

## Announcing 25hours Hotel Sydney



[Click here](#) to view high resolution artist impressions of 25hours Hotel Sydney

**13<sup>th</sup> January 2021:** Accor, the world-leading hospitality group, and a joint venture of well-known Sydney developer Central Element and property investor Boston Global (CEBH), have announced today that Sydney's first 25hours Hotel is set to open at the end of 2022.

25hours Hotel Sydney will be located in the heritage building of 1-11 Oxford Street, Paddington, bringing life back to one of Sydney's most iconic event and hospitality landmarks. The building first opened in 1911 as the West's Olympia Theatre and sits on one of Sydney's best known and busiest intersections, where Oxford Street meets South Dowling Street, Victoria Street and Barcom Avenue. 25hours Hotel Sydney is situated in Oxford Street Village Centre and is perfectly positioned for guests, in an area renowned for its diverse culture and creative scene, close to world famous retailers, restaurants and parklands.

The owner and developer of what will become a world-class hospitality venue, CEBH has commissioned award-winning Australian architecture firm Tonkin Zulaikha Greer to design the 25hours Hotel, which will be constructed across a total area of approximately 5,550 square metres and encompass 105 guestrooms and a spectacular rooftop bar, overlooking Oxford Street and Sydney's Eastern Suburbs and harbour.

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Two interior design companies will work on the project, A Work of Substance from Hong Kong, designing of the rooms, public areas and events spaces. A Work of Substance will create powerful and memorable experiences for visitors to the hotel, including a central courtyard in the middle of the hotel which will be used to host live events. Sydney-based interior designers Acme & Co will work on the hotel's rooftop bar, restaurant and café offerings. A restaurant of exceptional quality is planned for the hotel, which will become a must-visit destination for Sydney residents and hotel guests alike. There will also be a café on the ground floor on Oxford Street, a state-of-art fitness center and extensive conference facilities.

CEBH is a joint venture partnership between well-known Sydney-based developer Central Element and the strategic investment group Boston Global. The formidable partnership was founded on a desire to create a unique hotel with an outstanding food and beverage offering at one of the most sought-after locations in Sydney.

Wayne Chivas of CEBH said, "It has been our long-term vision to create a hotel of stature and presence in the heart of Sydney. We are delighted that in 25hours, we have found the perfect partner for this unique building. 25hours will be a hotel characterised by personality and charming, relaxed service, enriching Oxford Street and the city's culinary and bar scene."

Bill Moss AO said, "After several years in the making, we're excited to see our vision coming to life. High quality, well designed mixed-use developments in and around major health precincts."

Simon McGrath, CEO Accor Pacific, said, "We're delighted to be bringing 25hours to Sydney. The building itself is in an incredible location and has enormous potential, and the open areas such as the rooftop bar and the central courtyard will allow us to truly bring our new hospitality concept to life. With CEBH we have an experienced partner at our side, who will bring skill and thoughtful detail to the project."

25hours Sydney is the second 25hours Hotel to be announced in Australia, after plans for 25hours Melbourne were revealed last year.

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*We estimate construction will commence in early 2021, with the hotel ready to open at the end of 2022 (timeline subject to change).*

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For more information about 25hours Hotels, visit [www.25hours-hotels.com](http://www.25hours-hotels.com)  
25hours Hotels videos: [http://www.youtube.com/watch?v=j\\_TcPg9qVDU](http://www.youtube.com/watch?v=j_TcPg9qVDU)  
Press material and images: <http://www.25hours-hotels.com/company/presse/bilder>

### **Claire Haigh**

Accor Director of Communications, Pacific  
Phone: +61 438 681 446  
Email: [claire.haigh@accor.com](mailto:claire.haigh@accor.com)

### **Naomi Hammond**

Accor Communications Manager, Pacific  
Phone: +61 434 738 380  
Email: [naomi.hammond@accor.com](mailto:naomi.hammond@accor.com)

Tim Allerton  
CEBH  
0412715 707  
Email: [tallerton@citypublicrelations.com.au](mailto:tallerton@citypublicrelations.com.au)

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### **About 25hours Hotels**

25hours is a young hotel idea characterised by personality and charming, relaxed service, that seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto 'Know one, know none'. The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann, and today operates eleven hotels in German-speaking countries as well as France. Upcoming openings include Florence, Dubai, Copenhagen and Melbourne. In autumn 2016, the 25hours Hotel Company announced their strategic alliance with AccorHotels and now also actively pursues hotel projects around the globe.

### **About Accor**

[Accor](#) is a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 300,000 team members worldwide. Over 65 million members benefit from the company's comprehensive loyalty program [ALL - Accor Live Limitless](#) - a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 - Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA

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is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States. For more information visit [group.accor.com](http://group.accor.com) or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#)

#### **About Central Element**

Central Element is a privately-owned award-winning developer led by Directors Wayne Chivas, Shane Smollen and Managing Director Nathan Chivas. The group has delivered more than 400 apartments over the last 14 years across Sydney metropolitan locations and has a continued focus on securing best-in-class sites throughout Sydney's middle ring.

#### **About Boston Global**

Boston Global is part of the Boston group of companies associated with the family of Bill Moss AO. Originally established in 2002 for strategic investment purposes, it has now grown into a diversified group specialising in:

- Real estate Development
- Structured Finance
- Health and Science
- Energy and Innovation
- Funds Management

Boston Global strategically invests in hospital precincts. They are prominent in providing more infrastructure and resourcing for the health and wellness sector through the Boston Global Medical Group including Medi-hotels and Medi-tourism.

Executive Chairman and Founder Bill Moss AO and Group Executive Director Corey Cooney lead the Boston Global team of highly skilled, experienced and capable personnel.

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