant neighbourhoods. We love places with stories, with quirks, with layers of culture — and Oxford Street has all that in abundance. This project has only been possible thanks to the vision and trust of our landlords, who share our belief inbreathing new life into this landmark and creating something that feels both cosmopolitan and deeply connected to the local community. Our hope is that this hotel will feel as natural and open to Sydneysiders as it does to international travellers: a lively home for curious minds, creative spirits and anyone who enjoys the joy of being a little different," says 25hours founder Christoph Hoffmann.

Housed in the heritage-listed West Olympia Theatre, first opened in 1911, the hotel's modern design pays homage to its roots as an arthouse cinema and its golden-era past, when Oxford Street thrived as a creative and cultural epicentre for artists, musicians, performers, trendsetters and the LGBTQIA+ community. Many locals reminisce of times at the Grand Pacific Blue Room – a legendary nightclub behind the historic façade that drew in local legends, talented artists and late-night revellers.

"Everyone is invited to be a part of the 25hours story in Sydney. We're creating something that lasts, a full experience that not only travellers, but locals will want to return to time and again. At the heart of it all is a fun, energetic team who bring joy and personality to every guest interaction. For me, it's about making 25hours Hotel The Olympia a place that feels alive: rooted in its history, connected to the neighbourhood, and open to the city around it. I'm proud to lead a team who will ensure every stay feels unique, welcoming and full of character," adds General Manager Jake Guilfoyle.

With a strong focus on community connection and sustained engagement, including a deep respect for the area's queer heritage, 25hours Hotel The Olympia has been designed as a true neighbourhood hub.

Interior & Story

25hours Hotel The Olympia is a bold reinterpretation of Sydney's first purpose-built cinema, combining architectural heritage with layered storytelling that pays homage to Oxford Street's creative and cultural history.

The building's cinematic past is central to the hotel's narrative. Drawing inspiration from retro cinemas, vintage ticket booths, and the spirit of arthouse culture, the design references are embedded throughout the hotel. This narrative is most evident in the room typologies across 109 guest rooms, including 3 suites.

Inspired by 'Renegades' and 'Dreamers', the two distinct room types are a nod to the prototypal protagonists in classic movies who help drive the plot forwards. Floors 1 and 3 feature the bold, moody palette of the "Renegade" – based on the runaway adventurer who breaks away from the conventions of normal life. Levels 2 and 4 embrace the light, airy aesthetic of the "Dreamer" – the romantic who strives for an ideal and often unattainable world.

Design elements such as black ceilings, coloured carpets, graphic drapes, and atmospheric lighting have been carefully selected to reflect each room's unique character, complemented by exclusive artwork by Sydney artist Kubi Vasak.

Throughout the hotel, high-contrast colours, inspired by vintage 3D glasses, bring energy and texture to the interiors. The prominent use of blue within the guest rooms and public spaces pays homage to the Grand Pacific Blue Room, a well-known night club which once sat in the gallery space of the original Olympia Theatre. These visual cues are carried across furniture, artwork, and custom-designed pieces that root the hotel in its cinematic inspiration.

The lobby has been conceived as a theatrical space in itself. Guests encounter vintage film-themed furniture and curated elements that invite exploration, including a retro-style video shop where tapes can be borrowed for in-room viewing. The reception cabinetry is filled with cinematic memorabilia, creating a nostalgic and immersive first impression.

The hotel remains true to its heritage foundations. Original features retained include the historic façade, ticket box, exposed brickwork, staircases which would have once led to the Grand Pacific Blue Room, heritage windows and sloping ceilings in guest rooms.

A new central courtyard, never part of the original structure, introduces a lush internal garden, inspired by the microclimates of Paddington's north-facing slope, and the sloping floors of traditional cinemas. The central atrium provides access to a calm biophilic environment for the ground-floor dining venues as well as the events spaces, flooding the hotel with natural light.

Art & Design

Art and design are essential to the identity of 25hours Hotel The Olympia, contributing to its layered narrative and visual storytelling. Masha Golemic, the hotel's appointed art curator, has overseen the curation of artwork in the lobby and guest room corridors.

Design elements throughout the hotel speak to its cinematic origins. From the reinterpretation of the original portico to the reinstated ground-floor openings and ticket booth, the building blends architectural heritage with contemporary functionality. The atrium garden, a central visual feature, reflects the unique topography of Paddington and the historic structure of sloped cinema floors, forming an internal microclimate and enhancing the guest experience.

Furniture across the property has been custom-designed by Shelley Indyk and her team. Each piece was selected or created to reinforce the narrative of film, culture, and rebellion that defines the 25hours brand. Public spaces incorporate design references to furniture seen in cinema, while event spaces, including the intimate Odeon cinema and a future event venue with projection capabilities, will continue this narrative through lighting, layout and furnishings.

Externally, a copper roof adds a refined, locally-inspired architectural element, designed to patinate over time and subtly reflect the evolving character of the streetscape.

Internally, whimsical reading nooks and creative breakout areas cater to modern travellers while grounding the hotel's personality in both place and purpose.

Through its integrated design approach, 25hours Hotel The Olympia delivers a distinct blend of cinematic nostalgia, Sydney heritage, and playful imagination, a space that invites discovery and celebrates creativity.

The Palomar

The Palomar is inspired by the rich cultures of Southern Europe, North Africa and the Levant, bringing the vibrant flavours to life through a focus on seasonality and locally sourced ingredients. Featuring thoughtfully layered interiors and an open kitchen, The Palomar creates a dynamic experience where service-led hospitality and guest experience are paramount.

Created by siblings Layo and Zoë Paskin of Studio Paskin, The Palomar blends the heritage of its iconic London predecessor with the best of Australian produce. Rooted in Sydney's hospitality culture, the venue embraces a service style that is both attentive and approachable — creating an experience that feels authentically local while honouring its international roots. Culinary Director, Mitch Orr commented: "The Palomar is about more than bringing a restaurant to a new city – it's about creating a space that feels true to its surroundings while carrying the identity that makes the original so beloved.

The interiors of the 110-seat venue weave early 20th-century textures and palettes into a considered reimagining of the London location's timeless design, tailored to its Paddington setting. Original walls have been retained where possible within the dining room, while design elements such as pink quartzite, rich navy leathers, dusty pink upholstery and marble mosaic pay tribute to the London Palomar aesthetic.

Located on the first floor of the 25hours hotel, kitchen counter seating is a signature element of The Palomar experience, drawing guests into a connection with those around them, while surrounding them with the energy of the entire team.

Artwork within the space will feature black-and-white photography of 1920s Oxford Street and Paddington, and the corridor retains a heritage brick wall leading guests into the main dining area.

The Mulwray

The Mulwray, a 50-seat bar adjacent to The Palomar on the ground floor, serves expertly made classic cocktails alongside a 100-bin wine list heroing bio-dynamic wines and varieties from lesser-known growers, curated by Sommelier Eleonore Wulf. A refined food menu has been crafted to compliment the wine and cocktail offering, it is elevated yet approachable, with a focus on the classics. For example, there is a selection of Sydney rock oysters, fried pickles, spring vegetables with whipped tofu and toast or a fish finger sandwich with tartar sauce. Baklava with a pistachio ice cream sandwich, a tahini custard tart or a chocolate babka with aleppo caramel are served for dessert.

The Mulwray captures the cinematic elegance of Evelyn Mulwray's character from the 1974 film Chinatown. The venue greets guests with a neon silhouette of the character at the entrance. Layering dark leather, with rich velvety furnishings, brass floor inlays and handwritten menus written on mirrors, textured heritage brick walls and ambient feature lighting, curating a cinematic inspired aesthetic. Bookended by nostalgic bar + courtyard, The Mulwray shapes a sophisticated lounge where intimacy takes precedence over formality.

The team blends deep knowledge with genuine warmth, guiding guests effortlessly through their evening, where service is finely tuned yet unobtrusive, allowing guests to feel part of the bar's confident rhythm.

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Jacob the Angel

Located on the ground floor, Jacob the Angel brings the charm of a London café to the heart of Sydney. Open daily, and offering direct street access, it will serve the local neighbourhood as a place to connect and fuel up with a coffee, breakfast or light bite throughout the day.

Inspired by the original café in London, the venue pays homage to its namesake, the first known coffee vendor in 17th-century England, affectionately called “an angel” for introducing coffee to the people. Located street-side, the café has been designed to open directly to Oxford Street with a bench window that invites passersby to stop and take in the energy of the neighbourhood.

The interiors draw from the original London site, with concrete floors and subtle signage that evoke an English sensibility. Black and white photography will line the walls, reflecting the visual connection between Sydney’s Oxford Street and London’s Soho. The space offers a grounded and charismatic atmosphere, a relaxed start to the day or a pause in Paddington’s daily rhythm.

The venue will offer a taste of the best local baked goods, supplied by Pioik bakery and Lune Croissanterie, complemented by coffee from specialty Australian roaster Ona, and teas by Tea Craft.

Monica

Monica is a rooftop bar inspired by a muse 'Monica' – a social butterfly, eclectic character and persona that embraces gender fluidity, playfulness and personality.

The bar concept is brought to life around this muse, creating an eclectic yet refined space. Monica will be the new neighbourhood hot spot where locals and guests can drop in from midday to midnight to enjoy tasty share plates and drinks against a laidback yet buzzy atmosphere.

The furnishing colours to the outdoor rooftop terrace is zoned by in two parts – one being olives and mint green with the other flow seamlessly with the ever-present burgundy thread. Encouraging both intimate and inclusive venues within one. A patterned tiled floor in muted tones anchors the space, layered with tropical foliage, restrained pastel palettes, and lush greenery. Soft curtains, and local murals, fringing and layered patternation create a relaxed welcome and set the scene for lively nights. A large-scale mural, made of continuous line drawings and featuring delicate flowers and leaves, covers the full venue.

At its heart the bar integrates a DJ booth, where live music will set the scene for unforgettable parties on Thursday, Friday and Saturday evenings, and lively Sunday afternoons.

Outdoor Seating around the bar connects to the terrace, with sunbeds, firepit corner, and lounging nooks designed for group gatherings or casual drop-ins. The venue seats 150, including 50 indoor seats and 100 spanning onto the expansive terrace.

Sorry Thanks I Love you

Founded by Caroline Ball and Ant White after time in New York and Paris, Sorry Thanks I Love You started as an online design store and quickly became a multi-dimensional concept store in Sydney, celebrated for immersive, imaginative experiences. Past projects include life-sized terrariums for Veja, a full store built from recyclable polystyrene for Issey Miyake, and a four-day festival with Icebergs Dining Room and Bar and Four Pillars, headlined by The Presets. The brand has collaborated with Comme Des Garçons, Acne Studios, and more.

The new Paddington store in 25hours Hotel The Olympia showcases a curated selection of hard-to-find pieces from Astier de Villatte, Issey Miyake Bao Bao, Maison Margiela, Marni, and Mykita, alongside Caroline and Ant's debut apparel collection. Inspired by Paris's first arrondissement, the collection features soft, customizable t-shirts, diamond-quilted denim jackets, and statement parkas, with future drops reflecting the founders' global experiences and connections.

Set within 25hours Hotel, the store complements the hotel's cultural playground vision. Located in Paddington, a hub of fashion, dining, and local energy, the location continues Sorry Thanks I Love You's tradition of blending fashion and immersive experiences.

Partners

JAKE GUILFOYLE	is the General Manager for 25hours Hotel The Olympia. Originally from Sydney, Jake returns to his roots and brings with him over a decade of experience in luxury lifestyle hotels across Australia and Southeast Asia. Most recently Jake supported the rebranding and opening of Hyde Melbourne Place, cementing the hotel deep within Ennismore and Hyde brand standards. A multi-award winner and 2022 HM Awards finalist for Australian General Manager of the Year, Jake is known for his hands-on leadership approach, commercial acumen, and his deep passion for developing the next generation of hospitality talent.
TONKIN ZULAIKHA GREER	Interior design and architecture firm TZG practices architecture that improves the quality, experience and longevity of the built environment through fine grain urban interventions. Buildings with significant exteriors and surrounding public spaces are designed to positively contribute to the city. From the first sketch to life beyond – each project is unique.
INDYK ARCHITECTS	Indyk architects, founded by Shelley Indyk, are a highly-awarded and respected architecture firm. Holding a belief that true craftsmanship is built on a foundation of integrity, and that within each wall is a layer of trust and passion, the brand stands behind the quality of their work in all areas from residential to community projects.
WOODS BAGOT	Woods Bagot is a global interior design studio founded in Australia and known for creating human-centric spaces that blend innovation with cultural and contextual sensitivity. With a portfolio spanning sectors from hospitality to urban design, the studio is celebrated for an ability to craft places that reflect the identity and spirit of their surroundings.
STUDIO PASKIN	London-based Creative Hospitality Studio, Studio Paskin, was founded by siblings Zoë and Layo Paskin in 1995. Guided by a vision of 'creating places we want to go to' the pair have become known for creating immersive and culturally rich dining and nightlife experiences. From Award-winning nightclubs, independent coffee shops to Michelin-starred restaurants, Studio Paskin's brands span all aspects of hospitality – each forged with an entirely unique perspective.
LUNE CROISSANTERIE	Founded in Melbourne in 2012, Lune is renowned for its technically perfect croissants and pastries, often cited among the best in the world. With bakeries in Melbourne, Brisbane and Sydney, Lune has expanded its craft beyond its flagship Fitzroy site to reach a national audience. Alongside its retail offering, Lune supplies a select number of partners as a wholesale provider, bringing its acclaimed pastries into new settings. At Jacob the Angel, guests can enjoy a curated selection of Lune pastries daily, reflecting the café's commitment to quality and craft.
SORRY THANKS I LOVE YOU	Founded by Caroline Ball and Ant White after time in New York and Paris, Sorry Thanks I Love You began as an online design store and has evolved into a multi-dimensional Sydney concept space known for imaginative collaborations and immersive experiences. The new Paddington store at 25hours Hotel The Olympia showcases rare pieces from Astier de Villatte, Issey Miyake Bao Bao, Maison Margiela, Marni, and

	Mykita, alongside the founders' debut apparel collection inspired by Paris's first arrondissement. Partnering with 25hours Hotel, the space reflects the brand's ethos of blending fashion, food, and culture within Sydney's vibrant Paddington precinct.
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.
IKKARI	Drawing inspiration from the Greek Island of Ikaria, a certified Blue Zone, the IKKARI philosophy evolved from its namesake to go beyond the bounds of both beauty and wellness. Their mission is to serve as a source of truth and transparency for holistic health for both people and the planet. Founded by Adrian Norris, the IKKARI wellness and skincare products are designed to enable transformation and foster connection to the highest self.
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.
FREITAG	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.

Press Contact & Material

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