



BOOKINGS NOW OPEN FOR THE HOXTON, VIENNA – OPENING APRIL 2024



Servus! The Hox is waltzing into Vienna in April 2024. Settling into a Carl Appel-designed modernist landmark in the heart of the 3rd district, a stone's throw from the city's beautiful Stadtpark, The Hoxton, Vienna draws stylistic cues from its 1950 architecture, with a layered aesthetic that mixes mid-century Austrian design with rich textures, geometric forms, and bold and playful tiling. Set behind the striking original marble facade, the hotel has 196 bedrooms, a double-height lobby with an original terrazzo floor and ridged steel columns; Bouvier, a Paris-meets-New York inspired bistro; a basement speakeasy named Salon Paradise, and a rooftop bar and pool with views over neighbouring the Stadtpark and St Stephen's Cathedral. The Apartment meeting and events space embraces classic café culture with a welcoming gasthaus vibe, and, marking an exciting first for The Hoxton, the Auditorium is primed to host everything from comedy gigs to acoustic sessions. A city stuffed full of cool indie restaurants, natural wine bars, vintage stores and progressive galleries, Vienna is recognised as the world's most liveable city, making it the perfect spot for The Hoxton's sweet sixteen. *Mach dich bereit, Wien*, the Hox is coming to town.

AIME Studios is responsible for the interiors, which are inspired both by Appel's mid-century aesthetic and the Wiener Werkstätte movement. The building's architectural heritage has been preserved and celebrated; the expansive, double-height lobby is framed by the original travertine-clad walls and terrazzo flooring, while the back-lit staircase adds a touch of drama to the space, which was formerly home to the Austrian Chamber of Commerce. Throughout the hotel, locally sourced vintage furniture and bespoke rugs add to the homey vibes, complemented by a calming colour palette of muted blues and greens.

The 196 bedrooms come in classic Hox categories including Shoebox, Snug, Cosy, Roomy and Biggy. Each guestroom references early 20th-century Austrian design, from the geographic patterned curtains influenced by iconic Wiener Werkstätte fabrics to the statement ruched headboards inspired by renowned architect Adolf Loos' inimitable style. All the Hox favourites are present and correct, including a sparkling new Viennese edition of the famous Survival Guide, Roberts radio, and Blank toiletries.

The Hoxton, Vienna is bringing a fresh new restaurant concept to the city with Bouvier, a Parisian-inspired bistro with NYC edge serving up modern French food and natural wine. Heading to the basement and tapping into the city's legendary nightlife scene, Salon Paradise is a standalone cocktail bar that captures the essence of the creative, free-spirited Beat Generation. Up top, the Hox turns the dial up with Cayo Coco, a rooftop bar inspired by the golden age

of travel to Cuba. Overlooking the city's rooftops, the bar sits between a glorious pool deck designed for sun-soaked lazing and an open top barbecue for smoky snacks.

A Hox staple, The Apartment is a hybrid events space set on the ground floor of the hotel. Set around an open pantry (as every good party starts in the kitchen), The Apartment comprises three private rooms which can be hired individually or collectively to host anything from presentations and meetings to dinners and parties. The design is chic yet cosy, referencing Viennese café culture with warm timber panelling and floorboards, mohair upholstered chairs and sofas, fluted furniture and chrome finishes. The Hoxton, Vienna will also play host to the Auditorium, providing an intimate setting for the creative community to come together for live music sets, comedy gigs and theatre.

The Hoxton, Vienna is putting down roots in the capital's 3rd district, a neighbourhood known for housing some of the city's best design and art schools and museums, as well as a serene swathe of greenery thanks to neighbouring Stadtpark. The historic 1st district is just a stone's throw for those looking for a Sissi and schnitzel fix, otherwise the vintage stores and indie restaurants of the 6th and 7th districts are just a 15-minute walk away.

Bookings are now open, with rates starting from €119 for a Shoebox, €189/ Cosy and €199/ Roomy. For guests looking for a seriously sweet opening deal, Dis-loyalty, Ennismore's game-changing travel and food membership, offers a 50% discount on all stays at The Hoxton, Vienna taken between April 1st and June 30th 2024. Find out more about all the membership perks at [Dis-loyalty.com](https://dis-loyalty.com)

www.thehoxton.com/vienna

[@thehoxtonhotel](https://www.instagram.com/thehoxtonhotel)

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About The Hoxton

The Hoxton is a series of open house hotels, rooted in culture and community, located in key cities across the UK, Europe and North America. Each hotel is a reflection and extension of its neighbourhood, inspired by the diversity and originality of the streets that surround them. Vibrant, welcoming public spaces and exciting dining concepts mean every Hoxton is as much a destination for the local community as it is for guests.

The Hoxton, Shoreditch opened in 2006, followed by Holborn (2014), Amsterdam (2015), and Paris (2017). Global expansion saw the arrival of The Hoxton, Williamsburg (2018), Portland (2018), Chicago (2019), Downtown LA (2019), Southwark (2019), Rome (2021), Poblenou and Shepherd's Bush (2022), and Charlottenburg, Brussels and Lloyd Amsterdam (2023). The Hoxton is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart.

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