



THE HOXTON, VIENNA IS ALL SET TO SHAKE UP THE CITY WITH ITS INCREDIBLE ROOFTOP VIEWS AND UNIQUE TAKE ON AUSTRIAN MID-CENTURY DESIGN



OPENS APRIL 1 — Vienna, The Hoxton has arrived! Set in a marble-clad modernist landmark building, The Hoxton promises something completely new for locals, with its Cuban-inspired rooftop bar with unbeatable city views, glistening pool, French-by-way-of-New-York bistro, Bouvier, basement cocktail bar, 196 homely bedrooms, and exciting, atmospheric event spaces, including The Hoxton's very first Auditorium. Primed to show guests from near and far a less classical side of what is often considered a traditional European city, The Hoxton feels playful and elegant, with lashings of mid-century Austrian design flair, paired with The Hoxton's signature warm and layered design aesthetic.

DESIGN

AIME Studios is responsible for the interiors, which are inspired both by Carl Appel's mid-century aesthetic and the iconic Wiener Werkstätte movement. The architectural heritage of the Appel-designed 1950s building served as a key starting point for the hotel's interior design scheme, and has been carefully preserved and celebrated. The expansive, light-filled double-height lobby is framed by the original travertine-clad walls and terrazzo flooring, and dressed with ruby red sofas, statement 1950s-inspired armchairs, lush greenery, and mid-century lighting. A dramatic back-lit staircase to the rear of the lobby 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, while bold tiling feels like a playful running thread connecting the different spaces. Sterling Art have curated artwork throughout the public spaces and guest rooms, with a different focus for each space. A bespoke large abstract botanical piece by Austrian artist, Rini Spiel, demands attention in the lobby; while an oil painting of the iconic Konzerthaus facade by local artist, Rudolf Fitz, is another hero piece.

ROOMS

The 196 bedrooms come in classic Hox categories including Shoebox, Snug, Cosy and Roomy. Each guestroom shows references to early 20th-century Austrian design, from the geometric patterned curtains influenced by iconic Wiener Werkstätte fabrics, to the statement ruched headboards inspired by renowned architect Adolf Loos' inimitable style. Rooms feel calm and inviting, with local photography and 1950s-inspired art on the walls, bold painted ceilings, warm wooden accents and parquet flooring. Bathrooms feature cool blue or glossy black tiles, warm wooden trims,

grey terrazzo tiled floors and chrome fixtures. Guests will find all their Hox favourites including a Viennese edition of the Survival Guide, Roberts radio, and Blank toiletries.

BOUVIER

Bouvier is a relaxed all-day modern bistro that comfortably straddles the old and the new, with an elevated menu of produce-led, New York meets European food with creativity and sass. Open from morning to night for breakfast meetings, boozy brunches, late lunches, and even later dinners, Bouvier promises to have something for everyone. Brought to life by Ennismore's Carte Blanche studio, with a menu that has been carefully curated in partnership with Jeremiah Stone and Fabián von Hauske Valtierra, the duo behind New York's infamous Wildair, lunch highlights include the chicken Caesar schnitzel, a light yet wholesome vegetarian chard and ricotta gnudi, and Bouvier's take on a classic salad niçoise. For dinner, highlights include a standout ratatouille with olives, basil and toasted focaccia, a cheesy grand gougère, indulgent moules-frites with tomato white wine sauce, and an unforgettable mille-feuille with salted caramel and burnt vanilla cream. The drinks list celebrates natural wine from producers around the globe and cocktails are sharp and seductive with playful flavour combinations.

The restaurant itself, tucked off to the right of the lobby, is a bold space with a checkerboard terrazzo floor, deep red wall panelling, 1950s-inspired custom seating, and open kitchen. Retro advertising posters hark back to iconic New York culture, while locally-sourced vintage pieces pay homage to the restaurant's immediate surroundings. Launching at the front of the property just in time for spring, Bouvier's sprawling, 70-cover terrace out the front with fringed parasols, tiled table-tops and greenery, is the perfect spot for a spritzes, iced coffees and leisurely lunches. Those looking for a quick grab-and-go option can swing by the Sandwich Shop off the lobby to pick up a coffee, filled focaccia or fresh pastry.

SALON PARADISE

Salon Paradise is an underground cocktail bar that captures the essence of the creative, free-spirited and experimental Beat Generation. Somewhere to escape and be entertained at the same time, guests can sip expertly crafted cocktails and soak up the atmosphere, with live music programming and a vintage 1920s Hoffmann Konzertklavier piano centrestage. Traditional speakeasies from the 1950s inspired the design of the atmospheric underground bar: a burl-timber bar stands strong in the centre of the space, while corners feel cosy and snug with aged leather banquettes, textured fabrics, low ceilings, and hand-written postcards dating to the Prohibition era. Concepted by Ennismore's F&B studio, Carte Blanche, the team worked with prominent industry figure Rory Shepherd, of Paris' Little Red Door, for Salon Paradise's drinks list. Hero drinks not to be missed are Poet's Dream No. 2 (gin, melon and Fino Sherry), Sal Paradise (tangerine sorbet, tartaric acid and Sekt sparkling wine), and the decadent dessert-like Big Slim (peanut butter cognac, banana and cream).

CAYO COCO

Up top, Cayo Coco brings big tropical energy to Vienna with supersized rum cocktails, crisp cold beers and Caribbean barbecued snacks. Inspired by the golden age of travel to Cuba, this is a fun and relaxed rooftop bar with a pool, open-air dining, and captivating views over the city and out to the Austrian Alps. As the elevator doors open, you're transported to 1950s Cuba by way of its tropical interiors. A saffron-hued Bauwerk corridor and red and black checkerboard floor lead you into the main restaurant space, which is dressed with bespoke rattan furniture. Bright blue ceramic-tiled columns add energy to the space, and bright, bold artwork captures the spirit of Havana.

The view is captivating, offering almost 360-degree views over the city. And while guests of Cayo Coco are welcome to lounge around the pool with a drink, taking a dip is reserved for hotel guests. Cassava cheese fritters, chocolate churros, and crispy coconut shrimps with pineapple salsa are sure to steal some hearts up here, but the drinks are the real stars of the show at Cayo Coco. Dive into a Spider Libre, the perfect poolside sip, a Negroni Tropica, or go big with 'Where's Your Head At' — a giant glass skull designed to share with friends, filled with a secret blend of Caribbean rums, topped with fresh fruit and crowned with champagne and fire.

EVENT SPACES

Marking an exciting development for The Hoxton, Vienna will house the brand's grandest event space to date, The Auditorium. Spread over 143 sqm, it has tiered cinema-style balcony seating, striped walls, electric blue drapes, a large floor space that can be set up in a number of ways, plus its own dedicated street entrance and two fully-stocked bars, that will help facilitate it as an exciting new destination for live music and entertainment, as well as a great option for weddings and large scale events. Classic 1950s cinema culture heavily inspired the nostalgic look and feel of the space and branding; bold colour-blocked ceilings contrast burl timber accents, a patinated metal bar front, 1950s vintage chandeliers, and heavy velvet drapery. Along with curating its own events in the space — upcoming confirmed events include a Hox maker's market and a stand-up comedy night — The Hoxton is excited to partner with local agencies and talent to programme a dynamic calendar of events that supports and celebrates the city's entertainment industry.

The Apartment is a Hoxton staple, another hybrid events space within the building, tucked away to the right of the front desk. Set around an open pantry with a kitchen that can flip into a bar in the evening, The Apartment comprises three private rooms - the Den (41 sqm), the Conservatory (54 sqm) and the Library (32 sqm) - which can be hired individually or collectively to host everything from presentations to parties, press days and private dinners. Each of the rooms have a full AV set-up with everything you could need for plug and play hybrid meetings. The design is bold but warm and residential, and references the traditional Viennese gasthaus with its geometric tiling, clashing patterns, bespoke terrazzo floor, warm timber panelling, mohair upholstered chairs, and chrome finishes. The Conservatory, the lightest, brightest of the three rooms, opens up directly onto the terrace, making it a great space for summer events.

LOCAL PARTNERS

Thinking local has always been part of The Hoxton's DNA, and from the get-go, it puts down deep roots in the neighbourhood by establishing long-lasting relationships to celebrate, support and showcase others in the community. The Hox Gallery - a dedicated space to showcase local emerging talent, gracing the walls of the grand central staircase - will open with local contemporary artist, [Ju Schnee](#), who draws inspiration from AI and augmented reality for her oil paintings, exploring the synergies between traditional mediums and cutting-edge technology. For its Hox Hounds offering (yes, four-legged friends are warmly welcomed at The Hox), The Hoxton has partnered with sustainable and design-led, [PINTU DESIGN](#), for the dog beds and dog bowls that guests checking in with furry friends will find in rooms. Created bespoke, they perfectly compliment the interiors' colour-scheme. Bouvier, Salon Paradise and Cayo Coco are all proud to support [The Gruft](#), an invaluable support facility for the Vienna's homeless, with an optional €1 donation added to every bill. 100% of the money raised goes directly to those in need, helping provide a hot meal, a place to sleep, clean clothes, and a warm shower.

BEST OF

The ultimate neighbourhood shop, Best Of, is a curated collection of products created bespoke for The Hoxton, Vienna in collaboration with some of the city's best independent artisans, creatives and brands, available exclusively to purchase at the hotel. Take home perfectly imperfect bespoke ceramic plates from [One Of A Kind](#), Hox-branded crochet summer hats by [Mühlbauer](#), covetable marshmallow-inspired mugs from ceramicist [Teresa Berger](#), and playful shirts and sweatshirts in exclusive Hoxton colourways from [Astrid Deigner](#).

LOCATION

The Hoxton, Vienna is located 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 classic schnitzel and sachertorte fix, otherwise the vintage stores and indie restaurants of the 6th and 7th districts are just a 20-minute walk away.

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The Hoxton, Rudolf-Sallinger-Platz 1, 1030 Vienna

www.thehoxton.com/vienna

[@thehoxtonhotel](#)

[@bouvier_vienna](#)

[@cayococo.vienna](#)

[@salonparadise_vienna](#)

Rates: €119 for a Shoebox, €189/ Cosy and €199/ Roomy.

Dis-loyalty, Ennismore's game changing food and travel membership, gives members 50% off newly opened hotels within their Collective, meaning guests can enjoy half-price rates at The Hoxton, Vienna until June 30th 2024. Find out more about all the membership perks at Dis-loyalty.com

Images: <https://ennismore.app.box.com/folder/254491681297?s=ak6yp126kvdzxt9sccrihqy38ubots6t>

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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 (Barcelona), Shepherd's Bush (2022), Charlottenburg (Berlin), Brussels and Lloyd Amsterdam (2023), and Vienna (2024). 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. thehoxton.com | ennismore.com