

MEDIA KIT



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Facts & Figures

25hours Hotel The Goldman Hanauer Landstraße 127 60314 Frankfurt	p +49 69 40 58 68 90 goldman@25hours-hotels.com
Opening	December 2006, enlargement October 2012
Owner	Ardi Goldman / Ronny Weiner
Operator	KNSA Hospitality
Operating Support & Brand Owner	Ennismore
General Manager	Steffen Goubeaud
Architecture	BernjusGisbertzSzajak, Atelier für Architektur und Innenraumgestaltung GmbH, Frankfurt
Interior Design & Story	Michael Dreher and Delphine Buhro, Frankfurt
Location	Frankfurt Ostend, exhibition center 4.5 km, main station 4 km, airport 15 km, tram (11; Osthafenplatz) 100 m, underground station (line 4; Ostbahnhof) 300 m, suburban rail network (lines 1-6; 8; 9; Ostendstraße) 700 m
Hotel	97 rooms: individually designed to tell the stories of local and international role models with 25hours things shop and wohnzimmer lounge plus Oost Bar and Isoletta restaurant with terrace, meeting space for up to 100 people, free high-speed WiFi, Schindelhauer bikes for rent, jogging corner, fitness & wellness at the Fitness First club, car park
Rooms	97 colourful, fun oases with vintage-look details and objects d'art: shower, safe, free minibar, flat-screen TV, Kreafunk Bluetooth Speaker, free high-speed WiFi, air-conditioning, in L-Rooms also free coffee and tea station categories: M West (approx. 22 m ²), M East (approx. 22 m ²), L East (approx. 28 m ²)
Prices	Medium West rooms from EUR 65 per night Medium East rooms from EUR 85 per night Large rooms from EUR 115 per night

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	<p>(Prices incl. VAT / excl. breakfast)</p> <p>Breakfast buffet: EUR 26 per person</p> <p>Grab & Go breakfast: EUR 7 per person</p>
Meetings & Events	<p>Wohnzimmer with patio for up to 30 people (48 m²)</p> <p>Oost Bar for receptions with standing room for up to 80 people</p> <p>Freiraum for up to 80 people (80 m²)</p>
Gastronomic Offer	<p>ISOLETTA, seating capacity 60</p> <p>Oost Bar</p>

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Overview

Where there were once 49 rooms, there are now 97. The Goldman on Hanauer Landstrasse has grown in 2012, gaining 48 extra rooms, a new foyer and a large bar. With its extension, the hotel project initiated by Ardi Goldman – well known for reviving Frankfurt's Ostend – became even more popular as a meeting place for the city's style-conscious urban natives and a home base for young business travellers who appreciate individuality. One of the hotel's attractions is its exciting location in Frankfurt's creative Ostend district. Here, modern architecture rubs shoulders with the area's rich industrial heritage, traditional beef sausages meet gourmet dining, and fans of the Frankfurt club scene are in seventh heaven. Guests can reach the city centre and main station in no time at all by public transport.

The Goldman embodies values such as multifunctionality, well-being and originality. The extension will not change anything in this regard – and yet there are plenty of changes elsewhere! The hotel retains its love of aesthetic details, but is enhanced by a look borrowed from the UN Headquarters in New York. It also still has its local role models, whose stories give the hotel a personal soul, but they are joined by 23 international personalities. With the help of artist Michael Dreher, enquiring minds can find out all about these heroes and take a happy ending home with them in the form of inspiring and surprising 'aha!' moments. The hotel's acclaimed food and drink is still available, but the range on offer is now even wider. And – as is immediately obvious when you enter the foyer – The Goldman is still cosy; it has just got bigger.

The hotel has created extra space by knocking through into the building next door and the lobby is ever since an even bigger, brighter space for arriving guests. Downstairs, the flooring creates a subtle visual link between the old and new parts of the hotel, while the reception is a more obvious interface. Its central position places it right at the heart of the action, and it acts as the hotel's nerve centre, responsible for handling requests or queries and warmly welcoming guests. Window seats provide an informal waiting area and are also the perfect place for people watching. With all this, the lobby has enough space for hotel guests, locals, curious passers-by and the Ostend's hipsters. Right next to the lobby is a bar area called the Oost Bar, which also has many faces: a lounge, a bar and a venue for local artists – you name it. Weary travellers can recharge their batteries with a buffet breakfast here in the mornings and choose from a selection of snacks throughout the day. The Oost Bar's laidback atmosphere encourages guests to chat, laugh or work, making it a welcoming place to meet or get some work done. Daytime seamlessly merges into evening: the music becomes a little louder and the lights a little dimmer, but the atmosphere remains cosy or sometimes even party-like. All around the bar, the other public areas on the ground floor are hallmarked by smooth transitions and extraordinary transparency. For starters, there is a direct link to the colourful, stylish ISOLETTA restaurant.

Just a few steps away is the green living room – space to kick back and relax. It even has its own little terrace and also includes a vinyl bar with board player and an extensive vinyl collection of Italian classics compiled by SUPERSENSE, the Viennese specialist for analogues. The flexible Freiraum function room for hotel guests is a communication hotspot: an oasis of calm, a quiet place to work or a relaxed lounge. The living room is a place to live, love and even have the odd heated debate – but that's not all. It also makes an unusual seminar room for events, boasting plenty of natural light. The solid oak table is a sophisticated feature: it can either be suspended from the ceiling or lowered into the middle of the room like a UFO landing. With its private patio, standard technical equipment and individual catering, this is the ideal place for up to 20 people to get their creative juices flowing and hold productive discussions. When it comes to

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conferences, the living room has a big brother: the flexible Freiraum function room in the new wing of the hotel. It starts with a laidback, small waiting room in the foyer. Inspired by 70s style, it features details such as a ceiling relief and intelligent lighting – the perfect combination of professionalism and nonchalance for groups of up to 50. Right behind it is an outdoor area with a light-filled urban atrium, which the artist Michael Dreher has decorated with hanging gardens. In typical 25hours style, he does not seek to create conventional, romantic green oases. Instead, he provides food for thought. Guests find themselves face to face with three US prisoners made from laser-cut sheet steel. Dreher gives them a green facelift, lets plants grow out of all their pores and takes the edge off the steel images with soft, natural shapes.

Spread over seven storeys, the 97 rooms are classed as either M West, M East or L East. The smallest rooms are 22 m² and are either simply smart or contemporary, colourful retreats with air-conditioning. Guests who need more space can book an elegant L room spanning 28 m² with a unique colour scheme, additional seating, tea station and coffee maker. All of the boutique rooms have queen-size or twin beds offering the exact same levels of comfort. Night owls will also appreciate 25hours' standard fittings: a flat-screen TV, minibar, Kreafunk music box and free Wi-Fi. Drinks are on hand too thanks to the minibar. Local Frankfurt personalities are still at home in the 49 brightly coloured rooms in the original part of the hotel, which opened in 2006. This is no place to be shy: the walls and carpets on the various floors are in eye-popping colours. Guests could find themselves sleeping in the Woodland Room or the Casino Room. Princesses will be engaged in a quest to find the pea under the mattress, dreamers will embark on time travel or journeys to faraway lands, and literature fans can look forward to meeting the Beat Generation.

The rooms are individual and poetic with something of a feminine feel. Dainty details are combined with substantial furniture, cute little lamps with colourful cushions, bright wallpaper with thick carpets, and hand-picked accessories with exotic fabrics. All of the rooms fundamentally have the same furnishings: basic furniture with a functional design is arranged on a plush carpet designed by Object Carpet. Meanwhile, vintage wallpaper chosen to suit the relevant theme strikes a balance between tradition and modernity. Each room is finished off with lamps, curtains, cushions and accessories to make it unique. An array of originals from various decades can be found alongside lamps from Flos, furniture from the Swedish design company Snowcrash, accessories from Designers Guild, and fabrics from mfta or Romo. With their classic designs and authentic materials, the rooms have a timeless feel that is immune to short-lived trends.

What do the rooms in the second wing have in store for guests? In typical Goldman style, the new rooms also tell stories – the life stories of 23 international personalities. The furnishings have a strong emphasis on functionality, inspired by the UN Headquarters in New York. Stylish understatement is the order of the day rather than sweeping gestures and lavish detailing. “Certain objects in the rooms seem familiar, but they are combined in a new way, thereby creating metaphorical friction,” says the artist Dreher. The various floors feature calm, muted colours, giving centre stage to Dreher’s posters and pictures in the corridors. All of the corridors boast deep-pile carpets and high skirting boards. Meanwhile, finer velvet carpets in the guest rooms create a warm, plush atmosphere. Large windows with New York-style horizontal crosspieces allow plenty of natural light in. After sunset, SLIM SOPHIE is on hand – an elegant standard lamp designed by the German label frauMaier. Bespoke built-in furniture guarantees the same high-quality materials and fittings in all of the rooms, giving each and every guest their own miniature UN Headquarters. A wall panel offers a combination of practical shelving, a desk, a flat-screen TV and a Kreafunk Bluetooth box. The Jieldé lamp on the desk dates back to the same era as the UN Headquarters in New York: it was originally designed by the Frenchman Jean-Louis Dumeq in 1950. The lamp’s most striking feature is its 360° rotating head.

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“We have deliberately chosen things that will make people think ‘I’ve seen that somewhere before’: we want to revive associations,” says architect Alexander Bernjus, who has completed a great deal of in-depth research into memories. “Many of the pieces will prompt people to reminisce,” adds his colleague, David Szajak. The same concept applies to the way the room numbers are displayed on flat, square lights – the kind often used outside apartments and houses. These lamps recur with a new twist as ceiling lights throughout the hotel. Laughing, Bernjus says: “They’re the most unimaginative outdoor lights in the world – but they play it cool for 25hours.”

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ISOLETTA

For decades, the Cavallo family has been shaping the culinary scene in the Rhine-Main region. ISOLETTA (Italian for small island) promises not only first-class, authentic Italian cuisine, but also the atmosphere of a living room and second home. The original ISOLETTA restaurant on Feldbergstraße has been around for 40 years. While the main restaurant has a more classic, rustic interior, further locations in the Frankfurt area are being opened with modern accents under the ISOLETTA PMP (Pinsa Mozzarella Pasta) trattoria concept. Pinsa is the original form of pizza from ancient Roman times. A major trend from Italy, which ISOLETTA PMP is the first to present in Germany. “Vivere Italiano! - Live like an Italian” is the motto here. In March 2022, the trattoria concept has now also moved into the premises of the 25hours Hotel The Goldman.

Opening hours

Lunch	Mon.-Fri.: 11.30 a.m.-3 p.m.
Dinner	Mon.-Fri.: 6 -11 p.m. Sat.: 5-11 p.m.

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Oost Bar

The hotel's extension adds a new dimension to the bar. Previously small and sophisticated, it has now come of age as the large, laidback Oost Bar. The counter itself is approximately seven metres long and is backed by a lit wall displaying all the spirits which make for a good atmosphere and great conversation at any time of night before guests hit the nearby clubs. The design, drinks and music recreate the flair of a big-city bar in days gone by. Thomas Haus and General Manager Steffen Goubeaud agree: "We want to celebrate a relaxed bar culture with professional service. Our barkeepers aren't standoffish – they're friendly and they know their stuff."

The bartenders mix and reinterpret classic cocktails. Coffee is made using a vintage portafilter machine, and cocktails are served in style using crystal glasses and martini glasses. The interior designers used the same principle for the bar as for the guest rooms, giving subtle retro accents a modern, surprising twist. "25hours is firmly in the here and now. It prides itself on being in touch with – and a step ahead of – tomorrow's trends," says 25hours founder Christoph Hoffmann.

What's on the menu? Classics! Pure and simple drinks with a difference. There are grown-up long drinks and fresh wines brought bang up to date by extraordinary vineyards. Young, local brands and manufacturers are favourites and appear alongside daily specials, giving the bar its own distinctive character. A comprehensive range of top-quality coffee and homemade iced teas is also served.

What's on the jukebox? Soul music provides the perfect soundtrack for the bar's 50s and 60s style. Classics by the Temptations and Tammi Terrel join the latest sounds on the playlist. Regular live music sessions featuring young, regional artists make for an extraordinary, fresh atmosphere.

Opening hours

Oost Bar	Mon – Fri	06.30 a.m. – 01.00 p.m.
	Mon – Sat	07.00 a.m. – 01.00 p.m.

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Interior & Story

Since its opening in 2006, the 25hours Hotel Frankfurt The Goldman has set colorful accents far removed from uniformed hotel worlds. With the structural extension, the design of the hotel also receives new impulses. "Everyone can be boring, we find it more exciting to attract attention," says Bruno Marti, Executive VP of Brand Marketing at 25hours Hotels and explains the conscious decision for an opposite pole in the newer part of the hotel. "The changeability of 25hours requires a creative further development, not a simple continuation." Exciting design levels open up between the existing and the new part of the house, complementing and contrasting at the same time.

How did it all begin? In the building section of Hanauer Landstraße 127 in 2006, under the artistic direction of the painter Delphine Buhro and the sculptor Michael Dreher, the house intensively explored its location: the guest rooms are inspired by genuine Frankfurt personalities. 49 ambassadors from all age groups and backgrounds, "people who turn a small wheel to preserve this city," says Dreher, himself one of the godparents. With their help, an overall picture of Frankfurt as an urban, livable and fateful metropolis beyond cool banking is created.

With a bit of luck, guests could find the famous pea in the Princess Room or experience something magical in the Abracadabra Room, where the magician Michael Leopold talks about his second life as Monsieur Brezelbergé – an old-school kitsch conjurer with a fantastic sense of humour and sensational tricks. Alternatively, guests can choose the room inspired by Sabine Raab, who is passionate about her Frankfurt roots. Entitled 'Chocolate Doesn't Make You Fat', it does away with the myth that Frankfurt is boring and all about making money, highlighting the city's sweeter side instead.

The fun-loving vintage look takes on a different feel in the eastern part of the hotel. Stronger, pared-down and more restrained, its source of inspiration is international – the United Nations Headquarters in New York. The UN building was ground-breaking in both architectural and technical terms in the 1950s and acts as a role model for the hotel in two different ways. Firstly, it is a philosophical symbol as the quintessential image of peace and international understanding. Secondly, its use of colours and shapes inspired the new decor. General Manager Steffen Goubeaud makes the following analogy: "The 48 East rooms are more masculine – a brother to the original hotel, which has a more feminine feel." This gives the hotel a more varied face, without compromising on its shared heritage. "Each of the wings knows their own mind and can express their personality – that's what siblings are always like," says Goubeaud with a grin.

Michael Dreher's involvement alone is enough to guarantee that both parts of the hotel share the same soul. As well as working on the first part, the artist was responsible for the creative aspects of the extension. He knows the original building like the back of his hand and has now created a separate entity which nevertheless fuses with and complements it. To achieve this, he spent 18 months working on ideas for the interior and – above all – the artistic concept along with the team of architects. The working title of the art project was "People Like Us". As Dreher explains: "The idea was to prompt people to think about whether they want to actively change something in their lives too." There are plenty of examples at The Goldman. "We tell the stories of people who woke up one day and realised that they weren't alone. People who got up, went out and made a difference," adds Ardi Goldman.

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One such person is Astrid Lindgren, the famous Swedish children's author who created characters such as Pippi Longstocking and Emil of Lönneberga. At The Goldman, she is portrayed as a political activist who had a major impact on domestic policy in Sweden.

Another of the role models is Fritz Bauer, a public prosecutor and judge who played a key part in bringing about the Auschwitz trials in Frankfurt. Then there is the philatelist Jakob von Uexküll, who founded the Alternative Nobel Prize and initiated the World Future Council. The Vietnamese photographer Nick Út also changed the world in 1972 with his picture of a nine-year-old girl fleeing from her village with a group of other children immediately after a napalm attack. The photograph is considered a contemporary document and won the Pulitzer Prize.

Michael Dreher studied each individual biography in great depth. Like a kind of cipher, he decoded the global heroes' and heroines' different paths and achievements and interpreted them artistically. The result was pictures and sculptures which form the heart of each room: original, sometimes ironic, always challenging and always deep.

One such artistic homage is dedicated to David McTaggart, one of the most important figures behind the environmental organisation Greenpeace International and a prime example of a world changer. He started out as a builder and playboy. After his company went bust, he moved to New Zealand and bought the sailing yacht Vega. In 1972, he became aware of Greenpeace's protests against French nuclear weapons testing. He gave the organisation access to his yacht and sailed around the international waters surrounding the atoll of Mururoa himself. His actions led to the establishment of Greenpeace International in 1979, which McTaggart chaired until 1991. He died in a car accident near his organic olive farm in Umbria in 2001.

Inspired by McTaggart's biography, Michael Dreher compared images of nuclear testing with the shape of an olive tree. Realising that they were both almost the same shape, he combined these polar opposites to create a striking, thought-provoking picture. "What we're doing here is more than just design – it's experimental," summarises Dreher. Having said that, he always keeps the reality of running a hotel in mind and is careful to strike the right balance for guests. "It's not about pointing an accusatory finger or hammering the point home. I'd rather get my message across with a wry smile," the artist says.

Dreher makes an artistic statement in the bar area too. He skilfully picks furniture and accessories whose style echoes the aesthetic of the UN Headquarters. For instance, customers sit on chairs which look like they could have been borrowed from an office block. The only difference is that they have been given the 25hours treatment and covered in stylish technical fabric. Heavy, neatly arranged curtains add a touch of refined elegance. "The theme here is office chic," says Dreher, who alludes to this style heavily in his installations.

On the wall, a golden map of the world reminds guests of an age-old grand hotel or a conference room for UN delegates – except that Dreher has given it his own ironic twist. His arrangement of plates on the wall of the bar is given similar treatment. There is method behind Dreher's hotchpotch of objects and the odd combination of styles does not fail to fascinate. Fine porcelain plates of the kind your mother-in-law might use can be found side by side with folksiness, and floral ornaments are displayed next to cardboard plates by the famous artist Bernhard Blume.

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Architecture & History

Frankfurt has many different faces. Located on the River Main, it is a lively, modern and multicultural city. But it's also loveable, quiet and traditional. There is more to Frankfurt than its nickname 'Mainhattan' suggests; the different parts of the city have their own distinctive character. The 25hours Hotel Frankfurt The Goldman is on Hanauer Landstrasse, the main artery of Frankfurt's Ostend. It is surrounded by restaurants, bars, designer boutiques and traditional businesses. "This area thrives on its dichotomies. It is a progressive, cosmopolitan and diverse district with its finger on the pulse," says 25hours founder Christoph Hoffmann, "and we're delighted to be right in the middle of such an eclectic mix."

Hanauer Landstrasse is more than seven kilometres long and dominates the Ostend, whose history shows that change is the only constant. Now as in the past, evolution and contrasts are the area's defining features. Modern architecture rubs shoulders with the area's rich industrial heritage, traditional beef sausages meet gourmet dining, advertisers can be found side by side with bankers, and culture vultures are just as drawn to the district as revellers. It is the perfect neighbourhood for a young hotel idea which aims to offer up-to-date concepts for curious urban nomads. "This road already has a rich history; it has an urban feel and connects worlds which are polar opposites," comments General Manager Steffen Goubeaud.

In 2006, the architects bernjus.gisbertz gave the existing hotel building on Hanauer Landstrasse (formerly Henninger Hof) a contemporary makeover, transforming it into the 25hours Hotel Frankfurt The Goldman. As well as refreshing its façade, they overhauled the way in which the public space was used to cater for modern requirements. The hotel has a striking position on a corner of the road and has now expanded into the complex to the right of it. 2012 the property next door previously housed offices and businesses and has been converted under the aegis of the architectural and interior design firm BernjusGisbertzSzajak Atelier für Architektur und Innenraumgestaltung GmbH. The Goldman now occupies Hanauer Landstrasse 127 and 129 with 97 oases of calm.

The Goldman's original slim façade rises up on a bend in the road and is a landmark for everyone driving out of town on Hanauer Landstrasse. Vibrant and eye-catching, it is a riot of colour: turquoise is combined with orange and pink, blocks of colour contrast with stripes and are broken up by a large bank of windows on the ground floor and almost square windows in a regular pattern on the higher floors. The envelope of the second property could hardly be more different: a restrained, urban façade reminiscent of a 1920s warehouse. A prominent natural stone podium made from coquina is complemented by a rendered, anthracite-coloured façade. The windows in the extension emphasise horizontal lines. In the dark, when the inside of the building is brightly lit, it creates a striking contrast between the interior and exterior with "the colours used for the different floors shining through to the outside," says architect Alexander Bernjus. "Then, the muted façade becomes colourful enough to rival its vibrant sister next door," adds his colleague David Szajak.

A thin line of orange below the seventh floor subtly echoes the original Goldman building and creates a visual link between the two parts of the hotel. New York-style fire escape stairs dominate the rear elevation of the property. The style of the two buildings' façades gives an indication of the hotel's interior concept and character: the fun-loving, colourful sister now has a reticent, more down-to-earth little brother.

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Partner

STEFFEN GOUBEAUD	is responsible as General Manager for both the 25hours Hotel The Trip and the second 25hours Hotel The Goldman in Frankfurt's creative Ostend district. The 41-year-old started his career as a bar manager at Radisson Blue and Roomers in Wiesbaden and Frankfurt. Further positions took the restaurant specialist and hotel management expert to Munich as Corporate Bar Manager and finally back to Frankfurt, where he worked as General Manager Restaurant & Bar at Marriott. This was followed by the position of Complex Director Food & Beverage at the Prinz von Hessen group in the Taunus region. Goubeaud then worked as Cluster Manager at Ruby Hotels in Munich and Frankfurt.
ARDI GOLDMANN	As well as lending his name to Frankfurt's 25hours hotel, Ardi Goldman played a key role in designing and extending it. The property developer and creative investor has revived the Ostend and set himself the goal of translating cosmopolitan diversity into architecture which people love and want to live in. Goldman shaped the cityscape in the east of Frankfurt. His work in this area has made a visible difference to the pulsating Hanauer Landstrasse – from carefully renovating the former headquarters of the tea company Meßmer and the Romika building to transforming Frankfurt's Union brewery and giving the former Jade factory a transparent makeover.
MICHAEL DREHER	was born in Aurich (East Frisia, Germany) in 1962. He originally trained as a goldsmith before studying sculpture. In the early 1990s, he attended the Offenbach University of Art and Design – renowned for turning out promising young artists – even though he failed the entrance exam. Dreher made his first major design statement in 2006 in conjunction with 25hours. Together with the Frankfurt-based painter Delphine Buhro, he was responsible for creating a vibrant world bursting with different shapes and colours at Hanauer Landstrasse 127. Dreher was the sole creative director for the recent extension in Frankfurt's Ostend, where he focused on developing an independent, comprehensive oeuvre for 25hours The Goldman.
DELPHINE BUHRO	is a product of the 70s. Despite wanting to be a speech therapist, she trained as an interior designer and studied painting at Offenbach University of Art and Design. As a freelance artist, she worked with the sculptor Michael Dreher on the interior design for Hanauer Landstrasse 127 and was also part of the creative team which gave The Goldman's sister hotel – 25hours Hotel The Trip in Niddastrasse near the main station – its distinctive face in 2008.
ALEXANDER BERNJUS UND DAVID SZAJAK	Atelier für Architektur und Innenraumgestaltung GmbH is responsible for the conversion at Hanauer Landstraße 129 and together with Michael Dreher gives the extension a sophisticated exterior and interior life. Under the name bernjus.gisbertz, the contemporary redesign of the existing hotel building of the former Henninger Hof on Hanauer Landstraße was already successful in 2006.
KREAFUNK	Enjoying life with beautiful things, good music and excellent sound – that is the

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	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.
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.
SOEDER	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.
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.
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.

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Contact & Material

25hours Hotel The Goldman

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