

# MEDIA KIT



**25h**  
copenhagen/indre by  
twenty five hours hotel



# come as you are.

## Content

Facts & Figures .....	3
Overview .....	5
Interior & Story .....	7
Architecture & History .....	9
Art & Design.....	10
NENI København .....	13
Rendezvous .....	14
Partner.....	15
Press Contact & Material.....	17

**come as you are.**

## Facts & Figures

25hours Hotel Indre By Pilestræde 65 DK-1112 Copenhagen K.	p +45 70 77 07 07 indreby@25hours-hotels.com
Opening	March 2022
Investor, Developer & Owner	Hines
Operator	KSNA Hospitality
Operating Support & Brand Owner	Ennismore
General Manager	Grit Rister
Architecture	BBP ARKITEKTER (Copenhagen)
Interior Design	Martin Brudnizki Design Studios (London)
Story	25hours Hotels
Location	25hours Hotel Indre By is located in the heart of Copenhagen's city centre with direct access to the pedestrian street Købmagergade, next to the Round Tower and close to Kongens Have and Kongens Nytorv. The famous harbour Nyhavn is only a short walk away. Guests can reach Nørreport railway station after 300 metres. Direct connections to the airport are available from there.
Hotel	243 rooms in a complex consisting of four buildings (one new building and three existing buildings), some with their own terrace/garden access.  Until 2017, the former university building housed, among others, the faculties of theology and law, but before that it was already one of the first office buildings in Europe in the 16th century and from 1775 also the Royal Porcelain Factory and from 1885 a printing works and paper mill.
Room Designs	Passion  Knowledge
Room Categories	243 rooms with the categories Small (18 rooms), Medium (94 rooms), Medium Plus (13 rooms), Large (98 rooms), Extra Large (17 rooms) and Gigantic (3 rooms with Schindelhauer bikes included)

# come as you are.

<p><b>Prices</b></p>	<p>Small from EUR 202 / DKK 1.500 per room per night</p> <p>Medium from EUR 222 / DKK 1.650 per room per night</p> <p>Medium Plus EUR 249 / DKK 1.850 per room per night</p> <p>Large from EUR 255 / DKK 1.900 per room per night</p> <p>Extra Large from EUR 296 / DKK 2.100 per room per night</p> <p>Gigantic from EUR 402 / DKK 2.700 per room per night</p> <p>(Prices include VAT but exclude breakfast)</p> <p>Breakfast: EUR 33 / DKK 245 per person</p>
<p><b>Meetings &amp; Events</b></p>	<p>Breakout area with four event rooms – Doubt, Opinion, Style, F**k Everything and Archive room</p>
<p><b>Facilities</b></p>	<p>Wellbeing area with fitness facilities, outdoor sauna and PowerShower, large landscaped courtyard “Secret Garden”, 25hours things Shop, Vinyl Room, Love Library, Assembly Hall and Love Letter Station in collaboration with Supersense</p>
<p><b>Gastronomic Offer</b></p>	<p>NENI restaurant with 120 seats, also in the inner courtyard, where the glass roof can be opened. Private dining option for up to 16 people</p> <p>Assembly Bar with 70 seats</p> <p>Rendezvous Bar with 55 seats</p>

**come as you are.**

## Overview

In the spring of 2022, the fascinating 25hours Hotel Indre By opened its doors in the central part of Copenhagen. In addition to the 243 rooms that are in themselves worth an experience, the impressive building complex offers various gastronomic experiences in the restaurant, patisserie and bar, intended not only for hotel guests, but for Copenhageners as well. On the whole, 25hours is not just a hotel, but a potentially completely new meeting point in the middle of the Danish capital. The hotel is housed in three existing buildings between Rundetårn and the vibrant Købmagergade, but the main entrance will open to the charming, but largely forgotten Trinitatis Kirke Plads, which will now get a revival.

The interior design of the buildings has been created in collaboration between the renowned London agency Martin Brudnizki Design Studios and local architects from BPP Arkitekter, who have developed the hotel concept “Coming of Age”. Throughout the hotel, passion and knowledge, art and science will create the framework for an experience beyond the ordinary.

For 25hours, it's all about stories. Since 2005, the company has gained a great deal of attention with distinctive hotels in Germany, Austria, Switzerland, but also in Paris, Florence and in Dubai. Based on the motto “You know one, you know none”, 25hours designs hotels that focus on well-thought-out design details based on the cultural history of the special location. In the new 25hours Hotel Indre By, the history of the buildings has been the inspiration for the hotel concept. For many years the buildings housed a university. The hotel rooms come in two different styles: “Passion” and “Knowledge”. Common to all rooms are high-quality beds, air conditioning, sustainable cosmetics, flat-screen TVs, minibars, Kreafunk Bluetooth Speakers and free high-speed WiFi. On the other hand, size and decor will vary widely, and small, distinctive details which are part of the bigger story, will make the vast majority of the 243 rooms unique. For some of the rooms, as a special detail, there will be attached terraces with access to the Secret Garden.

As a guest at 25hours, one will quickly discover that there are hidden places to explore all over the hotel, whether it is the Vinyl Lounge or the Love Library. The international art consultancy VISTO has put together a collection of more than 100 works of art from the 19th century to the present, which are found everywhere in the hotel and which all speak into the overall concept – Coming of Age – in different, surprising ways. The central meeting point in the hotel is the Assembly Hall, where it is tempting to have a quick morning coffee, a much-needed snack after a city walk or refreshing drinks before getting ready for the Copenhagen nightlife. On the ground floor is also the meeting area of 25hours, where meetings can be held for up to 42 people in the four different conference rooms, which go by the names Doubt, Opinion, Style and F\*\*k Everything.

On the first floor one will find the spacious wellness area, where in addition to a fully equipped gym there is a terrace with outdoor sauna and sun loungers for the ideal moment of relaxation. In addition, 25hours offers guests who arrive early and want to see the city before checking in the opportunity to use the PowerShower next to the sauna area – an area specially designed for early arrivals and late departures.

The hotel is located close to Nørreport Station, the central hub for the metro, express trains and buses, where there is also a direct connection to and from the airport. But above all, cycling is part of the Danish DNA and belongs to Copenhagen like the Smørrebrød. At 25hours Hotel Indre By, guests therefore have modern bicycles from the Berlin

# come as you are.

bicycle manufacturer Schindelhauer at their disposal. Classic city bikes are available for a leisurely tour of the neighbourhood. The largest rooms are accompanied by a bicycle in the room itself, which guests can use free of charge. A tour map curated especially for 25hours by cycling professionals with the most beautiful routes in the city is available at the reception.

Last but not least, guests and locals alike can look forward to culinary experiences at the 25hours Hotel Indre By. Once again 25hours has allied itself with several well-known people. The Molcho family opened their seventh NENI restaurant in a 25hours Hotel.

Moreover, it was in Copenhagen that the four founders Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard conceived the concept for 25hours. Therefore, it was only a matter of time before a 25hours Hotel opened its doors where it all began. Today, with the 25hours Hotel in the Danish metropolis, there are a total of 15 hotels in the German-speaking countries as well as in Paris, Florence and Dubai.

**come as you are.**

## Interior & Story

The hotel, with its great spatial complexity and colourful, humorous interior, was jointly designed by local architects from BPP Arkitekter in Copenhagen and British interior designers from Martin Brudnizki Design Studio in London, which over the years has become known as one of the world's best restaurant and hotel design studios. The entire hotel is based on the concept of Coming of Age. The 243 rooms will be found in two different design styles Knowledge and Passion, both of which stem from the history of the district as well as the history of the buildings.

The buildings have played a central role in this part of the city, which houses both the old University, Rundetårn and Regensen. The hotel's main entrance is next to Trinitatis Kirke Plads, just opposite is the old bookstore Arnold Busck, and behind it Gyldendal, Denmark's largest publishing house, which has been here for 150 years. In the buildings themselves that now accommodate the 25hours Hotel, there have been both printers and paper merchants. Until recently, professors and students had their daily life right here, as it was home to certain parts of the University of Copenhagen. It is thus a very special place in the city for learning, for thirst of knowledge and curiosity. Those elements have been a strong decisive factor for the concept at 25hours Hotel Indre By.

The rooms, which come in the style of Knowledge, are inspired by the old university offices of the professors. It has been a place full of knowledge, which the hotel has chosen to illustrate based on two of history's most pioneering scientists, Charles Darwin and Tycho Brahe. In the rooms, one of the walls will feature as a kind of blackboard, where you will find scribbled notes from the two scientists. For the Danish astronomer Tycho Brahe it is thoughts and ideas he scratched down back in the days while his eye rested in the night sky, and for Charles Darwin it is his records from his famous trip to the Galapagos Islands, as well as the letters he wrote to his father, to tell that he would not do what the father wanted, but instead follow his own path in life. In addition, there are lots of small accessories. In the Knowledge rooms guests will find artificial bones, butterflies under a glass bell, parrot feathers or even an artificial severed nose as Tycho Brahe famously had his nose tip cut off in a sword duel. While the rooms are characterised by blue and white tiles, the Passion rooms have been furnished with red and white tiles. These rooms are designed with inspiration from the many university students who over the years have had their daily lives in these buildings. Here, the back wall of the bed resembles a pin board made of cork, illustrating that made memories and experiences from childhood and adolescence accompany life forever. Guests are even allowed to add something new to the pinboard themselves – perhaps it will be allowed for good.

Project director at 25hours Hotel Indre By, Henning Weiß, says about the unusual design ideas: "Our main idea in the development of the hotel concept has been 'Coming of Age', which is linked to the building's history as a university. At the hotel, passion and knowledge as well as art and science find a new home in an exciting combination." The many rooms, whether Gigantic Suite or one of the 20 Medium Single rooms, all have many details. Some of them even have a small terrace and access to the Secret Garden which is pretty much unique in Copenhagen and which from the upper floors looks like a Persian rug. In addition, there are several distinctive rooms, such as the tower room towards the church, where it doesn't take much imagination to picture Rapunzel sitting there while she stares longingly into the air and lets her blonde hair fall to the ground.

In total, the 243 rooms at 25hours Hotel Indre By are so diverse and detail-oriented that one wants to come back to explore the other retreats.

# come as you are.

However, it is far from only the rooms that are worth exploring. From the moment guests enter the main entrance, there will be an opportunity to pique their curiosity. On one side of the hallway towards the reception, turntables are ready to pamper the ear canals in the Vinyl Lounge, and on the other side one can relax by the fireplace in the Library of Love. Denmark was the first country in the world to release pornography in 1969, and it is now being celebrated at the hotel with its very own characteristic room. Following the hallway, one will also come across the Love Letter Station, which invites to sit down and write postcards for someone loved.

Whether it is towards the central Assembly Hall, the four conference rooms Doubt, Opinion, Style and F \*\* k Everything or the wellness area with the fully equipped fitness room, the terrace with outdoor sauna and associated sun loungers – the underlying hotel concept and the two design styles will be present at all times. The geometric figures of the carpet represent science, while the artistic wallpaper on the walls will represent creativity and passion.

**come as you are.**

## Architecture & History

The 25hours Hotel Indre By situated in the old medieval district of Copenhagen between Rundetårn and Købmagergade is located just a short walk to Nørreport Station. The 21,000 square meter hotel is housed in three buildings with both long and faceted stories, which together with the area's history have made the basis for the brand new and fascinating hotel. From the very beginning of the project, BPP Arkitekter researched in all available archives, including the building case archive in Copenhagen, which was a pure treasure trove of information that made it possible to follow the buildings' development throughout history. Later, they also found photos of the original buildings in old photo archives.

In fact, parts of the history of the buildings date back to 1740, when the then royal tailor built a mansion on the very same site. Later, the buildings were used as, among other things, a royal institution for orphaned children, who earned their living by printing Bibles, and later as well as both a royal porcelain factory and a printer and paper factory. In 1895, however, a total renovation took place, where a completely new facade was also made. Therefore, the current buildings are dated to this. At the end of the 19th century, there was a huge building boom in Copenhagen, large parts of the city were under massive development, and right here the capital's first pure shop and commercial building was established. Before that, traders had typically lived above their shop or workshop, but that began to change with more and more commercial buildings, where this was the first of its kind. Much later, the buildings became home to parts of the University of Copenhagen, including the Faculty of Theology and Law until 2017.

The development of the special hotel concept was a collaboration between the local architects from BPP Arkitekter and the British interior designers from Martin Brudnizki Design Studio in London. It has been important for the architects both to rediscover the beauty of the original buildings, which over the years have been affected, and to recreate the architectural qualities. The restoration of the hotel's main entrance is particularly striking. This breathes new life into the beautiful but somewhat forgotten and sleepy square in front of Trinitatis Kirke. In addition, the old colours from the old houses have also been recreated. Together, the team of interior designers and architects succeeded in tracking down and reviving the architectural quality of the buildings. In this way, guests constantly move through a part of Copenhagen's history and can transport themselves back to a vanished time – whether it is indoors or outdoors. The many new additions are at the same time clearly recognizable throughout the hotel. Therefore, when moving around the complex, one will never be in doubt about what is new and what is old. It has created an exciting building full of discoveries to be found.

James Robson, Nordic Regional Director for Hines, who is the developer of the project, says: “25hours Hotels is an exciting, international brand that will offer something completely unique in the centre of Copenhagen. We are excited that our buildings are home to their first hotel in Denmark. Købmagergade's popular location and the dynamic combination of brands that we intend to work with will create an attractive destination for international tourists as well as the domestic market. It is a very positive investment in Copenhagen, which reflects the city's growing appeal as an international destination.”

# come as you are.

## Art & Design

The big existential questions will float in the air as soon as one steps inside the 25hours Hotel Indre By: *How different are you today from your younger self? How different will you be tomorrow from your current self? Probably you will feel the same but look a little bit different in the mirror. Growing up comes hand in hand with changes but perhaps the more you change, the more you remain the same. Does anybody grow up, after all?*

The international art consultancy VISTO has put together a collection of more than 100 works of art, which will figure around the hotel in very different ways, but all based on the overall concept Coming of Age. Already in the entrance hall, guests will discover that this is not the typical hotel experience. At the walls are eight illustrative works by Danish FRIDAJOHS Design Studio, which change depending on which angle one looks at them from. To one side, one first sees a baby who grows up with different moments in life, both the funny, crazy and serious, and on the other side, the Danish national bird the swan, which also goes through different stages of life – an anecdote to Hans Christian Andersen’s “ugly duckling”.

“When people walk into a hotel, they rarely expect an art experience. Even if there is art on the walls, many people think that it hangs there solely for decorative reasons and that there is no major narrative behind it. We basically believe in the idea of offering people the same hotel experience as if they were going to a museum or a gallery. If you want to, you can get a completely different experience at 25hours than you expected, which may even make you learn something about life,” says Alex Toledano, Co-founder and President of VISTO Images. Together with his childhood friend Seth Rosenbaum, he created VISTO almost ten years ago. The two originally knew each other way back, from when they were both small kids in New Jersey in the early 1980s. As adults, they moved to Paris and Brussels, respectively, and when they both had a desire to remain in Europe, they co-founded their company. To begin with, they found and sold large and rare maps of neighbourhoods, cities, and countries around the world. It led to them being interviewed in various magazines, and because of that they were one day contacted by a project manager who wanted them to be involved in the process of curating art for the exclusive hotel The Lanesborough in London. Here they were given the task of creating an atmosphere from 1830s England, which was the time when the hotel building was originally created. “The big challenge was that the building was totally renovated, so how could we make it feel real? We ended up collecting a huge art collection, which we imagined a very wealthy family from 1830s England could have put together,” explains Alex Toledano. Since then, VISTO has specialized in curating art collections for larger properties such as office buildings, residential properties and hotels. They also often help to develop the underlying narrative that will form the basis of the overall concept, as has been the case with 25hours Hotel Indre By.

This is not the first time that 25hours and VISTO are working together, though. It began with the opening of the 25hours Hotel Terminus Nord in Paris. Alex Toledano is originally a historian with a doctor title in the history of Paris’ neighbourhoods. He had specialized in the neighbourhood where 25hours was about to open. Therefore, VISTO was given the task of helping to develop the hotel’s basic history and curate the art.

“It eventually became an art collection that had the aim to open the eyes of tourists to a busy, cosmopolitan and diverse neighbourhood of the French capital, which few people otherwise choose because they do not associate it with the romantic Paris they imagine. When we curate collections, we make sure that the concept is present throughout.

# come as you are.

We never choose works of art just because they look good. They have to fit into a larger concept, as if you were given a guided tour in a museum. Everything in the hotel is carefully selected,” says Alex Toledano.

The same counts for 25hours Hotel Indre By, where the creative foundation has been grounded in the building’s history as a university building, which eventually became the concept Coming of Age. “25hours asked the question: When do you grow up? Do you ever do that? When you are in university, many people begin to question where they come from. It’s an exciting time full of changes. But the question is whether one’s life development is linear, or whether one keeps evolving at different times? We started exploring the whole idea and made it more clear, because for you to step into the hotel as a guest and understand the ideas behind it, it is very important to make the story clear,” explains Toledano.

Throughout the hotel, VISTO has curated the different spaces that each have their own little stories, but which at the same time speak into the big narrative. In the large Assembly Hall hangs jacquard woven fabrics by Finnish Kustaa Saksi, inside NENI the restaurant’s roots from the Levant are celebrated with works of art depicting Tel Aviv in many different ways, and in the Vinyl Lounge the process of falling in love is celebrated – both the good and the bad that comes with it – with works by, among others, the South Korean illustrator Henn Kim. The four central pieces are composed so that you can read the story as starting either from left to right or vice-versa, which shift the narrative.

In the Love Library, the release of pornography in Denmark as the first country in the world is in focus. One finds for example a vintage poster from Gabriel Axel’s campaign film “The Dear Toy”, which at the time aimed to promote the idea of the liberation of pornography. With works by the Turkish 3D artist Mehmet Geren, the broken hearts, the failed relationships and the inner doubts are at the centre of the library.

In the meeting rooms on the other hand, there are artworks that pay homage to both the cannabis culture and the young generations’ resistance to the older generations, which constantly changes the world in small steps.

For the reception area, the Spanish artist Alicia Martín has created a large sculpture called Tree of Knowledge, which together with a surrealistic photo collage pays tribute to books in general. The 3,000 donated books came from the the publisher Gyldendal, who resides next door to the 25hours Hotel.

“Some will just step into the hotel and find it nice and colourful, while others will dive deeper into it to understand the many details. If you do, you will discover that there is a deeper meaning, with everything you see. It is our hope that it will be an experience that you will learn something from and that you will always remember. The art is good, the story is strong, and I hope that people in Copenhagen like it. We ourselves are very proud of it,” says Alex Toledano.

Guests are also able to look into the book “Coming of Age”, which VISTO has developed together with 25hours Hotels. Here the various art at the hotel is described, but one will also come across Søren Kierkegaard’s love letters, stories such as H.C. Andersen’s “The wild swans” and stories from “The Egtved Girl’s” time.

“Based on especially Danish culture, we try to show different approaches to growing up. The book will hopefully give people an understanding of why they encounter all these things around the hotel. And it will then hopefully help people to actually learn more about themselves. It all revolves around the underlying question: When did you stop growing as

# come as you are.

a human being? Will you ever do that? Because all phases of life have their own potential for you to grow, explore and discover both the world and yourself," says Alex Toledano.

**come as you are.**

## **NENI København**

What suits a hotel for open-minded individualists better than a genuine cosmopolitan gastronomy concept? NENI København offers special culinary experiences for both hotel guests and locals. Behind NENI is the Molcho family with the passionate celebrity chef, TV host, cookbook author and catering entrepreneur Haya Molcho at the helm. For the seventh time, the family opened a restaurant in a 25hours Hotel. There will be something to look forward to, whether it is for a light lunch, a refreshing snack or a sumptuous dinner with dessert on top. NENI combines local with the best from far-flung places to create eclectic Eastern Mediterranean cuisine.

It was as a child in Tel Aviv, that Haya Molcho learned to cook and appreciate the meal as a community ritual. Her grandmother excelled at the pots, and when Haya herself was no more than three years old she stood next to the matriarch as the helpful assistant. During her upbringing, Haya found culinary inspiration in several different regional styles. From the Persian region and the Arab countries to Russia. As an adult, she married the legendary mime, Samy Molcho, and when he toured the world, she went along. She often went on walks herself in the cities they visited and knocked on the door of a restaurant to offer her help in the kitchen for the night. In that way she gained insight into the culinary traditions in vastly different countries such as France, Germany, China, India and Thailand. Today, Haya and Samy Molcho live in Vienna, where they also run a cooking school. Most famous, however, is the NENI restaurant, which name comes from the initials of their four sons, Nuriel, Elior, Nadiv and Ilan. They are also involved in the family business.

“For me, NENI is the most cosmopolitan, soulful food I have ever experienced,” says 25hours founder Christoph Hoffmann. “We really appreciate the Molcho family as creative restaurateurs, and our paths have become inseparable.”

Although NENI is a great discovery into the many small treasures of global cuisine, the relaxing setting of the restaurant itself is also an invitation to lower your shoulders and let yourself be sucked into a world of surprising meetings and lively talk around the tables. For Haya Molcho and the rest of the family, eating should never be lonely or serious. On the contrary, it must be passionate and social. Even before guests get to enjoy it, they will feel like part of the family.

# **come as you are.**

## Rendezvous

Since September 2023, guests can find Rendezvous bar at 25hours Hotel Indre By. The classic cocktail bar with a modern touch is the latest addition to the hotel, in the midst of Copenhagen. It celebrates the creative cocktail culture and offers local spirits and elegant drinks.

Michael Sigaard-Pedersen is at the helm of this venture and an award-winning bartender with a decade of experience in Danish hospitality. He brings fresh and unique concepts to life. “I am incredibly excited to embark on this new chapter. With my background in bartending and the unique concept I have been working on for years, I am really looking forward to bringing something very special to our guests,” he says and adds: “Rendezvous is centered around the themes of knowledge and passion. Cocktails are considered an art form and our unwavering belief in creativity, quality, curiosity and good company.”

And what’s on the menu? Signature cocktails, fine spirits, vermouths and classic drinks. The “Americano Beauty” is for example the first heritage cocktail of Rendezvous. It is a Denmark’s top 10 cocktail from the Campari Red Hand competition and inspired by red roses of the cult movie American Beauty alongside the classic negroni boozy base and the fresh quality of a classic Americano. The focus is more on a mandarin citrus profile with black walnut and a house made hibiscus cordial complementing the classic bitterness. “A Night at The Roxbury”, another signature cocktail, is served up in a shiny disco ball, guaranteeing a good night. Based with a sumac spice infused vodka, it is built with a rhubarb and pink peppercorn syrup and rose water. Crafted for 24 hours, the “Numero Ocho” combines Tequila Ocho with cacao butter in a sous vide for 7 hours and is left in the freezer overnight. That gives it a buttery fat texture that combined with Peychaud and rhubarb leaves a stunning tequila cocktail.

For 25hours Hotels, it is always important to create meeting points for both guests and locals. The Rendezvous bar in Copenhagen is one of those. It is a place to discover with old friends, for a night of shenanigans, stories, cocktails and new companions. In addition, visitors can look forward to a range of events, including industry masterclasses, cocktail competitions, cocktail classes with friends, bartender takeovers, live entertainment and a regular bar quiz.

# come as you are.

## Partner

<b>GRIT RISTER</b>	is the General Manager of the two 25hours Hotels in Copenhagen – the 25hours Hotel Indre By and the 25hours Hotel Paper Island. The Berlin native is no stranger to the 25hours cosmos. Since 2019, she has very successfully managed the 25hours Hotel The Circle in Cologne, before she was drawn to Scandinavia. Before joining 25hours, the General Manager completed her training in Berlin at the Ku'Damm 101 Hotel. After working for InterContinental in Berlin and Cologne, Rister's path led her back to the Spree to Kempinski Bristol, where she worked as a shift manager and front office manager. In 2012, she took over as manager of top chef Holger Stromberg's daytime restaurant KUTCHiiN in Munich. Rister then returned to her roots and led the Bold Hotel in Giesing as General Manager.
<b>BBP ARKITEKTER</b>	BBP Arkitekter is a Danish architectural firm based in Copenhagen. Founded in 1992, they design houses with character and are regularly awarded for it. The focus is on creating sustainable architecture, both artistically and technically.
<b>MARTIN BRUDNIZKI DESIGN STUDIOS</b>	Martin Brudnizki Design Studio is an internationally recognised interior architecture and design studio based in London and New York. Founded in 2000 by Martin Brudnizki, the company has extensive experience in the design of hotels, restaurants, bars and clubs, as well as realising a number of select luxury residential projects. As the son of a stylist and a mechanical engineer, his attention to detail began at a young age and ensured an understanding of aesthetics and functionality.
<b>VISTO IMAGES</b>	The Parisian art consultancy agency curates art collections for hotels, companies and private residences. For 25hours Hotel Indre By, VISTO has put together a collection of more than 100 works of art from the 19th century to the present, which are found everywhere in the hotel and which all speak into the overall concept – Coming of Age – in different, surprising ways.
<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>	Enjoy life with beautiful things, good music and excellent sound – this is the philosophy of the Danish lifestyle brand KreaFunk. The stylishly designed Bluetooth speakers can be easily linked to every smartphone and fill every room with music of choice at the touch of a button.

# come as you are.

<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 out of a passion for specialities made from tea and herbs, samova stands for new taste experiences made from the best raw materials, an award-winning design and exceptional events. All products in 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.
<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.

**come as you are.**

## Press Contact & Material

25hours Hotel Indre By  
Jonathan Stage  
Director of Brand & PR  
Pilestræde 65  
DK- 1112 København K  
jonathan.stage@25hours-hotels.com

25hours Hotels  
Anne Berger  
PR Director – Northern & Central Europe  
Zollhaus, Ericus 1  
20457 Hamburg  
m +49 40 22 616 24 197  
media@25hours-hotels.com



For more information about all of the 25hours Hotels, visit: [www.25hours-hotels.com](http://www.25hours-hotels.com)  
25hours Hotels videos: [youtube.com](https://www.youtube.com)  
Press material and images: <https://www.25hours-hotels.com/en/company/media>

# come as you are.