



25HOURS HOTEL WIEN *Vienna*

The 25hours Hotel Wien is located in Vienna's 7th district, home to shopping quarter Neubaugasse, the Museums Quartier, and the heart of Vienna's young, liberal, creative scene. The hotel creates a fantastical world of circus, spectacle, and extravagance, with just a touch of madness – mirroring the city itself. For Christoph Hoffmann, CEO of the 25hours Hotel Company, design is an expression of the company's philosophy. Each hotel design is inspired by its location, thus each is organically distinctive. The hotel will unveil in two phases: in the spring of 2011, 34 suites each featuring a kitchenette, safe, minibar, and state-of-the-art technology will come to life. Joining them will be a lobby lounge/bar, and a terrace roof deck perched high above Vienna's rooftops. In the fall of 2012, 187 guestrooms will be added, in addition to wellness and fitness facilities, meeting and convention facilities, a summer garden, and a restaurant with a terrace facing Weghuberpark. In cooperation with BWM Architekten und Partner and dreimeta's interior designer Armin Fischer, the 25hours creative team once again turned their imaginations loose to create a brash, fanciful aesthetic that mixes antiques and bespoke wall treatments with memorabilia of the city's three permanent circus buildings, as well as of Elisabeth, Empress of Austria's own circus within Vienna's riding school.