

Press Release, 21 January 2026

A New Chapter Takes Shape on the 52nd Floor at 25hours Hotel The Oddbird

The Odd(bird) One in Jakarta, a design-led destination high above Jakarta.



Jakarta, 21 January 2026 — Jakarta is a city that moves fast, defined by layers, contrast and constant energy. Business, culture, and nightlife often collide within the same streets, shaping a rhythm that is bold, restless, and unmistakably its own. **25hours Hotel The Oddbird** embraces this pace rather than resisting it. Set in the heart of Jakarta's Sudirman Central Business District, surrounded by office towers, residences, restaurants, and a lively nightlife scene, the hotel chooses personality and vibrancy over polish, and energy over restraint.

A New Layer Above the City

High above the city, on the **52nd floor**, a new collection of two new penthouses is taking shape. Designed for guests who want more space and privacy, these are oddly untraditional spaces, but private homes in the sky. Each penthouse features a generous entertainment area, space to dine and unwind, and floor-to-ceiling windows that frame Jakarta throughout the day and night.

Some penthouses are designed for extended stays or creative escapes, while others can be connected for intimate gatherings or discreet hosting. Flexible, relaxed, and quietly confident, they stay true to the 25hours spirit while adding a more residential dimension to the hotel's story.



Beyond the penthouses, The Oddbird continues to unfold as a creative hub rather than a conventional place to stay. Bold colours and patterns, playful yet thoughtful art, and a strong sense of humor run through every corner of the building. It is part gallery, part social playground, part urban hideaway, while also a favourite place to stay overnight, whether in the themed hotel rooms or the more understated serviced apartments.

come as you are.



Social life sits at the heart of the hotel, balanced by spaces designed to slow things down. **COPA** sets the tone with open-fire cooking, shared plates served family-style, and conversations that linger long after the last dish. As night falls, **Oddbird Bar** takes over with confident cocktails, good music, and evenings that tend to stretch. By day, **Cabana by the Pool** offers a lighter rhythm, balanced by the calm of **VIDA Spa**, where Oxygen Pods, infrared saunas, and ice baths provide a quieter kind of reset.



Even the retail corner, **Things Shop**, plays its part. Curated finds, playful objects, and pieces guests did not know they wanted until they saw them make it feel more like a discovery space than a store, closer to a souvenir from a good trip than a generic gift shop. Collaborations with local artists and producers underline the hotel's commitment to local creativity and sustainability.

What sets 25hours Hotel The Oddbird apart is how naturally it connects to its surroundings. Step outside and guests are immediately immersed in one of Jakarta's key business and lifestyle districts, close to malls, parks, galleries, and some of the city's most interesting dining and nightlife. The city is not something to escape here; it is part of the experience.

Together, the new penthouses add a fresh chapter to that story. The Oddbird becomes not just a place to check in, but a place to stay, host, and linger. In 2026, 25hours continues to uncover new sides of The Oddbird.

For more information, guests may contact 25hours Hotel The Oddbird at **+(62-21) 7288 8888** or <https://25hours-hotels.com/jakarta/the-oddbird/> and our social media **@25hourshotel_jakarta**.

For press and image material click [here](#).

END OF RELEASE

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 18 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta, Dubai and Sydney. 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. Trieste, Trojena and Cairo are among the future destinations.

About 25hours Hotel The Oddbird

Bold, curious, and just a little rebellious, the 25hours Hotel in Jakarta is where creative minds, colorful souls, and offbeat ideas collide. Located in the heart of the city's most vibrant lifestyle hub, The Oddbird is a love letter to mid-century charm,

come as you are.



urban culture, and storytelling in all its forms. With 246 rooms, four spirited dining venues, a rooftop hideout, and a revolving door of artistic collaborations, it's not just a hotel, it's a state of mind. Come for the stay, stay for the vibe.

Press contact

25hours Hotel Jakarta The Oddbird

Wibi Hananto
Assistant Director of Marketing Communications
District 8, SCBD Lot. 28
M +62 813 1870 2006
wibi.hananto@25hours-hotels.com

come as you are.