

MEDIA KIT



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Facts & Figures

25hours Hotel The Oddbird District 8, SCBD Lot 28, Jl. Jend. Sudirman kav 52-53, Daerah Khusus Ibukota Jakarta 12190	p +62 21 72 88 88 88 oddbird@25hours-hotels.com
Opening	November 2024
Owner & Operator	Agung Sedayu Group
Manager	Ennismore & Accor
General Manager	Jesper Soerensen
Architecture	Airmas Asri Architects
Interior Design & Story	1508 Singapore Studio, EDG Design & STYLT
Location	25hours Hotel The Oddbird is located within District 8, a striking architectural set of buildings that commands attention in the heart of the Sudirman Central Business District. The hotel rises 38 stories above Ashta Mall looking out over the charming green garden district of Senopati, a neighbourhood that – despite the city’s reputation – can be easily explored by foot.
Hotel	<p>210 rooms, 135 residences for longer stays, eleven creative lounges for meetings as well as banquets, a ballroom and an outdoor pool with spa</p> <p>Drawing inspiration from the neighbourhood’s original conception as a garden city within a city, the hotel offers two distinct room types – lush garden and retro urban rooms with original vintage mid-century furnishing adorned by curated locale and international arts that projects now and fleeting time. Co-working spaces in form of cages with a maxi bar are complemented by uniquely themed meeting rooms. A tranquil retreat and world of wellness can be found at Vida Spa where guests experience a range of curated treatments from massages and facials to ice baths and oxygen therapy.</p>

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Room Designs	Garden Urban
Room Categories	210 rooms in the categories: Medium (26 rooms / 35 sqm), Medium Plus Urban (26 rooms / 38 sqm), Medium Plus Garden (26 rooms / 38 sqm), Large Urban (52 rooms / 45 sqm), Large Garden (26 rooms / 45 sqm), Extra Large (26 rooms with their own Schindelhauer bike / 70 sqm) and Gigantic (26 rooms with their own Schindelhauer bike / 80 sqm) and two themed Suites
Prices	Medium from EUR 116 / IDR 2,300,000 per room / night Medium Plus from EUR 124 / IDR 2,450,000 per room / night Large from EUR 134 / IDR 2,650,000 per room / night Extra Large from EUR 149 / IDR 2,950,000 per room / night Gigantic from EUR 166 / IDR 3,300,000 per room / night (Prices incl. VAT excl. breakfast) Breakfast EUR 11 / IDR 220,000 per person
Meetings & Events	The creative lounges are a new take on creative meeting spaces which can turn into a private venue with communal pantries. This approach is a departure from the typical rigidity of meeting spaces. Here, innovative work and play are intertwined. The eleven lounges are split between the 9 th floor and 53 rd floor with two distinctive ambiance and facilities. All of them are well-designed, carrying soft, playful tones combined with efficiently placed décor and furniture. For larger events, the 530 sqm ballroom is prepared to take on larger banquet receptions. It sits on the 8 th floor and has a 380 sqm outdoor deck with a view of the Jakarta skyline.
Facilities	Vida Spa, Gym, outdoor pool, 25hours things shop
Gastronomic Offer	COPA: Located on the 8 th floor, COPA restaurant takes guests on a culinary journey through Latin America. It

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serves an authentic cuisine with sharing dishes from the part of the world where wood infused charcoal grill cooked goodies with large variable hot sauces meet spicy margaritas. Highlights include Ceviche Mixto with barramundi, prawns, crispy calamari, avocado, snow corn and tiger milk as well as the prime beef selections from the open grill.

ODDBIRD BAR: Cocktails are served in the adjacent Oddbird Bar. The light-soaked space by day cedes to an intimate glow by night in an eclectic mix of classic elegance, modern chic, industrial design and vivid colours. Cocktails are named for exotic birds, with signatures like Spice Finch (gin, nutmeg & clove cordial, cinnamon and cocoa bitters) and La Passera (bourbon, raisins cordial, cynar and lemon). Latin-inspired tapas, tacos and crispy empanadas complete the offer.

CABANA: Set beside the infinity pool, Cabana offers a tropical retreat for guests looking to escape the urban bustle. The menu caters to both casual snackers and those looking for a heartier option. From crispy truffle fries and cheesy quesadillas to generously stacked burgers and flavour-packed nasi goreng with beef and truffle, the offerings are diverse and satisfying. For those craving something refreshing, fresh fruit platters and paletas — Latino-style ice cream treats — are a welcome addition to the tropical setting. Signature cocktails, ranging from frozen margaritas to fresh coconut spritzes, complete the experience, making Cabana a relaxed retreat within the hotel's spirited vibe.

The vibe at Cabana is casual and uplifting, with cabanas offering private nooks for relaxation. Bamboo accents and leafy greenery surround the pool area, making it an ideal spot for light bites or leisurely afternoons.

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Overview

As part of the District 8 development and directly connected to the cosmopolitan Ashta Mall, 25hours Hotel The Oddbird offers seamless access to the best of Jakarta's shopping, dining, and entertainment. The bustling Sudirman Central Business District (SCBD) area reflects Jakarta's modern aspirations while being a short distance from cultural landmarks and green spaces. Visitors can explore nearby spots like the Gelora Bung Karno Sports Complex, Pacific Place, and the lively Senopati culinary district, making the hotel an ideal base for both business and leisure travellers. This flagship marks 25hours Hotels' debut in Asia-Pacific, a bold venture into a region renowned for its cultural and urban diversity.

Jakarta is a city of contrasts — a metropolis where sleek skyscrapers rise beside traditional markets, and sprawling green spaces coexist with bustling streets. 25hours Hotel The Oddbird mirrors this duality, blending the vibrancy of an urban jungle with the timeless appeal of mid-century design. Conceptualized by 1508 Singapore Studio in London, STYLT and EDG Design of Singapore, the hotel's interiors pay homage to Jakarta's rich cultural tapestry.

From the moment guests step through the entrance, they are met with a juxtaposition of textures, colours, and forms that set the tone for everything that follows. Guests are welcomed by striking art installations and a vibrant design ethos that reflects Jakarta's duality of history and modernity. Every corner tells a story, from the eclectic artwork to the thoughtfully curated spaces that invite connection and inspiration. At the centre of it all, an original sculpture by Arkiv Vilmansa welcomes visitors, while to one side of the room, a towering installation of Freitag bags hangs in the corner of the concierge lobby, a striking display of repurposed materials layered like an industrial art piece. Directly across, a caged seating and reading area presents an entirely different aesthetic, its metal framework creating a structured enclosure that contrasts against the free-flowing illustrations of Yoshi Sislay sprawled across the walls.

Unlike most hotels, the reception is not on the ground floor. Instead, guests are directed to Level L — 8th floor, where the lobby, a multi-layered social hub filled with unexpected seating arrangements and hidden corners, immediately overwhelms the senses. Behind the receptionist, a giant digital screen by teamLab pulses with shifting imagery, capturing attention as it brings the space to life. Birdcage-inspired seating structures reinforce the avian theme that runs throughout the hotel, while eclectic furniture pieces encourage movement and conversation rather than passive waiting. There is a sense that the space is designed for lingering, not just passing through. The architecture draws inspiration from Jengki design, a post-independence modernist movement that emerged in Indonesia as a rejection of colonial aesthetics. That influence is evident in the angular forms and bold lines found throughout the hotel, as well as in the selection of vintage furnishings curated by Klassik.dk. From typewriters and rotary phones to cassette players, these small details create a connection between past and present, giving the space a nostalgic yet contemporary energy. The hotel offers amenities such as Schindelhauer bicycles from Berlin for urban exploration, Freitag and Canvasco bags, and Oaken toiletries, blending practicality with style.

Moving further inside, the hotel's main dining venue, COPA, is where guests savour the flavours of Latin America, led by Executive Chef Matias Mardones, where wood-fired dishes take centre stage. Its design takes on an entirely different visual language. Leaning into Art Deco influences, diners are welcomed with a massive parrot in the form of a stained-glass window that immediately drawing attention. The architecture style fills the restaurant with deep green tones, gold trimmings, and dark wooden accents, creating a rich and textured atmosphere. Outside is COPA Garden, an outdoor seating area that transforms into a lush retreat, an urban oasis if you will, complete with a flowing water feature and a

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mosaic bird mural. Just beyond COPA, The Oddbird Bar presents another contrast, blending mid-century patterns and textures to create a space that feels both intimate and theatrical. This bar tempts with an array of signature cocktails paired with innovative small plates, meanwhile above the bar, a sculptural formation of fiery phoenixes seems to float in midair, their bold colourful hues bringing movement to an otherwise structured environment.

On the ninth floor, the atmosphere shifts once again. This level houses a mix of meeting spaces and wellness facilities, each carrying its own distinct character. The Creative Lounges, flexible meeting spaces that blend productivity with play, featuring communal areas, ping-pong tables, and open pantries, are named after different global cities like Florence, Hamburg, Berlin, New York and Copenhagen that house other 25hours Hotels, with each room designed in its own unique aesthetic. Some are minimal and understated, while others lean into vibrant colours and unusual layouts. Just next door, the 24-hour gym offers state-of-the-art equipment, while Vida Spa embraces an entirely different design philosophy. Offering a variety of treatments, from oxygen therapy to infrared saunas, designed to restore balance and vitality, the spa is built to resemble a network of caves, with textured surfaces and dim lighting creating an environment that feels separate from the rest of the hotel. Stepping outside reveals the hotel's swimming pool, a space that feels tucked away despite being surrounded by the high-rises of Jakarta's SCBD district. Lush greenery softens the concrete backdrop, while Cabana, the poolside eatery, serves plant-based snacks and refreshments to guests reclining in the shaded poolside shelters.

The experience continues in the hallways leading to the guest rooms, where dark corridors are punctuated by Yoshi Sislay's white illustrations, drawn in fine strokes across the black walls like a continuous mural. The rooms themselves are split into two concepts: Garden and Urban, each reflecting a different facet of Jakarta's personality. Garden Rooms embrace a natural aesthetic, with botanical patterns, organic textures, and a mix of eclectic furniture. The lighting is warm, and the colour palette leans towards earthy tones, creating a space that feels inviting without feeling overly designed. In contrast, the Urban Rooms are a nod to Jakarta's modernity, incorporating industrial textures, geometric patterns, and a colour scheme that reflects the city's high-rise landscape. The use of metal accents and bold contrasts gives these rooms a sharper, more structured feel, echoing the energy of Jakarta's streets. Each space features curated touches such as Schindelhauer bicycles for city exploration, Freitag bags made from recycled materials, and Oaken toiletries crafted locally, combining practicality with a sustainable ethos.

True to the 25hours motto, "You know one, you know none," 25hours Hotel The Oddbird presents a stay unlike any other. It is a celebration of Jakarta's contrasts and creativity, a space where each visit reveals new stories and perspectives. By seamlessly combining thoughtful design, local connections, and unexpected discoveries, the hotel offers guests a unique lens through which to experience Jakarta.

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Architecture & History

Towering above the lively SCBD, 25hours Hotel The Oddbird resides within the striking District 8 development. This collection of interconnected towers seamlessly blends functionality and aesthetics, redefining Jakarta's urban skyline. The complex features a modern façade characterized by reflective glass panels and intricate aluminium detailing inspired by traditional Indonesian batik and woven patterns. At night, the illuminated towers stand as a beacon of the city's evolving architectural narrative.

The hotel's design draws inspiration from Jakarta's original vision as a "garden city". With a focus on greenery and balance, the building integrates natural elements to soften the sharp modernity of its structure. Local firm Airmas Asri Architects, renowned for their ability to harmonize contemporary design with regional influences, led the project. Their vision ensured the seamless integration of traditional motifs into a modern framework, capturing Jakarta's unique cultural essence.

The façade features perforated aluminium screens with batik-inspired patterns, providing natural ventilation while paying homage to Indonesia's artistic heritage. A glass canopy supported by exposed steel and wooden slats creates a striking entrance that merges industrial minimalism with natural warmth. These design elements culminate in a structure that feels both globally modern and locally grounded.

The public areas and amenities echo Jakarta's layered history. From the birdcage-inspired mezzanine in the lobby to the mid-century modern furnishings that grace each room, every detail has been chosen to tell a story. The lobby, adorned with curated art installations, serves as a gallery of Jakarta's diverse cultural influences, including a digital piece by teamLab and black-and-white murals by Yoshi Sislay.

Located above the bustling Ashta Mall, the hotel's presence bridges the historical and the contemporary. Its proximity to iconic neighbourhoods like Senopati and key landmarks ensures guests are always connected to Jakarta's vibrant pulse. Through its architecture and design, 25hours Hotel Jakarta The Oddbird offers a fresh perspective on the city — where tradition meets innovation, and every corner invites exploration.

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Interior & Story

The interiors of 25hours Hotel The Oddbird invite guests to traverse a space that seamlessly blends past and present, urban energy and natural tranquillity. Conceived by 1508 London, STYLT, and EDG Design, the design takes inspiration from Jakarta's dynamic identities – where vibrant greenery meets urban sprawl, and mid-century nostalgia merges with contemporary flair.

The journey begins in the lobby, a visual feast of harmonious differences. An oversized metal “tree” displays Freitag bags, symbolizing sustainability and innovation. The topographic shelving system, crafted from wood and inspired by Jakarta's natural hillsides, coexists with graffiti artwork and vintage fixtures, creating an environment that feels collected over time rather than designed overnight. Framing the entrance, large corten steel panels set an industrial tone, while verdant, layered greenery introduces a sense of balance. This fusion of raw and natural elements transforms the space into an unexpected urban oasis, where the city's energy meets a tranquil retreat.

Moving through the property, the design evolves into a curated narrative. Each public area tells its own story: the birdcage-inspired co-working spaces on the mezzanine level offer a unique perspective on work-life balance, while the Creative Lounges on the ninth floor introduces playful elements like ping-pong tables as meeting surfaces, blending productivity with leisure.

The guest rooms are an exploration of Jakarta's dualities. The Garden Rooms are lush retreats inspired by the city's green aspirations, while the Urban Rooms reflect Jakarta's architectural dynamism and pulsating energy. Both are furnished with vintage mid-century pieces and locally curated artwork, bridging international influences with Indonesian heritage.

At the heart of 25hours Hotel The Oddbird is a philosophy of embracing celebrating diversity and individuality. The design narrative pays homage to Jakarta's past while capturing its present vibrancy. This is a space that doesn't shy away from its eclectic inspirations; instead, it celebrates them in bold colours, textures, and layers that invite discovery.

EDG Design describes the property as “a paradise of paradox.” Each corner of the hotel is designed to spark curiosity and interaction, whether it's the Vida Spa with its cave-inspired interiors or the open kitchen at COPA, where Latin American culinary traditions come alive. The interiors are not just a backdrop – they are active participants in the guest experience, encouraging visitors to connect with their surroundings in meaningful ways.

Through collaborations with local and international artists like Yoshi Sislay and Arkiv Vilmansa, the hotel's aesthetic remains true to the city's cultural vibrancy while introducing global design elements. The result is a property that is as much a statement of place as it is a celebration of the diverse stories that shape Jakarta.

At the hotel, the boundary between guest and city blurs, offering an experience that is deeply rooted in its location yet universally resonant. From the bold, eclectic lobby to the serene, sky-high pool deck, every element has been thoughtfully crafted to create a stay that feels authentic, individual, and endlessly surprising.

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COPA

Latin American flavours come to life at COPA, the vibrant culinary heart of 25hours Hotel The Oddbird. Helmed by Executive Chef Matias Mardones, COPA brings a menu inspired by the rich culinary heritage of South America. The focal point of the restaurant is its wood-fired charcoal grill, where an enticing selection of grilled meats, seafood, and vegetables are prepared with care. Signature dishes include savoury empanadas, ceviche infused with zesty citrus, and tender asado paired with a variety of homemade sauces.

The interiors of COPA reflect the warm and lively culture of Latin America. Earthy tones, rustic materials, and bold splashes of colour create an inviting ambience for diners. Communal tables encourage guests to share dishes and stories, while the open kitchen provides a front-row seat to the culinary craft. Stepping outside is COPA Garden, where the atmosphere shifts to a greener setting, where an open seating area is framed by flowing water features and a vibrant mosaic mural of birds-keeping in theme with the hotel.

Whether starting the day with a buffet breakfast featuring Latin-inspired pastries and café con leche or ending it with a spicy margarita alongside sharing plates, COPA promises a dynamic dining experience rooted in tradition and flavour.

Opening Hours

Breakfast	Mon – Sun 6:00 am – 10:30 am
Lunch / Dinner	Mon – Sun 11:30 am – 3:00 pm / 6:00 pm – 10:00 pm

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ODDBIRD BAR

At the Oddbird Bar, artistry and mixology meet to craft an unforgettable experience. Led by the hotel's Director of Food & Beverage Andrew Yap, the bar offers a thoughtfully designed menu that celebrates the diversity of global cocktail traditions. Each creation draws inspiration from iconic birds, blending local ingredients with international flair.

Guests can savour the TocoRoro, a rum-based cocktail evoking the spirit of Cuba, or try the Garuda, a bold concoction featuring arak, citrus, and aromatic spices. Drinks can be paired with a selection of Latin-style tapas, tacos, or crispy empanadas, crafted to complement the bar's vibrant atmosphere.

The design features industrial touches softened by plush seating and ambient lighting, creating a relaxed yet lively setting. By day, natural light enhances the space, while evenings transition into an intimate haven perfect for socializing or unwinding.

Opening Hours

Sun – Thu 11:00 am – 12:00 am / last order 11:15 pm

Fri – Sat 11:00 am – 01:00 am / last order 12:15 am

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CABANA

Set beside the infinity pool, Cabana offers a tropical retreat for guests looking to escape the urban bustle. The menu caters to both casual snackers and those looking for a heartier option. From crispy truffle fries and cheesy quesadillas to generously stacked burgers and flavour-packed nasi goreng with beef and truffle, the offerings are diverse and satisfying. For those craving something refreshing, fresh fruit platters and paletas — Latino-style ice cream treats — are a welcome addition to the tropical setting. Signature cocktails, ranging from frozen margaritas to fresh coconut spritzes, complete the experience, making Cabana a relaxed retreat within the hotel's spirited vibe.

The vibe at Cabana is casual and uplifting, with cabanas offering private nooks for relaxation. Bamboo accents and leafy greenery surround the pool area, making it an ideal spot for light bites or leisurely afternoons.

Opening Hours

Mon – Sun 10:00 am – 10:00 pm

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Partner

Jesper Soerensen	Jesper Soerensen, General Manager of 25hours Hotel The Oddbird, brings over 23 years of experience in lifestyle and luxury hospitality. A Danish national, his career has spanned renowned destinations from London and Miami to Singapore and the Maldives. Beginning in fashion and beauty in the early 1990s, he later made his mark at iconic hotels such as Ian Schrager's Sanderson and St. Martin's Lane in London, Shore Club in Miami, Six Senses Singapore, The Standard Maldives, and SO/ Maldives. Jesper is fluent in German, Danish, and English.
Airmas Asri Architects	Jakarta-based Airmas Asri has earned a reputation for creating architectural designs that combine functionality with cultural and environmental sensitivity. Established in 1988, the firm is celebrated for its diverse portfolio that spans residential, commercial, and hospitality projects. For 25hours Hotel The Oddbird, Airmas Asri brought their expertise in urban architectural planning to design a space that harmonizes with the dynamic energy of the SCBD district.
1508 Singapore Studio	Known for their bespoke approach to design, 1508 of London is a global studio, with offices in Singapore, Bangkok, São Paulo, Miami and Dubai with a distinctive ability to merge historical influences with contemporary aesthetics. Their work at 25hours Hotel The Oddbird reflects this ethos, with interiors that blend Jakarta's mid-century aspirations and the quirky character of the 25hours brand. Each detail has been carefully considered to create spaces that feel both intimate and vibrant.
STYLT Design	Stylt Trampoli is a versatile team of creative minds from a variety of fields. Their aim is to use storytelling as a means of creating spaces with identity and character. Founded in 1991 in Gothenburg, Sweden, by the Norwegian visionary and artist Erik Nissen Johansen, the agency is specialised in character branding. The portfolio of its work now includes more than 400 restaurants and over 250 hotels, including prize-winning designs like the Huus Hotel in Gstaad, The Royal Agricultural Bar in London and the Kasai Dinner Club in Stockholm. "Stylt Trampoli is not about shaping pretty rooms for hoteliers or restaurateurs – we create experiences for their customers," says Erik Nissen Johansen to describe the Stylt philosophy.
EDG Design	Specialists in crafting immersive spaces, Singapore-based EDG Design brought their regional expertise to 25hours Hotel The Oddbird. The firm's design philosophy centres on storytelling, resulting in interiors that echo local culture while maintaining a playful edge. Their contributions add depth and charm, ensuring the hotel's design is as dynamic as its setting.
Schindelhauer	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.
Oaken Lab	Proudly Indonesian, Oaken Lab crafts personal care products inspired by the nation's lush landscapes and artisanal heritage. The toiletries provided at 25hours Hotel The Oddbird are made with natural ingredients and offer a sensory experience rooted in local narratives.
Freitag	Inspired by the colourful 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.
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.
Klassik.dk	Klassik.dk supplies mid-century modern furnishings for the hotel, adding a nostalgic yet timeless element to its interiors. Each piece has been curated to reflect the sophisticated yet playful atmosphere of 25hours Hotel The Oddbird.
teamLab	Renowned globally for their boundary-pushing digital installations, teamLab transforms spaces with their innovative use of light and interactivity. Their work at 25hours Hotel The Oddbird creates a mesmerising focal point that bridges art, technology, and human connection.

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Contact & Material

25hours Hotel The Oddbird

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