

# MEDIA KIT



# 25h

**munich/the royal bavarian**  
twenty five hours hotel



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## Facts & Figures

25hours Hotel The Royal Bavarian Bahnhofplatz 1 80335 Munich	p +49 89 90 40 01 0 royalbavarian@25hours-hotels.com
Opening	Autumn 2017
Owner	Hasen-Immobilien AG
Development & Realisation	FREO Financial & Real Estate Operations GmbH
Operator	KNSA Hospitality
Operating Support & Brand Owner	Ennismore
General Manager	Frank Beiler
Architecture	OSA Ochs Schmidhuber Architekten, München
Interior Design & Story	DREIMETA, Augsburg
Location	Munich centre, directly adjacent to central station and the commuter rail and underground station Marienplatz 1.2 km, Chinese Tower 3.3 km, Pinakotheken 1.4 km, Allianz Arena 13.8 km
Hotel	165 rooms Stately, historical design, coupled with ironic and iconographic allusions to Bavaria's royal heritage. 25hours things shop, sauna on the 4th floor, free high-speed WiFi, Schindelhauer bikes for rent, jogging corner
Rooms	Cosy sanctuaries inspired by the style of the fin de siècle era. Simple Medium Rooms, plush Large and Extra Large Rooms, as well as ornate suites equipped with all mod cons. Bathrooms with rain shower, safe, free minibar, Kreafunk Bluetooth Speaker
Prices	Medium from EUR 159 per night Large from EUR 179 per night Extra Large from EUR 199 per night Swan Suite from EUR 289 per night Peacock Suite from EUR 319 per night (Prices inclusive of VAT, exclusive of breakfast)

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	<b>Breakfast buffet EUR 29 per person</b> <b>15% discount for advance payment (no free cancellation)</b>
<b>Meetings &amp; Events</b>	<b>Muschelkammer on the 1st floor for up to 20 people</b>
<b>Gastronomic Offer</b>	<b>NENI restaurant, 135 seats</b> <b>Aperitivo Bar, 30 seats</b> <b>The Boilerman Bar, capacity for up to 120 people</b>

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## Overview

The 25hours Hotel The Royal Bavarian is situated at the prestigious address Bahnhofplatz 1, close to Munich Central Station. The stately building was originally used as the Main Post Office and Royal Telegraph Exchange.

The prestigious firm of Munich architects OSA OCHS SCHMIDHUBER ARCHITEKTEN was responsible for converting the building that most recently was used by office and retail tenants. The building was carefully redeveloped and completely redesigned under the project management of Florian Schmidhuber. Its historical location in the Bavarian capital city inspired everyone involved in the project to take a closer look at the region's heritage. DREIMETA, the creative team from Augsburg under the leadership of Andrea Kraft-Hammerschall and Armin Fischer, devised a holistic design concept with the title The Royal Bavarian.

Its historical location in the Bavarian capital city inspired everyone involved in the project to take a closer look at the region's heritage. DREIMETA, the creative team from Augsburg under the leadership of Andrea Kraft-Hammerschall and Armin Fischer, devised a holistic design concept with the title The Royal Bavarian. Guests and visitors can expect a laid-back atmosphere in the Aperitivo Bar with its lush foliage and stylised palms. Offering spacious facilities and free high-speed WiFi, it's a great spot to meet or to get things done. The connecting element between the Aperitivo Bar and the NENI restaurant is the large elephant fountain in the entrance area. It was designed by the Munich-based artist Jan Davidoff and is a tongue-in-cheek reference to the legendary Hotel Adlon in Berlin. For the wall next to the main entrance, Jan Davidoff has also created four works centred around royal themes on old Munich roofing sheets.

One of the centrepieces at the 25hours Hotel The Royal Bavarian is the NENI restaurant – and not just in a culinary sense. It's where our guests gather for an Oriental lunch or dinner. The design by DREIMETA exudes calm and reserve that lend NENI a perfect setting. The upholstered benches and chairs weave an easy and entirely new blend of legendary Bavarian cosiness and Oriental insouciance, while the large community table is the ideal spot to meet new faces.

The large oak wood staircase is incorporated in the concept for the public areas. Featuring 80 individually dimmable, spherical LED luminaires on its copper suspension, the eye-catching element leads up to the lounge area, the Boilerman Bar and reception on the 1st floor. It's here that guests find privacy and easy-going places to relax. The Boilerman Bar is the perfect place to socialise and meet friendly people. Sophisticated highballs are served at the venue, making it the perfect setting for quick after-work drinks and lazy evenings out on the tiles. Included in the lounge area with its dark oak wood floors and plush leather chairs is the library, its red shelves stacked with inspirational books about Bavaria and a collection of vinyl LPs. Our Vinyl Lounge was designed as a collaboration with SUPERSENSE, the Viennese specialist for analogue culture. Sophisticated music lovers will also delight at the exclusively vinyl sounds regularly playing at the bar.

The white and blue colours of the Bavarian world are taken to extremes in the reception area. The carpets and wallpaper, heavy curtains and even the ceiling above reception are drenched in flowers, depicting rose motifs in white and blue. It is the go-to place for all wishes, questions, as well as a friendly welcome. And however, relaxing the concept may be, the business side of things is not neglected either. The additional meeting room – the Muschelkammer – hosts conferences and events for up to 20 people. The chamber is a reference to the Muschelsaal in the Augustinerkeller. The walls of the historic hall are decorated with thousands of shells.

165 rooms in five categories await guests on the 1st to the 4th floors. Medium, Large and Extra Large Rooms, plus the Swan and Peacock Suites, are cosy sanctuaries inspired by different design elements. Furnished to the standards that

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urban nomads appreciate at 25hours: 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 crafty details. So what does each category offer? The Medium Rooms start at a size of 16–18 m<sup>2</sup>. They exude a pared-down ambience with cement tile floors and pinewood wall panelling. The mirror over the sink is attached above a simple breadboard, while one door on the cupboard is made of an airy wire lattice. The Large Rooms are a little more spacious at around 18–23 m<sup>2</sup>. Their design revolves entirely around hunting. The dark shades of the walls and the loden cloth create a back-to-nature feeling. Designed in slightly more feminine berry tones, the Extra Large rooms provide a little more breathing space with their approx. 26–30 m<sup>2</sup>. Guests planning a longer or special stay are invited to enjoy real spaciousness in the approximately 48 m<sup>2</sup> Swan Suite, while the 70 m<sup>2</sup> Peacock Suite conveys an authentically royal feeling. Both Extra Large Rooms and Suites come with a personal Schindelhauer Bike ready to take for a spin during the stay.

The crowning glory on the 4th floor is the wellness area with the pinewood sauna. There is an inviting rest zone to relax and a balcony with beanbags.

Guests can zip around on two wheels. Bicycles are rented for use on shorter journeys in cooperation with Schindelhauer Bikes.

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## NENI München

NENI – these four letters are a name as well as a pledge. The NENI on Naschmarkt in Vienna is devoted to the finest food and 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 Samy Molcho and mother of four. She developed the concept for NENI together with her sons Nuriel, Elior, Nadiv and Ilan. The family now enriches the Viennese culture with its locals and a cookery school. But her cooking philosophy extends far beyond the borders of Austria. Helped by 25hours, NENI has already conquered Zurich, Berlin and Hamburg, Paris, Cologne, Copenhagen and Munich. “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 Royal Bavarian, we plan to conquer Munich with eclectic Israeli cuisine.”

The Molcho family is now adding fresh influences from all over the world to enrich the scene in the Bavarian capital. All of the dishes are homages to their love of cooking. The name NENI stands for the first letters in the names of the sons Nuriel, Elior, Nadiv and Ilan. Three of them work full-time at NENI, and Haya Molcho 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 communal ritual. “My grandmother was a good cook. And even as a three-year-old I would stand there and help her,” she says with a smile. “Home is a culinary word for me. Cooking is to express longing for where you come from. It means warmth, sitting together and enjoying a full house, packed with guests.”

Cooking like in Israel: for the Molchos this also means collecting inspiration from all kinds of regional styles: from the Persian region and Russia, as well as from Arab countries, France and Germany. Chinese, Indian and Thai influences have gradually permeated Haya’s cookery as well from the years she spent accompanying her husband on tour. Her approach is international: she cooks for the world, not for individual nations.

All of these experiences and styles blend into her very own, eclectic cuisine. “I call it nomadic cuisine,” says Christoph Hoffmann, adding: “Our restaurant concept creates a sensual tapestry.” And Hotel Director Frank Beiler appreciates in particular that the spirited nature of the Molcho family reflects the character of the 25hours Hotel so well: “The restaurant is an exciting place to gather – with surprising meetings and lively communication. The perfect embodiment of the NENI philosophy that eating is never lonely or serious, rather always passionate and sociable.” In this way, NENI cultivates the idea of communal eating, of sharing food and celebrating pleasure. Everyone is invited to sample the various dishes. As one would expect of a typical 25hours, the service is informal and personal – eating at NENI means becoming like one of the family.

And what’s on the menu? Entirely in keeping with the tradition of Oriental starters, guests are invited to try mezze, a hummus platter with tahina, a pulpo salad with baby potatoes, spinach, dill and onions or the Syrian mejadra with yoghurt, tomato, cucumber, pomegranate, crispy red onions and sumac. When it comes to the main dishes, the Jerusalem Platter is a perennial favourite among guests, while the sabich with baked aubergine, hummus and tomato salad is always a delight. 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 warm underlying buzz of the design by DREIMETA lend NENI a perfect setting. The upholstered benches and chairs weave an easy and entirely new blend of legendary Bavarian cosiness and Oriental insouciance, while the large

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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 extraordinary 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 Hours

<b>NENI</b>	<b>Mon-Fri: 6.30a.m.-11p.m. // Sat-Sun: 7a.m.-11p.m.</b>
<b>Breakfast</b>	<b>Mon-Fri: 6.30a.m.-10.30a.m. // Sat-Sun: 7a.m.-11.30a.m.</b>
<b>Aperitivo Bar</b>	<b>Mon-Fri: 10.30a.m.-6p.m. // Sat-Sun: 11.30am-6pm</b>

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## The Boilerman Bar

Every night it morphs into a stage to meet, greet and relax from its spot overlooking the railway station forecourt. 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 Boilerman Bar is Joerg Meyer, the internationally acclaimed barkeeper from Hamburg. “We joined with Joerg 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. Joerg 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, a cocktail made of gin, basil and lemon. The barman opened his first Boilerman Bar in the district of Eppendorf in 2012. The concept: easy-going with a fair hint of nonchalance instead of upmarket and pricey. A handsome neighbourhood bar where people can enjoy meticulously concocted highballs in a laid-back atmosphere. Later on he adapted the idea for the 25hours Hotel Altes Hafenamt in Hamburg, reinventing it again for the Cinchona Bar in Zurich. “This concept fits the 25hours like a glove,” says 25hours Chief Product Officer Henning Weiss. “The people of Munich will definitely take to our special service.”

But what precisely are highballs? The drinks are prepared without a shaker, and their history is a little murky. “In a nutshell: they are small, uncomplicated drinks that combine top quality with great value for money,” the bartender explains, summing up: “Highballs are short drinks served in frozen glasses with two ice cubes; basically they are quick to prepare and just as fast to drink. It’s a brilliant way to sample a few varieties.”

Drinks for clued-up people – cool, but still approachable and very laid-back. “This concept complements NENI beautifully,” says Henning Weiss. “It brings together two sets of people with a burning passion for authentically pleasurable experiences.” So what does the name Boilerman Bar mean? It also has to do with the history of highballs: a highball was once a signal used in the American railway system. Train drivers catching sight of a raised ball when travelling through the station immediately knew: you’re late, get moving! The boilerman was the guy who had to stack the furnace to really get the engine going. So the bartender in the Boilerman Bar is responsible for stoking the fires and taking the guests on a trip to discover stylishly delicious drinks. And General Manager Frank Beiler is certain: “The Boilerman Bar will be our place to surprise and thrill the Munich scene and its itinerant barflies, along with hotel guests.”

### Opening Hours

The Boilerman Bar	Mon.-Thu.: 6p.m.-1a.m.
	Fri.+Sat.: 6p.m.-2a.m.
	Sun.: 6p.m.-1a.m.

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## Interior & Story

For the establishment in Munich run by the hotel chain, the creative minds from DREIMETA in Augsburg JOINED with the 25hours team to create a multifaceted concept with the working title The Royal Bavarian. Inspired by the Free State of Bavaria's royal past, the lifestyle of the era became the guiding principle when designing the 25hours Hotel The Royal Bavarian. The establishment flirts with the spirit of a fin de siècle grand hotel, while alluding to its location in a historical building. The DREIMETA team around Armin Fischer and Andrea Kraft-Hammerschall created a truly welcoming ambience thanks to a casual mix of cosy areas to kick back and relax alongside ironic and iconographic style elements.

True to the motto "If you know one, you know none", the hotel in Munich adapts perfectly to its new location. "The 25hours Hotel The Royal Bavarian is our playful nod to classic era of grand hotels, coupled with the royal legacy of Bavaria," explains Andrea Kraft-Hammerschall. This is precisely what prompted the makers of 25hours and the designer team to incorporate allusions to Bavarian history in the hotel's concept. Local references are reflected in many details, materials and accessories. Rare and unique pieces were purchased from the inventories of an old glazier's workshop to fashion the large stained glass wall that injects a lively and variegated look into the ground floor. The screed on the floor was painted using traditional techniques and then sanded down in a painstaking process. It has therefore acquired the look off the floorboards in old castles, worn and aged by the feet of countless visitors.

Antique drawings and zoological motifs as souvenirs from the pioneering age of adventurers adorn the walls of the Aperitivo Bar. The large elephant fountain is the central element on the ground floor, connecting the bar and the restaurant – and a cheeky reference to the legendary Hotel Adlon in Berlin.

Magnificently coloured kilims bridge the divide between the Orient and the Occident on the long wall in the restaurant NENI. They are also used as shelving. The glass roof of the inner courtyard encloses the restaurant area. Spectacularly eye-catching are the dozen heavy crystal chandeliers made of Murano glass.

The large oak wood staircase is incorporated in the concept for the public areas. Featuring 80 individually dimmable, spherical LED luminaires on its copper suspension, the striking architectural feature leads up to the lounge area, the Boilerman Bar and reception on the 1st floor. Arriving there, guests will encounter fascinating details in the lounge area with its parquet floors made of dark oak wood laid in herringbone style. Lamps taken from historical street lights create a snug atmosphere. Guests are invited to browse through the picture books and vinyl records lining the red shelves in the library. The counter in the Boilerman Bar is perfectly matched, glowing in a deep shade of red. There are recessed glass showcases beneath its surface in which guests can discover all kinds of fascinating objects while enjoying a highball. Heavy dark leather chairs and gold-framed oil paintings give the venue the atmosphere of a gentlemen's club. The movers and shakers behind 25hours and the Munich hotel are kept for posterity in the artworks, painted in the style of the Old Masters.

The 25hours Hotel The Royal Bavarian is a homage to the history of the Free State of Bavaria. "We have created our own contemporary take on authentic stories and topics – without kitsch, but certainly the occasional hint of nostalgia," explains Bruno Marti, Executive VP of Brand Marketing at 25hours.

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## Architecture & History

25hours Hotel The Royal Bavarian is situated in a magnificent, stately building at the heart of the Bavarian capital. Immediately adjacent to Munich Central Station, it was originally home to the 'Main Post Office and Royal Telegraph Exchange,' as well the Imperial Post and Telegraph Office. Built 1869–71 in Neorenaissance style according to plans by the court architect Georg von Dollmann, a post office branch is located on its ground floor to this day.

The history of the listed building at the prestigious address Bahnhofplatz 1 inspired the creative minds at the 25hours Hotel to come up with an imaginative reinterpretation of Bavaria's royal heritage. "It's fantastic that we've been able to breathe new life into a building, and at the same time take the first step in the planned redevelopment of the railway station forecourt," says 25hours founder Christoph Hoffmann. After all, Munich Central Station will be given an entirely new face by 2026, including a redesign of the areas round about.

The prestigious firm of Munich architects OSA OCHS SCHMIDHUBER ARCHITEKTEN was responsible for converting the building that most recently was used by office and retail tenants. The building was carefully redeveloped and completely redesigned under the project management of architects Florian Schmidhuber, Julia Senfter and Lena Bertram, creating 13,000 square metres of modern hotel space.

Conversion of the property to house the 25hours Hotel The Royal Bavarian started in autumn 2015. The public areas with café and restaurant are located in the northern section of the ground floor. The four storeys above are home to 165 rooms and suites. The post office and a branch of Commerzbank remain in the southern half. In addition, there is a supermarket in the basement of the side facing Schützenstrasse.

The ceiling adjacent to the originally rectangular inner courtyard was taken down behind the untouched facade. The courtyard is now divided into two sections, bathing the restaurant area in light. The architects created even more space to the centre of the inner courtyards, adding a three-storey structure, each floor boasting three rooms.

"The area around Central Station is a great place for a hotel and is particularly popular among our international guests," explains Christoph Hoffmann, describing the special attraction of the project: "The 25hours Hotel Munich is neither an off-the-peg property nor is it 'just a hotel'. A central gathering point for visitors, it will add sparkle to the entire area." Hoffmann adds: "We wrote a story that was practically made for the establishment, sensitively reflecting its character and introducing an even greater appeal."

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## Partner

FRANK BEILER	has been responsible for the 25hours Hotel The Royal Bavarian as General Manager since March 2022. The family man and father of three children is a hotelier through and through. His focus is particularly on the areas of operations and commercial. The trained chef and hotel business economist worked for 14 years in leading positions for Hyatt International in Mainz, Zurich, Doha and Hamburg in sales and marketing as well as in the Rooms Division. Most recently, Frank led Le Méridien Munich as General Manager for five and a half years.
DREIMETA	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.
OSA OCHS SCHMIDHUBER ARCHITEKTEN	The Munich office of the architects Fabian Ochs and Florian Schmidhuber is mainly involved in urban development, as well as building and refurbishing residential, office and commercial properties. Their aim is to increase the quality of life in urban areas. The OSA team thrills its customers with inquisitiveness and immense personal involvement, courageous projects and a purposeful working style. Tailored to the visions and needs of their users, the projects make a lasting contribution to a high-quality cityscape. Indeed, by applying precisely these qualities, the architects Florian Schmidhuber, Julia Senfter and Lena Bertram managed to convert the historical post office building on the forecourt of Munich Central Station into a modern hotel for 25hours.
JAN DAVIDOFF	originally studied painting at the Academy of Fine Arts in Munich. The focus of his strong, contoured, almost woodcut-like paintings is the liveliness of nature and man. For the 25hours The Royal Bavarian he designed the Elephant Fountain and four works in the entrance area. Jan Davidoff lives in Munich and Utting am Ammersee.
SAAT	The sustainable collection of the Munich fashion designers Sajna Weber and Torsten Bulander ( <a href="http://www.saatmunich.com">www.saatmunich.com</a> ) is created under this label. For The Royal Bavarian, the duo designed a hotel uniform that is inspired by the theme of traditional costumes. It is a combination of classic chinos, a blouse with a small stand-up collar and a dark blue denim vest or blazer.
MUTO ART	The artist behind this is Luigi Muto. Born in Augsburg, he has devoted himself entirely to classical painting. He has a passion for expressive portraits in the style of the old masters. He created an "ancestral portrait gallery" for the 25hours The Royal Bavarian as a humorous reference to the creators of the hotel. In this way the 25hours

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	shareholders, among others, have been immortalised for posterity in oil. Their true-to-life portraits in traditional costume and full-dress uniform greet guests and visitors to the lobby in imposing gold frames. Luigi Muto lives in Figline Valdarno/Gaville near Florence.
<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.
<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. Schindelbauer 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>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>FREITAG</b>	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.
<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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