

"A HOTEL CAN SIMPLY BE A
FUNCTIONAL BUILDING TO SLEEP in
OR A PLACE of discovery, PEOPLE,
and SECRETS."

CHRISTOPH HOFFMANN

The ground-floor lobby, restaurant, *mare* kiosk, Two Wheels Good bicycle shop, and bar recreate a rough world reminiscent of Ringelnatz's harbor, with old import/export crates and stacks of oriental carpets scattered like detritus in a shipping warehouse. Nearby are the "Radio Room" (business center), a "Club Room" (lounge), and a "Vinyl Room" – a redux of the typical grand hotel's library – dedicated to rare, classic, and local grooves. And to great effect, a shipping container – a gift from Hapag-Lloyd, which is headquartered in Hamburg – has been installed with a hydraulic system that raises and lowers its walls, transforming into an intimate or an open meeting space.

THE FLYING TRAPEZE

The other much-anticipated project, 25hours Hotel Wien, is located in the heart of Vienna's artistic 7th district – and here, too, imagination, fantasy, and perhaps just a touch of madness reign supreme. The design is inspired by the golden age of the circus, which peaked at the beginning of the 20th century and was a mainstay in Vienna. The hotel incorporates, with mesmerizing effect, memorabilia from the city's three permanent circus buildings, as well as treasures from the Empress of Austria's own circus.

Working in cooperation with local architectural firm BWM Architekten, interior architect Armin Fischer – founder of the studio dreimeta – has created an ambience of improvisation, contradiction, and eclecticism, where sawdust speckles heavy velvet curtains and hand-selected antiques stand on raw concrete floors. The walls explode in a burst of confetti thanks to Berlin-based illustrator Olaf Hajek's whimsical creations in which fantasy and reality, space and time seem to blur.

Still, put together as a whole, the hotel – indeed, the entire 25hours concept – seems anything but blurry. Every new hotel springs from a healthy amount of chance, luck, and gut instinct. What is consistent is each team member's deep faith in the overall vision. Christoph Hoffmann sums it up nicely: "There are ideas in life that are just solid. When you have such an idea and you honor it and rise to the occasion by matching it with the right ingredients, you don't have to worry too much about the realization. You just have to go for it." <<

1-4 — THE 25HOURS HOTEL WIEN unveils a spectacular stage for a traveling troupe of modern nomads, smartphone tilters, and digital acrobats in the heart of Vienna's creative hub.

3 — Augsburg-based designer ARMIN FISCHER of DREIMETA created the playful

DESIGN HOTELS[®]
BY CHRISTOPH HOFFMANN
KAI HOLLMANN
ARDI GOLDMAN &
STEPHAN GERHARD

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