

CHECKING IN

Cutting-Edge Vienna

The Austrian capital rethinks city hotels

GRAND FERDINAND HOTEL

ELEGANT BUT NOT STUFFY

The challenge: Transform a stark, 1950s office building into a luxury hotel on Vienna's elegant Ringstrasse. The Grand Ferdinand succeeds by embracing the building's clean lines, while adding Viennese touches such as oversize crystal chandeliers and the type of hand-painted floor tiles you'd find in a well-to-do Viennese apartment. The result: unstuffy opulence that fuses mid-century simplicity and Austro-Hungarian finery. From \$200. grandferdinand.com

WIENER GÄSTE ZIMMER

SLEEP IN A FACTORY

Working the late shift isn't such a bad idea at this family-run factory that also offers five guest rooms on an upper floor. The company produces small-batch vinegars, cooking oils, and more. Guests learn about the process that turns fruits and grains into sought-after elixirs, and can sign on for a city tour of craft-based factories and markets. After, unwind in industrial-chic spaces with indulgent bedding and porcelain washbasins. From \$200 including breakfast. gegenbauer.at

GRÄTZL HOTEL

FOR ULTIMATE URBAN INSIDERS

Repurposed storefronts once occupied by lampshade makers, electricians, and bakers have found new life as contemporary guest rooms with décor inspired by tools of the trade: a vintage Pfaff sewing machine in a former dressmaker's shop, for instance. Check-in is at the local café. Since opening in 2011, this galvanizing and popular lodging concept now offers 21 rooms, spread out over three city districts, with plans to expand to 50 rooms. From \$133. graetzlhotel.com



Grand Ferdinand's rooftop pool provides a lofty view of Vienna's Ringstrasse.

GRAND FERDINAND

REPORTED BY MARK BAKER