

Media Information

Contents:

Facts and figures
25hours Hotel Zürich West
Hotel offerings
Food service

Design & Stories
Architecture
Zurich West & Hard Turm Park

Creative Team
25hours Hotels
25hours Heads

Project related quotes from Alfredo Häberli

Your media contacts:

Anita Vogler, General Manager, 25hours Hotel Zurich West
avogler@25hours-hotels.com, +41 44 577 28 10

Bruno Marti, Head of Brand & Communications, 25hours Hotel Company
bmarti@25hours-hotels.com, +41 44 577 27 00

Eva Filzek, Senior PR Consultant, Häberlein & Mauerer
eva.filzek@haebmau.de, +49 30 726 208 275

Electronic info and high resolution images
www.media.zuerich.25hours-hotel.com

Facts and figures

25hours Hotel Zürich West Pfungstweidstrasse 102 CH-8005 Zurich	T +41 44 577 25 25 F +41 44 577 28 88 E zuerichwest@25hours-hotels.com
Opening:	1. November 2012
Development & Realisation:	Hardturm AG / Halter Unternehmungen
Operator: General Manager:	25hours Hotel Company Anita Vogler
Member:	Design Hotels™
Architecture:	ADP Architekten Zurich, Beat Jordi Caspar Angst
Interior Design & Story: Execution planning/ Interior Design Realization: Graphics and Signage:	Alfredo Häberli Design Development, Zurich Aeberli Vega Zanghi Architekten GmbH, Zurich Stefanie Häberli-Bachmann, Zurich
Location:	Zurich-West, 5th district, Tram station (Toni-Areal) 30m, Schiffbau 500m, Flussbad Unterer Letten 1km Museum für Gestaltung 2km, main station 2,5km
Hotel:	126 Rooms Exclusive colorful design mix by Alfredo Häberli with stories from and allusions to the city of Zurich, conference area for up to 100 guests, Lobby bar, Living room with view of Hard Turm Park, KitchenClub, kiosk, sauna with view, free WiFi, bike rental, parking garage
Rooms:	Comfy haven in bright colors Design from Studio Häberli Shower, safe, minibar, iHome Docking Station, LAN port, categories: Silver (ca. 22m ²), Gold (ca. 26m ²), Platinum (ca. 24-27m ²) with terrace
Meeting & Event:	Boardingroom for up to 20 guests (66m ²) Freiraum for events up to 35 guests (52m ²) KitchenClub with Bulthaup infrastructure (72m ²)
Prices 2013:	Silver room from 270 CHF per night Gold room from 300 CHF per night Platinum room from 320 CHF per night Weekend rates from 180 CHF per night (incl. VAT, excl. breakfast and city tax)
NENI-Restaurant:	Relaxed lobby bar and Living Room Ca. 80 seats Breakfast – small lunch & dinner choices – After work & later

25hours Hotel Zürich West

The hotel is situated in the most important developing area in Zurich. In just the past few decades, it's become a home to creatives, clubs and international companies. The quarter's character is influenced by a mix of former industrial areas and new development. Zurich West is home to the highest building and the largest multiplex cinema in Switzerland. Also, the side stage of the Zurich Schauspielhaus and the Zurich University of the Arts. Galleries, small theaters, bars and clubs make Zurich West a cultural melting pot and the city's trend quarter. As a part of the Hard Turm Park, the 25hours Hotel Zurich West becomes a dynamic unit with many other services and restaurants. Tram Line 4 connects directly with the main train station, old town and lake.

The 25hours Hotel Zurich West was developed with the team of Alfredo Häberli Design Development. The Zurich Designer with Argentinian roots is known for his creative designs for brands like Alias, Camper, Iittala, Luceplan, Vitra and Moroso. In 2009 he was named Designer of the Year by Architektur & Wohnen magazine. „My job for Zurich's 25hours Hotel has been the most complex interior design project in my past 20 years as designer,“ says Häberli about his first design for a complete hotel. With it, he has combined his best known products with new ideas developed especially for 25hours.

True to the 25hours motto “You know one, you know none,“ the new hotel has made it a point to connect itself with the location. The pointedly organized, timeless interior of the first 25hours Hotel in Switzerland greets its guests with its Zurich sophistication, including its generously sized hotel hall, elegant textiles, livable atmosphere and view of the park. 25hours through and through, but also with its own little wink and a dip in the paint jar. In the usual manner Alfredo Häberli surprises with his contribution as designer of the hotel, including his double-entendre. With the working title of “the smile of my hometown“ the hotel is riddled with artistic and graphical interventions, which lead the guests out into the new home town of 25hours and into the favorite spots of the design team – beyond banks, chocolate and watches. The discovery of the hotel's best kept secrets is worth it: If you turn your head, change your perspective, look behind the curtains and sharpen your view of your own room as you walk through it, you'll be pleasantly surprised.

The Hotel Lobby with its central bar becomes a lively marketplace for hotel guests, locals and the quarter's scene. At daytime, nice for conversation in a relaxed atmosphere and still enough space to work. Lunch at noon, and in the evening perfect for an after work drink, some pre-clubbing or anything in between. What you shouldn't miss: the overlook of little Hard Turm Park and in the summer, the terrace.

Up past the impressive free-standing steps is the event area, the relaxed interpretation of a Zurich guild room as well as the KitchenClub. The fully equipped kitchen in cooperation with Bulthaup is perfect for cooking classes and parties in an extraordinary setting. For the hotel guests, there are Silver, Gold and Platinum room categories, each boasting their own different atmosphere, due to their conspicuous colors and assorted locations in the building. All the way up, overlooking the lively Business Plaza, the sauna is like an eagle's nest – created with subtle natural materials, breathtaking view of the city and of the peaks of the Alps in the distance.

Hotel Offerings

On the ground floor is the spacious hotel lobby, the spot at 25hours Hotel Zurich West from which everything else springs. With its spacious entrance, it proves to be a lively marketplace for hotel guests, locals and the quarter's scene. At daytime, nice for conversation in a relaxed atmosphere and still enough space to work. Lunch at noon, and in the evening perfect for an after work drink, some pre-clubbing or anything in between. What you shouldn't miss: the overlook of little Hard Turm Park and in the summer, the terrace.

The **Reception** and connected lounge are the entry point and receiving area. A **Kiosk** for everything practical and beautiful. Things for the daily needs of hotel guests, but also handpicked 25hours cooperation partner products. The design products from the studio of Alfredo Häberli could prove to be habit forming.

The impressive **Staircase** in the middle of the room is an opulent eye-catcher and stands for sophisticated Zurich. It characterizes the lobby in the style of traditional grand hotels as a place to see and be seen. In the **Living Room**, it's little library is a spot for kicking back and lounging – with a direct view of the **Bar** of course. It's impressively long and during the day the perfect meeting spot for a conversation and pleasant contact in the quarter. In the evening it's an after work hotspot with various late night programs before heading to a neighboring club. Party people have lots of live bands and alternating DJs to look forward to. The lobby combines masterful openness and sheltered niches. Alfredo Häberli's signature can be sensed in shapes, colors and textiles: comfortable, but elegant. Cultivated but also sometimes curious. "A place open for the world, but still protected. A place that was designed for versatility and flexibility," says the designer. It shows up in something like a flexible curtain system that can turn a big hall into little booths. The different zones react to each other, contrast each other and create a playful unit. Besides well-known and new Häberli

designs, the lobby is also speckled with charming love letters to Zurich, which the designer uses in installations and wall objects.

On the first floor 25hours Hotel Zurich West commands a **Conference Area** with its relaxed interpretation of a **Zurich Guild Room** as well as the **KitchenClub**. While the Guild Room (66m²) with its permanent board setup is meant for meetings for up to 20 people, the KitchenClub (72m²) can be expanded by one room (52m²). It is especially for use in cooking classes and meetings in an extraordinary environment. Its centerpiece is the kitchen block, a cooperation with Bulthaup and Miele – complete with professional infrastructure and workbenches. This is where the frying happens under the eyes of an expert. “A lively and versatile cooking workshop for the quarter,” is how 25hours CEO Christoph Hoffmann imagines it, and explains further: “In this space, both ambitious cooking courses and spaghetti rock'n roll parties can happen.” With illustrations of different cooking utensils, Alfredo Häberli is an inspired attendant to this room as well.

126 **Guest Rooms** are anticipating alert spirits with tired bodies. Referring to Zurich and its identity as a bank city, the rooms are named after precious metals: silver, gold and platinum. Typical Alfredo Häberli: and it isn't just in the name, it is also carried out in caring detail. In the button mosaic on the tiles in the bathroom, silver, gold or platinum colored inlays cite their respective category.

Thanks to the striking color spaces and the room's different locations in the building each has its own particular atmosphere. The colorful havens in the silver and gold categories are available as classic double rooms or with bunk beds. A playful option for families or small groups of friends, especially because many of the rooms can be connected and expanded. The furnishings of the rooms, fabrics and selected accessories, all go back to Häberli designs and in some cases are already classics of the design world. Guests sit on Vitra chairs, sleep in Alias beds and put their toothbrushes in striped cups from the Origo series from Iittala.

A real looker in the **Silver Category** is the colorful carpeting, which completely covers the room with its warmth and comfort. Alfredo Häberli especially designed it for 25hours and produced it in collaboration with the renowned Tai Ping company. For the studied observer, an abstract pattern is visible, for example: a fish, a city fox and Häberli's love at hiding knickknacks. “Here the great wall paintings are lying on the floor and I wanted that sometimes they can even be followed under the bed,” explains the designer. That's not the only reason Häberli's beds are on taller legs in all the rooms: “I think beds that you can't see under make the room feel really closed off,” he explains of his choice. But the floor isn't the only place something is happening. In the Silver Category little illustrations show up

on the walls and create an original dialogue with the beings on the carpet. Stefanie Häberli-Bachmann, who is responsible for the complete graphic identity and the signage, says: "It is all based on the original sketches and the original signature of Alfredo Häberli." The specialist for CI signage and illustration designed them with that in mind. A special detail of the Silver Room is the visual relationship between the sleeping area and the bathroom. "With a window between bath and bed, we are accommodating many unaccompanied travelers, who are then given a new feeling for space. "For couples, the topic might polarize," said the Hotel Manager Anita Vogler with a grin.

At 26m², the **Gold Category** rooms are a little more generously cut and are facing away from the Business Plaza and toward Hard Turm Park. Hardwood floors dominate the rooms and a more subtle color scheme offers an atmosphere of modern elegance. Rugs and built-in furniture like closets and desks were developed especially for 25hours and tailor-made for each room layout. For longer or more important stays, there are also the eight sophisticated **Platinum Rooms**. Each includes a balcony. They thrive on understated accents in petrel blue, a more simple design vocabulary and hardwood floors.

The exclusive **Häberli Suite** has a generous view through its two windowed sides and offers its exposed free-standing bath tub. Its south-facing balcony overlooking the Business Plaza above the main entrance inspires a royal feeling. Perched up here, guests can actually wave down at their subjects from the balcony. At least they are privileged observers of a worthwhile view – all the way to the tips of the Alps.

Like a proud eagle's nest, the **Sauna** crowns the top floor overlooking the lively Business Plaza. Between perspiration and relaxation, it's really fun to sit and train-spot from the Sauna, with its impressive city views over the tracks in front the Hauptbahnhof. The sauna cube, placed in the middle of the room, awakens the impression of an island and is surrounded by little rest zones. All together the area is more reserved, with its natural materials, earthy warm colors and simple furniture like the Häberli lounges from Alias.

Food Service

A sophisticated hotel needs a world-class food concept. That may sound tiresome, pretentious and a little self-important, but far from it! The 25hours Hotel Zurich West serves food which has a clear-cut ethos and is proud to broadcast it to the world: happiness, diversity and intensity. Four letters make up the restaurant's name and also serve as a pledge: NENI. The NENI restaurant by Vienna's Naschmarkt is the place to indulge in the finest food and Haya Molcho – the creative brains behind it – is a truly virtuoso chef. She is a passionate hostess, chef, caterer, owner of a hip bar, cookery book author, wife to the famous mime artist Samy Molcho, and mother of four. Her three eateries in Vienna are a valuable part of the city's food scene, but her culinary philosophy looks far beyond Austrian borders. With the help of 25hours, NENI is coming to Zurich and will also branch out to Berlin in 2014. "NENI is the most cosmopolitan soul food I have ever come across," says 25hours CEO Christoph Hoffmann. He goes on to explain the special link: "We have a base in Vienna – the 25hours Hotel at MuseumsQuartier – and admire the Molcho family as a powerful creative force in Vienna's gastronomic scene. That prompted us to forge a culinary liaison between two Alpine countries: NENI conquers Zurich."

Haya Molcho is enriching the Vienna–Zurich axis with diverse flavours from around the world. All of the dishes are a homage to her love of cooking and to her family. NENI takes its name from the initials of her sons, Nuriel, Elijior, Nadiv and Ilan. Three of them are heavily involved in the restaurant venture and Haya Molcho leaves no one in any doubt that the family business is a matter close to all their hearts: "I am us," says the bubbly entrepreneur and harks back to her own childhood in Tel Aviv, where she learnt to appreciate cooking and eating as a shared ritual. "My gran was a good cook. I started helping her when I was three," she says, grinning, and adds: "Home is a culinary concept for me. Cooking to me is a longing for home. It's all about warmth, and sitting down together, and a full house packed with guests." In Molcho's eyes, cooking in Israel is also about gathering together inspiration from lots of different national styles: Persian and Russian, Arabic and Moroccan, Turkish and Romanian, French and Spanish, and German and Austrian. Years of accompanying her husband Samy on his tours taught Haya Molcho Chinese, Indian and Thai culinary secrets too. She thinks internationally and creates a world cuisine rather than being confined by national traditions. She has developed her very own eclectic style based on a wealth of experience and different influences. "I call it nomadic cuisine," says 25hours CEO Christoph Hoffmann, adding: "Our restaurant concept thrives on a sensual patchwork and enriches the variety of food on offer throughout the whole neighbourhood in district 5 with its boldness and wit." Hotel director Anita Vogler loves the fact that the Viennese cult chef's dynamic personality is reflected in the character of the Zurich hotel: "The lobby, bar and restaurant are all interconnected,

creating a lively marketplace which fosters communication. It is the perfect place for Haya Molcho's philosophy, which shows with NENI that eating is never a lonely, serious affair – it is passionate and sociable."

In its own incredibly appealing way, NENI cultivates the art of dining together, sharing dishes and celebrating the pleasure of good food. There are hand-stitched baskets of pitta bread on the large round tables, which can comfortably seat as many friends as you can drum up – or which turn strangers into friends in the relaxed atmosphere of the restaurant. Diners casually top up their glasses from carafes and graze on titbits served in small bowls or on cake stands. The idea is for everyone to try a bit of everything. NENI is all about food without bells and whistles – simple cuisine with a few surprises in store; sometimes rustic but always with a refined twist. NENI is the perfect, sophisticated balance of sweet, sour, spicy, salty and bitter flavours in a single dish. It's about fresh ingredients, lots of herbs and interesting combinations – not to mention authentic conviviality. In typical 25hours style, the service is casual, warm and personal: eating at NENI means feeling welcome as a member of the family.

So what's on the menu? In Middle Eastern tradition, meze are served as starters – such as a plate of hummus with tahini, poached eggs with tomato and chilli ragout, or a fennel and pomegranate salad with toasted nuts and marinated salmon. Homemade chutney or a portion of skhug – a hot sauce containing coriander and chilli – can be ordered as extras and make a great addition. Amongst the main courses, the Jerusalem platter is becoming a firm favourite and the hanger steak is something special, made from beef raised in the Zurich Oberland and served with rosemary potatoes and tahini. "Local products are an important part of our dishes and we combine them in NENI style with surprising nuances and ingredients from faraway countries," says General Manager Anita Vogler. From light lunches and fortifying snacks to long dinners with dessert, the menu shows what matters to Haya Molcho: curiosity. "I like experimenting and I do it a lot, combining flavours and improvising," says the restaurateur. Her dishes are hallmarked by spices like ginger, Mediterranean herbs such as coriander, mint, rosemary and thyme, and Middle Eastern spices like cumin, saffron and cinnamon. Anita Vogler has already found her favourite dish: "The caramelised aubergine ragout with chilli, ginger and basmati rice is a great feel-good meal," she admits, before going on to redefine the world map: "When special ingredients flirt with gorgeous scents and unusual combinations meet intense flavours, the Middle East is transferred to the heart of Zurich."

This statement also highlights the way in which the restaurant concept goes hand in hand with Alfredo Häberli's design. Zurich's cosmopolitan outlook is like a leitmotif which recurs throughout the hotel – including on diners' plates and in their glasses. While designer Häberli forges a link between Zurich and the wider world with aesthetic details, chef Molcho combines home and wanderlust with taste sensations. "NENI brings the familiar and

the new together; NENI is multicultural but never clichéd,” says Bruno Marti, Head of Brand & Communications at 25hours, adding with a wink: “That’s why NENI and 25hours fit together like peas in a pod.”

Opening times for the restaurant, lobby bar and lounge:
Every day from 7.00 a.m.–12.00 midnight
Food is available until 11.00 p.m.

Design & Story

The 25hours Hotel Zurich West was developed with the team of Alfredo Häberli Design Development. The Zurich designer with Argentinian roots was born in 1964 and was named Designer of the Year by Architektur & Wohnen magazine in 2009. He is responsible for countless designs for internationally famous brands like Camper, Iittala, Kvadrat, Luceplan, Georg Jensen, Vitra and Moroso. Zurich West was his first chance to completely design a hotel and combined his well-known products with new, exciting ideas, especially designed for 25hours. True to the 25hours motto "You know one, you know none," the new hotel has made it a point to connect itself with the location. The pointedly organized, timeless interior of the first 25hours Hotel in Switzerland greets its guests with its Zurich sophistication, including its generously sized hotel hall, elegant textiles and livable atmosphere. 25hours through and through, but also with its own little wink and a dip in the paint jar. As designer of the hotel, Alfredo Häberli creates surprise with double-entendre and value-added in the different room elements. Looking more carefully, one notices how he subtly questions familiar values and elicits a smile from the guests.

With the working title of "the smile of my hometown" the hotel is riddled with artistic and graphical **interventions**, which lead the guests out into the new home town of 25hours and into the favorite spots of the design team – beyond banks, chocolate and watches. On the one hand, Häberli and 25hours are declaring their love for Zurich, on the other hand, the hotel becomes a three dimensional city guide in the form of decorations, objects and quotes. The interior becomes a mirror of the city. A tilt of the head, a change in perspective, a look behind the curtains and a sharper view when walking through the rooms, there are surprises everywhere. All allusions "have to do with an elegant form of humor", says Alfredo Häberli and means his guests, "who with their large eyes, marvel at things like kids."

In the bar there is a mirror installation in tribute to Zurich's water, with ship models from the Limmat to the Lake. For whomever didn't know that Lake Zurich has five islands, they can meet them here: Saffa, Ufenau, Lützelau, Schönenwirt and Haab-Inseli. On sideboards, models of the famous churches of the city: From Grossmünster church with windows from Sigmar Polke and Augusto Giacometti to the Fraumünster abbey with its Marc Chagall windows to the Wasserkirche and St. Peter's Church with the largest clock-face in Europe. 25hours ticks a little different and that becomes obvious at the latest in the reception area with a special hotel clock: The classic world clock constellation – New York, Los Angeles, Tokyo, Sidney – was summarily and creatively rechristened into the Swiss time zones. Häberli stages Zurich delicacies under glass bells – unfortunately only meant as some inspiring mini window shopping and in anticipation of a real culinary tour. Luxemburgli at Sprüngli? Or confections from Teuscher?

Toblerone from the Duty-free shop, fondue at Le Dézaley by Grossmünster church or the best wurst in the city at Sternengrill? Häberli induces creative impulses and a walk through the hotel becomes an insider tour, always furnished with a playful twist.

On the first floor things continue: Meetings take place here in the modern interpretation of a patriarchal Zurich guild room. The wall is decorated with traditional coats-of-arms, but in typical Häberli manner, with irony and hand-drawn caricatures. Beyond this, the topic of drawing receives its own appearance, because for Alfredo Häberli, sketching is crucial to designing. His personal sketch books make up the wall ensemble and reveal derivations and allow participation in the creative work in progress. Once just a scribble, now prestigious and well-known products, after a long period of development, are now ready to be touched and put to use in the hotel.

Like none of the other current 25hours Hotels, Zurich West has a strong design emphasis and displays clear authorship. Häberli's signature determines the main aesthetic and almost all of the details. "I wanted to design everything from A to Z," says Alfredo Häberli. With this he distanced himself considerably from the often negatively weighted term Design Hotel and continues: "I wanted to give the hotel a soul and not just a couple of pretty things to put in a building." The fact that over 60 products were developed and designed for 25hours Hotel Zurich West proves that he took his job seriously. This was also made especially possible thanks to the collaboration with well-known manufacturers. "The fact that over the years we have been able to win the trust of the most important international companies, isn't necessarily a given. Without their commitment, engagement and dedication the many products would not have been possible. That's why my big thanks goes to Alias, FSB, Hay, Kvadrat, Moroso and Tai Ping!" says Alfredo Häberli. Daniela Aeberli, responsible for interior architecture at Team Häberli, remembers the unusual start of the planning: "Because of the preexisting project direction, the whole interior concept was developed around the design of the bathroom."



For all of the designs, the quality of the facilities and the material are an important point. Every tiny detail was thought through and tested and discussed in the planning process. "Nothing was supposed to just be off the rack," says Alfredo Häberli and with that gives a little perspective into the typical operating method of his design offices. It's usual to think on a small scale and to work on a door handle for more than a month. Three years to be exact. An example of the results can be held in guests hands with the **door handles** from FSB. Their design is simple, elegant and has lifeblood. Häberli admits: "I was really invested in the door handles. I really wanted

the grips to be made of the chrome steel from the traditional manufacturer FSB from Brakel. Because the door handles are the first contact guests have to their hotel room.” Door handles have fascinated Häberli since his childhood and over the years he has collected a real treasure of memories of materials and shapes which inspired his design for FSB and allows them their old forged-metal vibe.

Another new Häberli Product is in the restaurant: The **Jill Chair** came onto market in 2011 and is the first collaboration between Vitra and Alfredo Häberli. The inspiration for Jill comes from a leg splint that Charles and Ray Eames designed for the US Navy in the 40s. Jill reaches back to the beginnings of the molded wood laminate and has explored new technological options. “The chair back is so thin and flexible that it bounces and is so fat that it passed Vitra's strict strain tests,” explains Häberli. Jill's frame is also part homage to historical predecessors, but also with a modern flair.



Using the wooden figure **BLØK** from the Berendsohn company as an example, Alfredo Häberli shows how he can create a certain sympathetic and loving value, which in turn gives the 25hours Hotel Zurich West a soul. BLØK stands for the idea of a playful and refreshing nonverbal communication, reduced to the bare essentials. Wrought of wood from sustainably cultivated land, BLØK encounters guests in rooms and in the lounge area – in different moods and always good for any outburst of emotion. Through the combination of body and head, countless expressions can be depicted: cheerful and looking upward, sad with lowered head, emotional and mutable at any rate. Anyone who has fallen in love with Alfredo Häberli's BLØK, can get their own personal copy at the 25hours kiosk in the lobby.

Häberli's dedication to the project with 25hours is very personally motivated. He grew up in Argentina in his parents' restaurant and his grandparents' hotel. “I still remember today what it smelled like there,” he says. In addition, he's also an internationally acclaimed designer who is on the road two or three days a week and has gotten to know a lot of hotel rooms. Which is why the aspiration to invent a new hotel room didn't come into discussion, but rather to newly revive it and to translate old standards into something more modern. As in the grand hotel tradition. Wild carpet patterns meet flowered wallpaper and exuberant curtains. Alfredo Häberli has found a contemporary and acutely appealing interpretation in color

design. "I wanted to do something that the Swiss would never do," explains Häberli and is convinced of his brave color combinations, which often reveal their aesthetic and harmony only after a second look. "Colors I perceive as the very first decoration possibility. It's more seldom that different designers and also a hotel operator have the same sense. That has made working together really fun."

In the collaboration with 25hours Hotel it was clear from the start that design alone won't cut it, but rather the operating demands of the hotel need to be met. "Alfredo Häberli thinks conceptionally and over the design horizon and beyond," knows 25hours CEO Christoph Hoffmann and respects the view of the designer. "He works with a mix of luxury and asceticism and consciously deals with beauty."

That's how a house was built which has yet to find an equal on the Zurich hotel market. "A hotel such as this with its creative orientation in such high quality, with this location and a capacity of 126 rooms in the price class of between 200 and 300 CHF just doesn't exist in Zurich," sums up Bruno Marti, Head of Brand at 25hours Hotels. The team of Alfredo Häberli is aware that the design could be seen as provocative. "Our work will polarize and for some will be too modern," guesses Daniela Aeberli, the Design Project Manager, "but our colorful interior is the pulsing heart of the building and with that, it's the independent character which radiates outward."

Architecture

Hard Turm Park is influenced by the contrast between large-scale dado buildings, rhythmically placed slab high rises and voluminous single buildings. The realization of the project takes place in four construction stages. The 25hours Hotel is part of Stage B. With its utilization combination of 117 apartments, the 25hours Hotel Zurich West with 126 rooms, office areas and retail spaces, the project presents one of the rare types of real estate developments, the "hybrid block." This makes it an interesting contribution to the topic of structure, grit and urbanity in Zurich West. In terms of the building, it shows itself to be a voluminous single building with a generously designed plasticity. It is to be seen as a city building block and assumes the size and shape of the existing buildings in Zurich West. A metal facade with framed ribbon windows, the distinctive meandering overtones the volume and brings it all together. What happens behind the facade can only be characterized with fine nuances: in the form of withdrawn loggias and underlying railings. The ground floor facade and the siding on the building and courtyard entrances are offset from the rising facade by color.

The Pfingstweidstrasse view is important for the identity of this city district. With a covered walk along Pfingstweidstrasse, it begins to aspire to boulevard character. The covered walk extends the pedestrian area and creates the perfect precondition for close public use of the ground floor. A high-trunked, column-formed, tree-lined alley creates an optical filter between building and street and creates a spatially natural border to the tram line. The Business Plaza with a large fountain connects the high-rise (Stage A) with the adjacent lower border yard structure. It creates a city foyer for Hard Turm Park and the main entrance to 25hours Hotel Zurich West.

Zurich West

From industrial to trend quarter. The west always has been a synonym for departure. Also in Zurich, city movement is happening in the west – in district 5. In this area 25hours feels like it's in good hands as a dynamic urban hotel product. "This is the progressive Zurich, culturally open, multilayered with a lively view of the scene," says 25hours CEO Christoph Hoffmann. Zurich West spreads out over about 1.4 square kilometers (over 1/2 square mile) embedded in the valley floor between river Limmat and the train tracks. It is the most dynamic developing area of the city. Where once manufacturing was revolutionized, now art, design, restaurants, dance, culture, shopping and architecture are in focus. The factories have long since moved away and have left their areals as space for creativity. Zurich West has that big city feeling and connects worlds that couldn't be more different. What's established has become the foundation, and the new is what carries it forth and shapes it.

Anyone settling in Zurich West these days knows about its big name industrial heritage: One of the first factories that resettled in the industrial quarter was Escher Wyss in 1890. The development of waterwheels, turbines, machine tools and even steam ships made Escher Wyss one of the biggest machine factories in Switzerland. More big companies followed: like the Steinfels soap factory, Löwenbräu beer and Maag gears and electric motor factory. It smelled like a mix of soap, beer and refuse burning. The roughness of the industry is still palpable, but is connected to a thriving life. Old and new play together exceptionally: with a very creative day and a very lively night life. With the opening of the ship builders as cultural and work center of the Schauspielhaus (Theater) in 2000, the actual revival of the quarter began. Various styles of clubs, many restaurants and bars have all opened and made Zurich West into a mekka for culture and party scenes. Whether alternative or styled, the bar is pretty much neighbors with the fancy restaurant.

Variety is the general catchword: on the Steinfels areal, the Abaton cinema complex protrudes upward. Big city views are afforded in Clouds from the top floors of Prime Towers. Vis a vis is the TV station Tele Züri. In the former Löwenbräu return bottle hall, today Migros shows contemporary art. In the former foundry hall Puls 5 offers space to stroll, shop and enjoy. And where the former gear production facility was, is now characterized by the Maag areal Event Hall. Under the Wipking and the Letten viaducts a 500 meter long, living market alleyway has sprung up. The industrial landmark with its 36 arches have become a special place for a stroll through shops, boutiques, ateliers and a market hall with restaurant. The legendary Freitag bags are for sale close to the viaduct in a tower: 17 freight containers, stacked on top of each other and rusty, are home to 1,600 bags and accessories and make up the worldwide largest selection of these cult bags made of former truck tarps.

Zurich West will remain the greatest and most exciting construction area in the next few years, and will make an impression on the Zurich skyline. At 81 meters tall, the Mobimo Tower houses exclusive apartments. Prime Tower protrudes 126 meters above the Maag areal, making it the current highest building in Switzerland. The future development promises a lot of potential: on the Gerold areal near Hardbrücke station, the Zurich Congress Center could become a reality by 2020.

Hard Turm Park

This is the location of the new home of the first 25hours Hotel in Zurich. The Hard Turm Park building project is situated on the former training space of the Zurich Grasshopper Club. As part of Hard Turm Park, 25hours Hotel Zurich West is in the Pfingstweidstrasse between the planned soccer stadium in the west and the Toni areal in the east. It creates a living unit with further services companies and restaurants. Visibly dynamic, highly useful and an urban quality, with life at and in the park is what distinguishes this spot.

Home of the 25hours Hotel Zurich is the courtyard building, which connects to the Business Plaza. "We are really proud that our hotel is located there," says Hotel Director Anita Vogler, "We see it as our duty to bring our own portion of the more colorful life into this neighborhood." It's as if the neighborhood was predestined for a young hotel idea, which offers contemporary concepts for curious and urban nomads. In the same building complex are apartments and a nursery school. Shops and restaurants round out the offerings.

In 2013 in the nearby neighborhood on the former Toni area, the Zurich University of the Arts will move into the quarter. Where once yoghurt was made, film, art, media, music, dance and theater will be learned. The ZhdK is among the largest art schools in Europe and, with its over 600 events a year, it is one of the most important contributions to the cultural offerings of the city and region. Before now it was scattered across 40 locations in Zurich and Winterthur. With the new education and cultural center it will be getting its own campus. Also not far away: The Zurich Technopark, which is renowned as a center for innovation and technology transfer. It is chock full of interesting events, active young entrepreneurs, innovative researchers and future oriented service providers. Night owls don't have a long way from dance floor to bed, if they are partying at Club Q until the morning hours. And Puls 5 is another exciting neighbor. With apartments, restaurants and stores, the historic foundry hall becomes a magnet for life, work and celebration.

For those who would like to go beyond the closest neighbors of 25hours Hotel Zurich West, can hop into tram line 4 right in front of the hotel. It connects directly to the Old Town area or the lake. Whether Museum für Gestaltung, Hauptbahnhof or Opera House or one of the well-known Seebadis – everything is easy to reach with the one tram line. On the outskirts of town, the close-by autobahn A1 offers a comfortable connection via private transport to Basel, Bern and across to western Switzerland.

Creative Team

The idea and concept for the interior of the 25hours Hotel Zurich West was developed with the team of **Alfredo Häberli Design Development**. None of the other current 25hours Hotels display such strong design emphasis and clear authorship as the first Swiss house in Zurich.

Alfredo Häberli was born in 1964 in Argentina and came to Switzerland when he was 13. After his schooling as a structural engineering draughtsman, he studied industrial design at the Zurich University of the Arts until 1991 and shortly thereafter founded his own studio. During his studies he had already participated in concepts for exhibits and later curated such extensive projects as the Bruno Munari show in the Museum für Gestaltung. His international breakthrough as an industrial designer came to be with the modular shelf system "SEC", which Häberli designed for the Italian company Alias in 1997. Since then he's created countless designs with a strong mix of emotionality and function for internationally important brands like Camper, Iittala, Kvadrat, Luceplan, Georg Jensen, Vitra and Moroso. Alfredo Häberli has received many awards and in 2009

was named Designer of the Year by Architektur & Wohnen magazine. His current studio, "Alfredo Häberli Design Development" he founded in 2000 and he works with his current team in Zurich Seefeld.

Daniela Aeberli, as external project manager from Aeberli Vega Zanghi Architects, is responsible for the coordination of the interior design. Daily, she has to wear many hats. She's the interface between designer, general contractor, architect and building services. Always an eye on making sure quality, costs and realization are perfectly in balance and stay that way. Since early summer of 2010 Daniela Aeberli has been supervising the project next to Alfredo Häberli.

Thomas Spycher has been working with Team Häberli for over four years and knows the 25hours Hotel Zurich West like the back of his hand. Many of the built-in furnishings, installed lighting and metal accessories in the rooms and public spaces were designed and carried out by the structural engineering draughtsman and degreed designer. Thomas Spycher in his job as Design Project Manager, is responsible for the selection, specification and planning of countless design elements in the interior and hotel facilities.

Olivier Schmitt is a significant reinforcement to the creative team as color designer. The product designer implemented many design works like furniture, carpets and curtains.

Stefanie Häberli-Bachmann learned her craft as a graphic designer at the University of the Arts. Since 1997 she has been head of her own studio for visual design in Zurich. She has specialized on development and maintenance of brands and in addition has a passion for poster and packaging design as well as book design. For 25hours Hotel Zurich West, she's responsible for the whole of the graphic corporate identity and the signage: from letterhead to building brochures, from wall graphics to route reminders.

Aeberli Vega Zanghi Architekten are responsible for consulting, codeveloping, construction documentation and realization of the interior architecture in the whole hotel. The Zurich architect office was founded in 2009 by interior designer Daniela Aeberli and the two architects Daniel Vega and Diego Zanghi. The three partners command a wide spectrum of experience in design, planning and realization of architectural and interior design projects. That's how process-oriented, sensible and independent project solutions come about, which are tailor-made for the place and function.

25hours Hotels

25hours is an emerging hotel idea, which builds upon the shoulders of traditional hotel business to search for contemporary answers to the demands of an urban, cosmopolitan style audience. The brand 25hours is currently focussed on German speaking countries. In both Hamburg and Frankfurt 25hours is represented by two separate hotels. In Austria is the 25hours Hotel Vienna and now also in Switzerland with the 25hours Hotel Zurich West. The seventh hotel in the brand is currently being build in Berlin and is planning to open in 2013. The expansion plans of the dynamic group are ambitious, and German cities like Cologne and Munich are on the books for further locations. But the view outside the inter-European box is exciting. The dream locations for example: Copenhagen, Rome, Florence or Istanbul.

25hours caused quite a stir in 2003 as the first *young and affordable* of the Design Hotels and has found success in the *Budget Deluxe* niche. All of the 25hours hotels are members of Design Hotels, a handpicked collection of 200 hotels with personality in 119 destinations around the world. The joint operating company 25hours Hotel Company was founded in 2005. After 3 successful operating years, the 25hours Hotel Hamburg No.1 (opened 2003), the company was moved to further expand the popular lifestyle and design hotel concept. 25hours is a dynamic, urban hotel product and plans sites in European urban centers and recreational destinations. The 25hours Hotel Company develops and operates the design and boutique hotels through lease, hybrid or management contracts. The 25hours Hotel Company's parent company is located in Hamburg and subsidiaries to operate the respective hotel entities are in Hamburg, Frankfurt, Vienna and Zurich.

25hours Heads

There are four shareholders behind the 25hours Hotel Company: Stephan Gerhard, Ardi Goldman, Kai Hollmann and Christoph Hoffmann, who shape the company with their varying backgrounds. The 25hours Hotel Zürich is operated by the passionate local team, led by Anita Vogler.

Stephan Gerhard originates from Stuttgart, and uses his good Swabian virtues as a guideline in his entrepreneurial dealings. He knows the international hotel business like no other. Treugast Solutions Group, founded by him in 1985, is one of the leading European consulting firms in the area of hotels, restaurants, tourism and recreation economics. With Solutions Holding as shareholder of the 25hours Hotel Company,

Stephan Gerhard is active as partner and consultant for 25hours, involved in a future-oriented and promising niche of the hotel industry.

Ardi Goldman has been dubbed the *Orchestrator of City Architecture* in Frankfurt. With a diverse array of projects, he is always able to create cosmopolitan color in livable and endearing architecture, and still have the end-users take it seriously. Besides pure property development, Goldman has made it his goal to revitalize the club and restaurant scene. As the eponym of the Goldman 25hours Hotel and developer of both of the Frankfurt structures, Ardi Goldman is a central figure of 25hours in Frankfurt. Goldman is inspired by city space and participates in every detail of the creation. He blurs the lines between pleasure, building, design and art.

Kai Hollmann, with his Fortune Hotels in Hamburg (Gastwerk Hotel, The George Hotel, Superbude, 25hours Hotel) directs four of the most internationally prestigious and successful lifestyle hotels in a variety of market segments. For the visionary and equally successful realization of this hotel, Kai Hollmann was named Hotelier of the Year in 2003. With 25hours, Hollmann created a hotel as an answer to the needs of creative cosmopolitans who are not willing to compromise in their dedication to aesthetic trends, but who also put just as much importance on affordability.

Christoph Hoffmann is responsible for the development and expansion of the 25hours lifestyle hotel group and the respective brand. He puts his enthusiasm, courage and the occasional much needed wink into evaluating hotel locations. With local partners he develops bespoke hotel products for urban nomads, daydreamers and night owls, who are looking for something special in today's city deserts. As sales and marketing specialist, Christoph Hoffmann held leading positions at Kempinski Hotels and the Bürgenstock Hotels & Resorts (Leading Hotels of the World) in Switzerland, as well as in the small but very fine Louis C. Jacob Hotel in Hamburg (Leading Small Hotels of the World). Hoffmann's experience in the innovative lifestyle hotel business also includes the conception of the Volkswagen Fox Hotel in Copenhagen.

Anita Vogler, as General Manager, is responsible for 25hours Hotel Zurich West. The native of Bern, graduated from hotel management college in Luzern and has gotten to know the hotel business from many different angles: At F&B, at the reception as well as in sales & marketing. After a year as assistant to the General Manager at the Marriott Hotel in Zurich, Vogler took over the direction of Mangosteen Catering there in 2007. From this position she came across the 25hours troupe in March of 2012.

Project-related quotes from Alfredo Häberli

“Two external offices were extremely important: Stefanie Häberli-Bachmann, visual design for all the signage and the corporate identity of the hotel, and the office of Aeberli Vega Zanghi Architects GmbH for the construction planning and realization.”

“Such a large project, which stretched out over three years, couldn't have come together without such a well-oiled team.”

“Color is the most direct, first possibility in decoration. What it needs is courage and confidence.”

“The goal was to give the hotel a soul.”

“In my designs, I try take a detail or a function from a completely different field and bring it over to my current design. I'm interested in the transfer from one field into another; this leads to brilliant combinations and a higher value. The 25hours Hotel is full of it.”

“H stands for home, heart, honesty, humor, hotel, and of course for 25hours and Häberli.”

“The history of the hotel is: Zurich my sweet home town. Throughout the whole building you'll find a three dimensional city guide of Zurich.”

“For quite some time now I've been interested in order in the chaos, the odd in the even, the perfect incompleteness. These themes always come up in interior design. If you look closely.”

“The lobby's floor plan, with the arrangement of its many curtains, has a theme of transparency and hiding.”

“To be honest: I accepted this job because I sensed a chance to be able to create something new. I have always taken jobs that had to do with the willingness to go with variety.”

“Design is a state of the soul.”

“My belief is that the central job of the hotel is for people to feel at home when home is so far away.”

“What makes me so proud is that almost all of the craftsmen and vendors come from Switzerland. This stance of Halter General Contractors coincides with mine.”

“Such a large project, which stretched out over three years, couldn't have come together without such a well-oiled team.”

“As a design studio we have done just about everything there is to do with interior design. Nonetheless this hotel project was so complex, that I

looked for support and cooperation. I found Aeberli Vega Zanghi Architects, who were responsible for construction documentation and realization.”

“What the functional level of the signage requires, connected with the relaxedness that the hotel operator wished for, plus the implementation of my own concepts, Stefanie Häberli was able to solve masterfully. The same is true of the corporate identity. The idea of the red thread that runs through the complete identity design, is impressive. I really treasure Stefanie Häberli's clear-cut way both as designer and life partner.”

“I will miss the cooperation with 25hours and the general contractor Halter. And that means something!”

“The idea of designing a hotel holistically – I mean, to develop as many new products for the hotel as possible – was my vision. As a team we implemented around 60 individual products: from door handles to clothes hangers, from carpet to armchair, to lamps and curtains.”

“There are people who weren't sitting at the big meeting table, but were still of great help: my other colleagues Theo Gschwind and Dominic Plüer. As well as Dani Vega and Diego Zanghi from the offices of Aeberli Vega Zanghi Architects GmbH.

“The open, direct and honest discussion with Christoph Hoffmann from 25hours and also the trust that we received, are seldom traits of such projects.”

“The collaboration with Daniela Aeberli as project manager from the external office AVZA also made a great contribution to the professionalism.”

“Many of my inspirations come from my childhood, which took place in a restaurant and hotel family. I don't these days, though, maybe the influence comes more from my wife Stefanie and our children.”

“What my wife Stefanie Häberli did with my sketches as visual artist, never ceases to amaze me. That is exactly why I admire her.”

“Thomas Spycher's work as Design Project Manager, as well as the assistance of Olivier Schmitt with many carpets, curtains, objects and their color design were indispensable.”

“In the end every one of my colleagues was either directly or indirectly involved in the 25hours Hotel project: so far it has been our biggest team project.”

“The Jill chair for Vitra and the door handle collection for FSB are products that are being put to use for the first time and would not be there if it were not for the help of my colleague Theo Gschwind.”