

**MEDIA KIT**



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## Facts & Figures

25hours Hotel The Circle Im Klapperhof 22-24 50670 Cologne	p +49 221 162 53 0 thecircle@25hours-hotels.com
Opening	July 2018
Development & Realisation	Proximus Real Estate AG
Owner	Quantum AG
Operator	KNSA Hospitality
Operating Support & Brand Owner	Ennismore
General Manager	Marco Makowski
Architecture	O&O Baukunst, Köln
Interior Design & Story	Studio Aisslinger, Berlin
Location	Gerling Quartier in the Friesenviertel district, Cologne Old town 1.5 km, central station 1.2 km, cathedral 1.2 km, trade fair 4 km, airport 16 km, tram line 5 (Friesenplatz) 350 m
Hotel	207 rooms  Economic miracle meets futuristic fantasies, the 1950s meets a technical utopia – in the ambience of a listed building, excitingly restaged as retro-futurism. 25hours things shop, record store and bike workshop in the lobby. Free high-speed WiFi. Free VOLVO rental, Schindelhauer bikes for rent. Sauna and spa on the 7th floor, underground parking with 35 pitches
Rooms	Futuristic inspired Inner Circle rooms with an open-plan bathroom. Outer Circle rooms in retro style with views of Cologne. Spacious rooms with a workshop feel for keen cyclists. Rain shower, safe, free minibar, Kreafunk Bluetooth Speaker
Prices	Medium Inner Circle from EUR 120 per night Medium Outer Circle from EUR 140 per night Standard category Large from EUR 170 per night

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	<p>Standard category Extra Large from EUR 200 per night</p> <p>Standard category Gigantic from EUR 280 per night</p> <p>(Prices inclusive of VAT, exclusive of breakfast)</p> <p>Breakfast buffet EUR 29 per person</p>
Meetings & Events	<p>Meeting area on the ground floor: Conference room for 100 people (can be divided into conference rooms for up to 40 people and 60 people), as well as two separate conference rooms, each for up to 10 people.</p>
Gastronomic offer	<p>NENI Restaurant (8th floor), Seating 116</p> <p>Monkey Bar (8th floor)</p> <p>Nomad Day Bar (ground floor)</p>

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## Overview

25hours Hotel The Circle is centrally located in the Friesenviertel district, in the middle of the Gerling Quartier, one of the largest architectural monuments at the heart of Cologne. The spectacular rotunda at Im Klapperhof 22-24 was originally used as an administration building for Gerling insurance company. The entire ground floor of the historical rotunda is open to the public. It is the ideal spot for guests to mingle with locals. There's plenty for them to discover as well. The Circle re-interprets the legendary period of the German economic miracle of the '50s and '60s and the technical utopias of the time in a pioneering, playful manner. The design is based on the concept of retro-futurism.

The renowned Cologne architecture firm O&O BAUKUNST is responsible for the entire transformation of the building. The building was carefully redeveloped and completely redesigned under the project management of Christian Heuchel and Sofia de Mello. The historic building inspired the hotel's creators to grapple with the period of the German economic miracle in the '50s and '60s as well as the technical utopias conceived at that time. The creative team at STUDIO AISSLINGER from Berlin, led by interior designer Werner Aisslinger and project manager Jan Patrick Bastian, developed a holistic design concept under the guiding principle of retro-futurism.

The historical, listed circular foyer of the former insurance company forms the spectacular entrance to 25hours Hotel The Circle and now serves as an extraordinary lobby. The central counter is for the CONCIERGE, as is the tradition in large, Grand Hotels. 25hours perceives the concierge as a facilitator of services. He takes care of any and all concerns, including those of neighbourhood locals as well. The original structure of the former banking hall has been preserved. The black marble recesses, where once the insurance policy holders paid in their contributions, have been filled with new life. The reception desk in the first niche on the left-hand side is the go-to place for all wishes, questions, or even just a friendly hello.

In cooperation with Cologne-based TASCHEN PUBLISHING HOUSE, there is the 25hours things shop on the ground floor that reflects traditions from the golden age of grand hotels. Besides personal items needed by guests in emergencies, the Taschen publishing house store also stocks a fine selection of unusual picture books, magazines and beautiful things. Fans of analogue music will find a great selection of vinyls in the record store and can enjoy relaxed sounds whilst chilling on the leather sofas. A bike corner offers quality bicycles from the Berlin-based manufacturers SCHINDELHAUER, as well as stylish accessories such as Brooks saddles and Millican backpacks.

Also located on the ground floor is the Nomad Day Bar, which offers a wide selection of coffee, soft drinks, and alcoholic beverages. With its tea and coffee flat rate and easy-going ambience, it is an ideal place to work. Sweet and savoury snacks as well as selected dishes from NENI provide energy throughout the day. In the two so-called meeting huts, two cubicles of differing sizes, up to eight people can work and make phone calls undisturbed. They are also suitable for use as breakout rooms. The business station is equipped with a printer. For conferences and events, the hotel offers a separate area in an annexe on the ground floor. As well as a foyer with seating alcoves, there are two colourfully mirrored conference rooms available for up to 10 people; in

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addition, there is an approx. 120 sqm space available, which can be sub-divided into two rooms (approx. 44 and 80 sqm) with an acoustic partition wall.

At the heart of the 25hours Hotel The Circle is the NENI restaurant – and not just in a culinary sense. On the newly added penthouse level on the 8th floor, our guests gather for an Oriental lunch or dinner. Floor-to-ceiling windows and the surrounding terrace offer guests a fantastic view of Cologne from every seat. In the rotunda opposite, the MONKEY BAR is the perfect place to socialise and meet friendly people. Sophisticated Drinks are celebrated at the bar and in the snug lounge area. The ideal place for a sundowner at sunset.

In total, 207 rooms in a variety of categories and sizes await guests on the 1st to the 7th floors: Medium Inner Circle, Medium Outer Circle, Large and Extra Large rooms, as well as the Gigantic rooms, are cosy retreats with differently inspired designs. Furnished to the 25hours standards that urban nomads appreciate: Exquisitely comfy beds for carefree sleep, air conditioning, sustainable cosmetics, flat-screen TV, minibar, Kreafunk Bluetooth Speaker and free high-speed WiFi. The rooms are peppered with astonishing and clever details. The Inner Circle rooms with their open-plan bathroom layout radiate a futuristic atmosphere. The Outer Circle rooms are devoted to a retro theme. Here, the bathrooms are behind the beds and offer guests a view of the Cologne from the shower. Everything in the spacious rooms in the annexe above the meeting area revolves around cycling. A workspace with a toolbox creates a workshop feel. Further highlights here include the furnishings in the room furniture with integrated bathroom and free-standing bathtub and the Supersense Equipped Analog Room with turntable, typewriter and a Polaroid camera for the next photo trip. On the 7th floor, is the spa area with sauna inspired by futuristic landscape utopias. There is an inviting quiet zone to relax in with a view of the city and a sheltered outdoor area with recliners and swings.

Guests can zip around on two wheels. Bicycles are available for hire for use on shorter journeys in cooperation with SCHINDELHAUER.

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## NENI Köln

NENI – these four letters are a name as well as a pledge. The NENI restaurant at Naschmarkt in Vienna is devoted to the finest food and forms the nucleus of an out-of-this-world culinary universe. It was created by the Molcho family. Haya Molcho is a passionate host, chef, catering entrepreneur, restaurateur to the scene, cookery book author, wife of the legendary mime Sammy Molcho and mother of four. She developed the concept for NENI together with her sons Nuriel, Elior and Ilan. The family now enriches the Viennese culture with its locale and a cookery school. But the philosophy of their cuisine goes far beyond the Austrian plate: together with 25hours, NENI has already conquered Zurich, Berlin, Hamburg and most recently Copenhagen. “I see NENI as the most cosmopolitan soul food I have ever encountered,” says 25hours founder Christoph Hoffmann, before proceeding to explain the special bond: “We have deeply appreciated the Molcho family as creative restaurateurs for some time, and our paths have since become closely intertwined. By opening NENI at The Circle, we now plan to conquer Cologne together.”

The name NENI stands for the initials of Haya’s sons; Nuriel, Elior, Nadiv and Ilan. She leaves no-one in doubt that the family business is close to their hearts. “I am all of this, and all of this is me,” says the entrepreneur, pointing to her own childhood in Tel Aviv. It was there that she learned how to cook and to appreciate mealtimes as a shared ritual. Cooking like in Israel: for the Molchos this also means collecting inspiration from all kinds of regional cuisines: from the Persian region and Russia, as well as from Arab countries, France and Germany. All of these experiences and styles blend into her very own, eclectic cuisine. In this way, NENI cultivates the idea of communal eating, of sharing food and celebrating pleasure. In true 25hours style, the service is informal and personal – eating at NENI means becoming like one of the family. Herbs such as coriander, mint, rosemary and thyme shape the courses in an exquisite blend with Oriental spices like ginger and jeera, saffron and cinnamon. The design by STUDIO AISSLINGER with its idea of a futuristic biosphere lab makes NENI an extraordinary setting. Among the trailing plants, the legendary Rhineland way of life is reinterpreted in a casual manner, while the large community table is the ideal spot to meet new faces.

The design by STUDIO AISSLINGER with its idea of a futuristic biosphere lab makes NENI an extraordinary setting. Among the trailing plants, the legendary Rhineland way of life is reinterpreted in a casual manner, while the large community table is the ideal spot to meet new faces. Whether it’s a light lunch, a fortifying snack or a sumptuous dinner with dessert – the Molcho family blends a sense of home with a longing for faraway places, wrapping it up in delightfully unusual culinary experiences. “NENI combines the familiar with the new. NENI is multicultural, but never a cliché,” says Bruno Marti, Executive VP of Brand Marketing at 25hours: “That’s what makes NENI and 25hours such a perfect symbiosis.”

### Opening Times

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NENI Köln

Mon.-Sun.: 12 p.m. – 3 p.m. // 5 p.m. – 11 p.m.

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## Monkey Bar

At each of its locations, 25hours looks to create a focal point that attracts tourists and locals alike. The bar is a hugely important part of that. The Monkey Bar at the 25hours Hotel The Circle is a charming refuge on the 8th floor of the historic rotunda. With a spectacular view over Cologne, it is the perfect stage to meet, greet and relax. Voices, faces, chats, liveliness, laughter – and great drinks! It’s a small but special, unusual venue with a laid-back style.

The creative mind behind the Monkey Bar is the internationally acclaimed bartender from Hamburg, Jörg Meyer. “We joined with Jörg Meyer to develop a smart and unique bar concept,” says a visibly delighted 25hours founder Christoph Hoffmann, who values the bartender as a known face around the restaurateur scene in Hamburg. Jörg Meyer has run the Bar Le Lion in Hamburg, together with his brother-in-arms Rainer Wendt, since November 2007. A winner of multiple awards, the bar belongs officially to the ‘Best 50 in the World’. It was here, in 2008, that Meyer created his internationally renowned Gin Basil Smash. In 2012, the barman opened his first Boilerman Bar in the district of Eppendorf in Hamburg. Later on, he adapted the idea for the 25hours Hotel Altes Hafenamts in Hamburg, as well as for the 25hours Hotel The Royal Bavarian in Munich, reinventing it yet again for the Cinchona Bar in Zurich. “For the Monkey Bar in The Circle, Jörg Meyer has again come up with his own approach,” says 25hours Chief Product Officer Henning Weiß. “I am convinced that the people of Cologne will appreciate this special service.”

Jörg Meyer defined the Monkey Bar’s motto as URBAN JUNGLE. URBAN invites you on a liquid tour of the world’s major cities – with famous drinks from London, New York, Mexico City and Berlin. In contrast, JUNGLE stands for fruits, herbs and spices – as vibrant, wild and exotic as the primordial forests themselves. This is all rounded off with references to legendary cocktails and long drinks from cool bars in Cologne. “The Monkey Bar is a place for adults to step out on the tiles,” says Jörg Meyer, encapsulating the bar’s concept. “This concept complements NENI beautifully,” says Henning Weiss. “It brings together two sets of people with a burning passion for authentically indulgent experiences.” At the 25hours Hotel Bikini Berlin, the Monkey Bar with its spectacular view of the zoo has established itself as a hotspot for night life. And for General Manager Marco Makowski, it’s clear: “With the Cologne Monkey Bar, we will also surprise and delight the scene, busy barflies and hotel guests here.”

### Opening Times

Monkey Bar Cologne	Sunday-Thursday: 5 p.m. – 1 a.m. Friday-Saturday: 5 p.m. – 2 a.m.
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## Interior & Story

For The Circle, interior designer Werner Aisslinger joined with the 25hours team to create a multifaceted concept with the working title Retro Futurism. True to the 25hours motto 'If you know one, you know none', the new hotel in Cologne beautifully reflects its new location. As such, the listed building from the time of the economic miracle inspired the hotel's creators to engage intensively with the ideas of utopia that were prevalent at the time. Inspired by dreams of progress, the idea of retro-futurism became the leitmotif pervading the 25hours Hotel The Circle. Aisslinger and his team created a truly welcoming ambience thanks to special zones to kick back and relax next to unusual installations – with the typical 25hours sparkle.

Christoph Hoffmann is delighted about the renewed cooperation, and he deeply appreciates Aisslinger's open manner. "However famous he is, simply being Werner Aisslinger is not enough for him," he says. "The focus is always on the artwork itself and on the team." What is particularly close to Hoffman's heart: "It was crucial for us to design the hotel as attractively as possible to make it interesting not only for tourists, but also to local guests."

This is precisely what prompted the makers of 25hours and the designers to incorporate allusions to the building's history in the hotel's concept. The era of the German economic miracle of the post-war period were more than just inspiration. They are mirrored in a subtle way. 25hours and Werner Aisslinger see themselves as collectors of varied attitudes towards life that reflect the heritage of the location in question. "It is a pledge and a challenge," says Aisslinger, admitting: "I like the groundwork, the evolution. That's why it's such a good fit with 25hours: we are both driven by the creative process." All the same, Aisslinger is determined to emphasise that the work produced in his studio is not a one-man show. "I work with collages, and so collaborating with specialists from Cologne is part and parcel of the deal." The 25hours crew shares this stance; after all, each one of the group's hotels attributes great significances to local ties. Throughout the hotel, there are items of furniture and accessories that are based on designs by Aisslinger. Special editions were designed especially for the 25hours Hotel The Circle in collaboration with the brands MOROSO, THONET and CAPPELLINI. The extraordinary lighting is the result of a cooperation with WÄSTBERG and B.LUX .

The historical, listed circular foyer now serves as an extraordinary lobby. To extend the central round CONCIERGE desk, Studio Aisslinger designed a piece of furniture made of walnut wood. Its steps are just as suited to the presentation of objects as they are for relaxed seating. The original structure of the former banking hall with its white marble floor has been preserved. The black Nero Marquino marble recesses, where once the insurance policy holders paid in their contributions, have been filled with new life. The reception desk in the first niche on the left-hand side highlights the retro look with its curved walnut counter and a sunshine yellow surface. Muted colours and oak furniture dominate the kiosk next to it, as well as the adjacent record store.

The highlight, in matters of design as well, is the NENI restaurant. In the newly added 8th floor with high ceilings and a fully glazed front, the restaurant and opposite bar are the finale – with a spectacular view of Cologne and the cathedral. Light, understated colours underline the futuristic atmosphere of the restaurant. Its design was

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inspired by the idea of a biosphere laboratory. Trailing plants in illuminated boxes serve as optical room dividers and yet still allow you to look through. A centrally placed gas barbecue with an organic shape provides warmth and a cosy feel. Dark, warm shades in the Monkey Bar highlight its lounge nature. The oak flooring here provides a prevailing sense of cosiness. Central places for communication are the marble bar and the open fireplace with a large seating area made from black marble. They pick up the colours of the entrance hall again in a subtle way.

The 25hours Hotel The Circle is an homage to the modern era in the major city on the Rhine. “This building will have international appeal. Cologne is at the heart of a major economic powerhouse in Germany. A city that is a centre for contemporary art and is also considered the German capital of computer games can’t be all that bad,” is how Bruno Marti, Executive VP of Brand Marketing at 25hours, explains the charm of the new location.

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## Architecture & History

25hours Hotel The Circle is located in the Friesenviertel district in a prominent, historical building. The unusual rotunda in the form of three-quarters of a circle, was originally the administrative headquarters of Gerling insurance company. During the economic miracle in the post-war period, Hans Gerling set up a small town for his company in the heart of the Rhineland city. The rotunda was added in 1966. The Gerling Quartier is now one of Cologne's largest architectural monuments.

The buildings in the Quartier are distinguished by a particular geometry and impressive architecture. The rooms are of imposing heights and the classical façades are made from high-quality natural stone. The foyers are generously proportioned. Recurring elements, such as large glass surfaces, stone floors throughout, filigree lamps and steel façades in a golden colour give a '50s feel. The history of the listed rotunda inspired the creative minds at the 25hours Hotel to come up with an imaginative reinterpretation of the period of the economic miracle and the technical utopias developed at that time.

The renowned Cologne architecture firm O&O BAUKUNST is responsible for the entire transformation of the building. The building was carefully redeveloped and completely redesigned under the leadership of architects Christian Heuchel (Managing Partner) and Sofia de Mello (Project Manager), creating 12,000 square metres of modern hotel space. The conversion of the rotunda into the 25hours Hotel The Circle started in September 2015. The public areas with Café and kiosk, record store and bike corner are located on the ground floor. The seven floors above are home to 207 rooms and suites. The restaurant and bar on the newly added penthouse level offer a unique view over the rooftops of Cologne and of the cathedral. O&O Baukunst grappled intensively with the identity and character of the building. The building behind the unchanged external façade has been revitalised in subtle ways. The building's qualities were therefore exposed, and the historic stone façade with its stark reliefs was restored in keeping with a listed building. A roof crest of gold-anodised steel was added to the rotunda as an 8th floor, which reflects the stylistic design of the '50s. This extension is built from the same materials and in the same colours as can be found in the entrance hall: cool, modern, and light. "The building offers a unique and unmistakable atmosphere. The Circle is no uniform, interchangeable luxury hotel; instead, it gives the guest an atmospheric spatial experience," explains architect Christian Heuchel.

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## Partner

<b>MARCO MAKOWSKI</b>	As General Manager, Marco Makowski is responsible for the 25hours Hotel The Circle. Since 2019, he has found his professional home at the 25hours Hotel. Marco was born in Lower Saxony and is a host at heart. His career led the hotel specialist via several positions in the food & beverage sector at the Steigenberger in Osnabrück to Braunschweig, before he took over the position of Operations Manager at 25hours Hotel The Circle in 2019. For Marco, the focus of his work is the curiosity to try things out and to implement them as successfully as possible with his team.
<b>WERNER AISSLINGER</b>	focuses mainly on product design, and his LoftCubes brought him international acclaim. Born in 1964 in Nördlingen, the designer has a penchant for experimentation with new materials and technologies. Several museums have purchased his work for their collections. For instance, Aisslinger's Juli-Chair has been included in the permanent exhibition at the Museum of Modern Art (MoMA) in New York since 1998.
<b>STUDIO AISSLINGER</b>	for the 25hours Hotel The Circle consists of designers Jan Patrick Bastian and Tina Bunyaprasit, as well as interior designer Katariina Minit. Three creative minds that conjure up spaces and products that exude identity and character. They combine complete motivation with assiduous attention to each individual detail of the hotel project. Jan Patrick Bastian is responsible for supervising construction in the implementation phase. He has looked after the project for two-and-a-half years, from the initial concept, right up to completion.
<b>ORTNER &amp; ORTNER BAUKUNST</b>	The history of the renowned architecture firm goes back to 1970. At the time, the founders, brothers Laurids Ortner and Manfred Ortner were working with Günther Zamp Kelp as the artists' collective "Haus-Rucker-Co" in Düsseldorf, creating projects which programmatically moved between the areas of free art and architecture. In the mid-'80s Ortner & Ortner Baukunst as an architectural practice increasingly devoted itself to concrete construction projects. In 1990, the practice received a contract for the construction of one of the biggest cultural centres in Europe; the Museumsquartier in Vienna. Today, the practice has employees at branches in Berlin, Cologne and Vienna, and has created important cultural buildings such as the Saxon State Library in Dresden and the Schiffbau theatre in Zurich.
<b>TASCHEN VERLAG</b>	Founded in 1980 by Benedikt Taschen in his hometown of Cologne, today Taschen is one of the most important publishers of art books in the world. It sells more than 20 million books annually, making it the global market leader in the picture books sector. Its portfolio includes unusual book projects by some of the most important contemporary photo artists. Taschen Verlag will run the kiosk in cooperation with 25hours, offering unusual books and magazines alongside all the other things one might conceivably need in a hotel.

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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 photos to him. Der Supersense Shop in the 2nd District of Vienna is an interactive world brimming with analogue treasures. The lounge area in 25hours Hotel The Circle was designed in collaboration with Supersense.
<b>SCHINDELHAUER</b>	The Berlin bicycle manufacturer is the epitome of stylish urban mobility. Its first-class bikes combine technical innovation with sophisticated design. Schindelhauer and 25hours have already been close friends for several years. Hotel guests at all locations can now use the models Siegfried, Ludwig, Viktor and Lotte in different frame sizes for a rental charge. Moreover, Schindelhauer bikes are available exclusively to guests in certain room categories as part of the amenities.
<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 The Circle.
<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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