



Green oasis: HOTEL INDIGO VIENNA AT NASCHMARKT

*Historical buildings and works of art, museum exhibitions, musicals, concerts...
These are just a few of the numerous examples that show what a city can offer
regarding art and culture.*

By KATERINA LEROY

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TRAVEL

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Since May of this year, a new hotel has enriched the Viennese hotel scene: the Hotel Indigo Vienna. A member of the InterContinental Hotels Group, it is breaking with conventional concepts in many respects. What is the secret of the Hotel Indigo Vienna? A narrow plot between two buildings, which previously opened up to an area of more than 4.200 m², and had once been the premises of a car dealership, was used to build a 158-room hotel which represents the “urban jungle” concept. The hotel has two exclusive suites with freestanding bathtubs. The rooms on the nine floors are designed in three different styles to offer diversity and guarantee a pleasant and comfortable stay.

Inspired by Art Nouveau and the Secession movement, the interiors of the hotel feature various styles, including golden accents in the bathrooms, patterned carpets in the corridors, and a bronze facade facing Wienzeile. Hotel Indigo Vienna is located directly by the Pilgramgasse subway station, very close to the Naschmarkt. The spectacular design of the new Hotel Indigo was created by a renowned European architectural firm **BWM** Architekten, which is known for its ability to successfully integrate urban trends into lifestyle. The building of the hotel which blends in perfectly with the neighborhood was constructed by JP Immobilien. Here, the trapezoidal architecture of the inner courtyard is as impressive as the light-flooded atrium. The boutique hotel, including restaurant, private parking, fitness center, bar and meeting facilities for up to 20 people, is guided by the Luxury and Lifestyle Collection concept first introduced by IHG in 2004. According to this concept, every Hotel Indigo is different and is designed to offer its guests an authentic experience. Today, there are more than 130 Hotels Indigo in more than 15 countries.



The Pigment restaurant in the basement serves dishes inspired by the hotel's motifs and the secret Viennese garden, while the floor-to-ceiling plants all around create a cozy atmosphere both in the morning at breakfast and in the evening at dinner. Afterwards, it's time for a drink in the hotel's own bar, where locals and guests can celebrate with fine cocktails.

GREEN IS THE TREND!

The Hotel Indigo Vienna will charm you with its abundance of greenery: hanging plants, bee-friendly flower and herb beds, and a variety of trees which grow in the spacious courtyard, on the flat roof, on the balconies, and can also be found within the hotel interiors. The stylish rooms impress, not only with an abundance of greenery, but also with exciting decor, skilful colour combinations and inviting furniture. Plants enhance the warm and cosy atmosphere in the hotel rooms and have a positive effect on human feelings. This allows the decorative plants to create a harmonious, welcoming environment, providing a space for new energy. In large areas, such as the lobby, the indoor plants function as room dividers, creating comfortable, intimate retreats. With the help of decorative outdoor pots, the indoor plants create a perfect interior decoration, and sit in harmony with the style of the Hotel Indigo Vienna.

