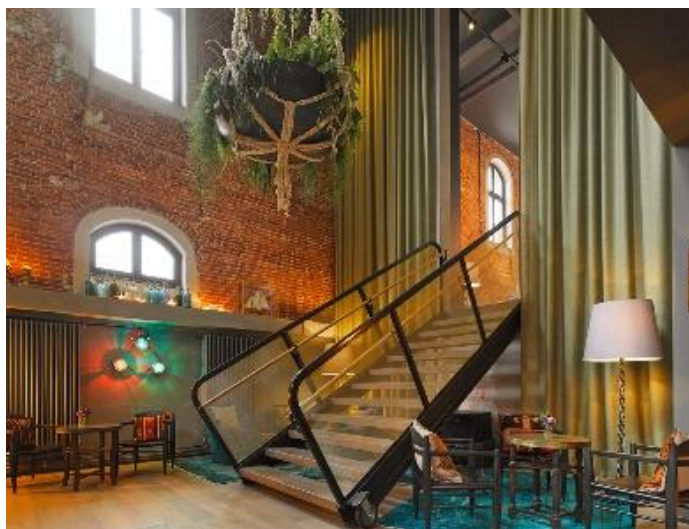


# MEDIA KIT



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## Facts & Figures

25HOURS HOTEL ALTES HAFENAMT OSAKAALLEE 12 20457 HAMBURG	p +49 40 55 55 75 0 hafenamt@25hours-hotels.com
OPENING	March 2016
INVESTORS	Private consortium of Hamburg hotelier Kai Hollmann and Frankfurt investor Jürgen Groß
OPERATOR	KNSA Hospitality
OPERATING SUPPORT & BRAND OWNER	Ennismore
GENERAL MANAGER	Patrick Moreira
INTERIOR DESIGN & STORY	DREIMETA, Augsburg
ARCHITECTURE	Böge Lindner 2K Architekten, Hamburg
LOCATION	HafenCity/Überseequartier  Elbe Philharmonic Hall, 800 m, Jungfernstieg 800 m, main railway station 1000 m, tradeshow 3 km, U-Bahn (4) 50 m
HOTEL	Captain's home with 49 rooms, NENI restaurant with terrace and garden, The Boilerman Bar, mare kiosk, underground parking, free high-speed WiFi throughout hotel, Schindelhauer Bikes for rent, free VOLVO rental
ROOMS	49 places of retreat with design elements from the world of the old harbour master and references to the listed Altes Hafenamt building, shower or bath, safe, free minibar, entertainment TV, Kreafunk Bluetooth speaker, LAN-port, coffee maker and samova tea selection in categories L and XL
MEETING & EVENTS	Equipped with up to 300 books, the mare Schmökerstube library at the 25hours Hotel Altes Hafenamt is a cosy retreat for conference guests. Small meetings can be planned for up to 10 people in the 23 square metre mare Schmökerstube library - which provides an inspiring atmosphere.

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<b>PRICES</b>	<p>Medium from EUR 150 per room/night</p> <p>Large from EUR 180 per room/night</p> <p>Extra Large from EUR 200 per room/night</p> <p>Breakfast buffet EUR 26 per person</p> <p>15% discount for advance payment (no free cancellation)</p>
<b>GASTRONOMIC OFFER</b>	<p><b>Breakfast - Lunch - After Work - Late Night:</b></p> <p><b>NENI Hamburg</b> with eclectic eastern Mediterranean cuisine, seating for 100</p> <p>Two outdoor areas: Terrace and garden</p> <p>The Boilerman Bar</p>

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## Overview

The Altes Hafenamt is a listed building with a living history! The brick Wilhelminian-style ensemble originally served as administrative Department for River and Port Engineering. Built on the Grasbrook in the up-and-coming free port of Hamburg in 1885/86, it is the oldest building in the HafenCity. Not merely a place for charting maps, the harbours office also served for a long time as a point-of-contact for sailors who would bring their experiences from all points of the compass with them.

This biography as well as the sensitive handling of the old building are the guiding principles for the interior design. The Augsburg design team DREIMETA led by Armin Fischer is responsible for this and creates the eighth 25hours Hotel in the cosy style of a captain's home: The venerable figure of the old harbour master acts as godfather, providing inspiration to the guests as they move through the house. As much historical detail as possible was preserved and integrated as a creative interpretation. The artistic quality lives from the delicate treatment of exciting materials, nostalgic collectors pieces and new objects.

The 49 guest rooms in the categories M, L and XL are spread across a total of four floors throughout the Altes Hafenamt, from ground floor up to the 3rd floor. Three lifts provide access to them and naturally continue the theme of the house: Wood panelling, brass mirrors and latticed brass lamps as seen on ships abound. Speaking of brass! "It is a material often used in the hotel," notes Britta Kleweken, because "there is nothing shiny in the entire house, no stainless steel." Instead there is anthracite-powdered surfaces, dark handrails and bronze door handles.

Beside the highly varied layouts all places of retreat are connected by two different colour schemes. "One line of approach goes towards beige-blue-brown, the other plays around with nuances of pistachio and terracotta," says Britta Kleweken explaining the concept: "We play with these colours in tiles, materials, fabrics and combine them with matching furniture into a vibrant mix of styles." Sought, found, collected: Vintage objects meet flea market finds, new harmonises with the old. The loose furniture varies in each room and individually enhances the identical basic set-up of the 49 rooms.

Urban nomads can count on the popular 25hours standards: ultra-comfortable beds, air-conditioning, flat-screen TV, Mini-bar, Kreafunk Bluetooth speaker sustainable toiletries and free high-speed WiFi. Extras such as Schindelhauer Bikes, coffee maker and samova tea add an extra element of fun to rooms in the L and XL categories.

The Altes Hafenamt also serves exciting culinary delights from early morning to late in the night: The NENI restaurant seats 80 and serves up the eclectic cuisine of Haya Molcho. The Boilerman Bar has moved into the former chart room of the Altes Hafenamt: A small, fine and unusual place with a casual character. Precision-mixed highballs are served in the relaxed atmosphere with the feel of a high-class neighbourhood bar.

The 25hours Hotel Altes Hafenamt is the ideal location for trips and sightseeing tours: Michel, Landungsbrücken, main train station – all within easy reach. Jungfernstieg, Alster, Town Hall Square – only take ten minutes. Amazingly convenient: The U-Bahn underground line 4 stops just a few metres away.

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## NENI Hamburg

Haya Molcho is a passionate hostess, chef, caterer, owner of a trendy bar, cookery book author, wife to the famous mime Samy Molcho and mother of four. Under her direction, the NENI restaurant by Vienna's Naschmarkt enjoys cult status and is now conquering Hamburg! With a culinary mosaic of Persian, Russian, Arabic, Moroccan, Turkish, Spanish, German and Austrian influences. "For me, NENI is the most cosmopolitan soul food I have ever come across," says Hoffmann and explains the special connection: We admire the Molcho family as a powerful creative force in Vienna's gastronomic scene. We enjoy a very successful partnership between the Zurich and Berlin houses and we are delighted that this culinary liaison is now extending to Hamburg." NENI fits perfectly into the history of the Altes Hafenamt, "because Haya Molcho weds homeland and wanderlust into a joyful culinary experience," says Bruno Marti, Executive VP of Brand Marketing at 25hours and continues: "NENI brings the familiar and the new together, NENI is multicultural - but never clichéd."

All dishes are a homage to Haya Molcho's love of cooking and her family. NENI takes its names from the initials of her sons, Nuriel, Elijor, Nadiv and Ilan. Haya Molcho leaves no doubt that the family business is a real labour of love: "I am us," says the bubbly entrepreneur and harks back to her own childhood in Tel Aviv. This is where she came to know and appreciate that cooking and eating are a shared ritual. And has led NENI to cultivate, in the most appealing way, that art of eating together, sharing dishes and celebrating the pleasure of good food.

So what's on the menu? "Whatever it is it's bound to be a popular NENI classic," promises General Manager Patrick Moreira. Take the starter for example, three kinds of hummus with pita bread or smoked aubergine purée with Har Bracha Tahina. Of course, there's home-made falafel and sabich, a mish-mash of baked aubergines, hummus, poached egg and Amba. The popular Jerusalem platter mustn't be missed off the main dishes: Grilled chicken with oriental spices, fresh herbs, hummus, onions, Har Bracha Tahina and sweet pepper. Special harbour and fish dishes are all added to the mix because "local products are an important part of our food and we complement them in NENI style," explains Moreira with a smile: "Matjes and NENI are great friends!" The menu will change four times a year according to the seasons so that classic dishes always have added variety.

### Opening hours

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#### NENI Hamburg

Breakfast	Mo – Fr 6.30 – 10.30h / Sa & So 7 – 11.30h
Hot meals	Mo – So noon – 11pm

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## The Boilerman Bar

As is so often the case with 25hours, the Altes Hafenamt closely interacts with its location. This also includes joining with strong local partners to create a meeting place for locals and travellers alike. The Boilerman Bar! A stage for convivial meetings and alcoves for relaxing moments. Voices, faces, conversation, gestures, laughter – good drinks! A small, fine and unusual place with a casual character. “By partnering with Jörg Meyer and Rainer Wendt we were able to establish a type of bar concept that will be unique within the HafenCity,” says 25hours founder Christoph Hoffmann happily and describes the lively duo: “Both of them are prominent fixtures in the local gastronomy scene. Rainer Wendt and Jörg Meyer are responsible for many of the places we like to spend our time in.

In November 2007, Jörg Meyer and his partner Rainer Wendt opened the Café Paris in downtown Hamburg, his Le Lion. The multi award-winning bar in the Rathausstrasse is officially one of the “50 best bars in the world”. The bartender created his internationally renowned Gin Basil Smash here in 2008; a cocktail made of gin, basil and lemon. But classic wasn't enough for Jörg Meyer: It moved him to open up another new bar concept in Hamburg-Eppendorf in 2012, the Boilerman Bar.

What are highballs exactly? They are made without a shaker and their history is quite complex. “It is actually a category of drink that has been forgotten and is often misunderstood,” says Jörg Meyer. “In a nutshell, they are small fuss-free drinks combined with top quality and a good price-performance ratio,” explains the bartender and summarises: “Highballs are short drinks served in frozen glasses with two ice cubes, easy to mix and also just as easy to drink. They're great for letting you try out several things. We mainly focus on rum.” Perfect drinks at a connoisseurs level - cool but still approachable and very cosy. “This approach also exactly matches the philosophy of NENI,” says Henning Weiß, “two things coming together to create a genuine and authentic joyful experience of pleasure.”

And what is the story behind the Boilerman Bar name? This goes back to the history of highballs again: A highball derives from a signal used on the American railroad. When a train drove through a station and saw a high ball, it meant: you're not on schedule, drive faster! The person who then had to ramp up the speed was the boilerman, the person who fired up the boiler. So, the bartenders in the Boilerman Bar are the warm-up guys and the guests are passengers on a journey to a great drinking style. For General Manager Patrick Moreira, one thing is clear: “This approach will surprise and delight neighbours, barflies and hotel guests.”

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## Interior & Story

The 25hours Hotel Altes Hafenamt was designed with the Augsburg-based design team DREIMETA. Under the direction of Armin Fischer, the planning office aims to emotionalise the space: interior design that touches the senses. With its special biography, the Altes Hafenamt offers a magnificent playground for this attitude. As a former Department for River and Port Engineering, the Wilhelminian-style brickwork building has its personal screenplay tucked away: It is all about the gateway to the world, big ships and big dreams. About water and land. About closeness and distance. About arrival and longing, about wanderlust and hope. Not merely a place for charting maps, the harbours office also served for a long time as a point-of-contact for sailors who would bring their experiences from all points of the compass with them. “These functions and experiences as well as sensitive handling of the old building are the guiding principles for the interior design,” says the designer Fischer.

Henning Weiß, Chief Development Officer at 25hours Hotels, puts the concept idea into concrete terms: “The figure of the old Harbour Master represents the Godfather here. Although in his profession our protagonist has never travelled the world himself, the waters in his harbour have already been everywhere. Many encounters, faces and tales have brought him close to the adventures of the sea. As a silent host, his collective capital can be found in many places in the house.” He is referred to in quotes and that gives him a presence. For example, an artistic expression of his likeness adorns the wall next to the bar and his former harbour master’s room on the first floor is now one of the nicest guest rooms. “We use this theme in a relatively restrained way,” emphasises Weiß. “The figure of the old harbour master resonates but we want to allow the building’s own DNA to have sufficient air and not overwhelm it.”

This goes with the decision to partially bare brickwork on the walls, using it as a design element in combination with plaster. The biography of the house also incorporates its heirlooms, adding sensitive but creative highlights. “We have kept as much as possible,” confirms 25hours founder Kai Hollmann, “for example the entrances and corridors. And we integrate existing pieces such as the wooden railings of the former chartroom. Room doors serve as headboards, the reception desk is made from old radiators and DREIMETA has built a sideboard for the restaurant out of a wooden structure where nautical charts were once stored.”

The distinction to the 25hours Hotel HafenCity next door also plays a role. “While we filled the immaculate new building on Überseeallee with stories in the style of a seaman’s home, the architecture in the Altes Hafenamt already breathes its own story,” notes Henning Weiß on the different starting positions. In the seaman’s home, anecdotal accessories and objects recount the perilous passages and experiences of 25 seafarers from around the world. In contrast, the Altes Hafenamt presents itself as a seasoned captain’s home. “The seas are calmer, the waves are not quite as high,” says Weiß with a twinkle in his eye, “its character is more that of a boutique hotel, more grown-up and informal.”

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## Architecture & History

The Altes Hafenamnt was built on the Grasbrook in the up-and-coming free port of Hamburg in 1885/86, it is the oldest building in the HafenCity. Annexes were added over the following years, partially connected via bridges on the top floor. “We are now dealing with three different building sections for the hotel conversion: the south and east wing as well as the annex,” explains Britta Kleweken, senior interior designer from the DREIMETA-team led by Armin Fischer.

In 2001, only the house from Dalmannstrasse 1 dating from 1885/86 was classified a listed building. The Department for River and Port Engineering belonging to Hamburg’s economic authority was combined with other port authorities to form the Hamburg Port Authority (HPA) in 2005 and moved into Speicher P in the Speicherstadt warehouse district in 2006. All the other buildings in the former Dalmannstrasse were torn down during development work in the Überseequartier in 2006 and 2007 – apart from the area with listed buildings. This means that the Altes Hafenamnt is not only a historical witness in the Überseequartier, it is also one of the lowest-lying buildings: The new buildings are being constructed on terps, raised areas for flood protection at a height of eight to nine metres above sea level. In contrast, the Wilhelminian-style building stands at a height of 4.5 metres and seems almost to sink into the ground. So that the proportions of the façade remain visible, the site had to be specially modelled. This particular location was not the only reason why the hotel conversion faced a number of challenges. “It was extremely difficult to preserve the building, after all it is nearly 130 years old,” says investor Kai Hollmann and recalls the first precautionary measures: “Constructing the underground car park beneath the Altes Hafenamnt caused the masonry to crack. The foundations needed to be stabilised first using a high-pressure injection process,” confirms Henning Weiß, Chief Development Officer at 25hours hotels: “A lot of love and affection went into this project. Due to the extremely high requirements, we worked closely with the local conservation authorities.”

Thanks to this prudent revitalisation process, the Altes Hafenamnt can now proudly show its face, characterising the silhouette of the Magdeburg Harbour. It provides an exciting interplay of dimensions: Modern architecture such as the 57-metre-high Cinnamon Tower, designed by Bolles + Wilson, creates a dramatic contrast to the historic brick façades. The completion of these two projects – a residential tower and the Hafenamnt – means that the last vacant sites in the north of the district have been closed.

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## Partner

<b>PATRICK MOREIRA</b>	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 manages both of the 25hours Hotels in Hamburg, overseeing approximately 135 employees.
<b>DREIMETA</b>	is a versatile team of creative minds. Their aim is to create spaces with identity and character. Founded by Armin Fischer 2003 in Augsburg, the planning office is committed to the emotionalisation of space: interior design that touches the senses and has tales to tell. The prestigious awards they have repeatedly taken home prove just how emphatically they succeed. They focus mainly on projects in the hotel, restaurant and retail sectors. Their aim is at all times to use bold interpretation as a means of bolstering the customer's identity and philosophy.
<b>CONNI KOTTE</b>	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.
<b>BÖGE LINDNER K2 ARCHITEKTEN</b>	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.
<b>STEPHEN WILLIAMS ASSOCIATES</b>	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.
<b>MARKUS STOLL</b>	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.
<b>EVENTLABS</b>	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.

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<b>SUPERSENSE</b>	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 The Royal Bavarian was designed in collaboration with Supersense. Hotel guests will find two rooms full of analogue worlds and a vinyl library on the 1st floor.
<b>SCHINDELHAUER</b>	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.
<b>VOLVO</b>	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 Altes Hafenamt.
<b>KREAFUNK</b>	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.
<b>SOEDER</b>	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.
<b>SAMOVA</b>	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.
<b>CANVASCO</b>	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.

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## Contact & Material

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