

SUPPER

HOTEL FOOD & DRINK



ALLEGRA - LONDON • TOM KERRIDGE • ELECTRIC LEMON - NEW YORK

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Salon Sacher Hotel Sacher

VIENNA

Words: Richard Frost
Photography: © BWM Architekten / Severin Wurnig



IN A BITE
Covers: 40
Architecture and Interior Design:
BWM Architekten
F&B Manager: Andreas Keese
Furniture: Thonet
Lighting: Megumi Ito
www.sacher.com

Shortlisted for an AHEAD Europe award in the Bar, Club or Lounge category, Salon Sacher is the newest F&B venue at Viennese institution Hotel Sacher. The 40-cover space, formerly home to Sacher Stube, has been imaginatively redesigned by BWM Architekten, combining carefully inserted elements inspired by the 1920s and 1950s.

The family-run hotel has partnered with BWM again on the back of a successful collaboration revamping and extending Sacher Eck, a tourist-oriented café and shop within the same building, in 2017. During the initial investigatory work, the practice discovered a stucco ceiling from 1881 hidden behind a suspended ceiling, and this was duly turned into the main focal point. In an ingenious move, bold vertical lines have been added to the walls, drawing the eye up towards an oval aperture surrounded by a neon border, ensuring every guest notices the intricate craftsmanship above their heads.

Salon Sacher playfully subverts standard Viennese coffeehouse tropes; it boasts custom arched globe lights by Megumi Ito instead

of a chandelier, for example, and an atypical black-and-white floor pattern. However, a sense of tradition is maintained through the use of tinted mirrors, elegant tables – whose brass bases are complemented by new stone tops – and reupholstered Thonet chairs. Much of the seating is decked out in a soft coral hue, referencing both the characteristic Sacher red and the 1950s preference for pastel colours.

Positioned in the heart of the space, the bar serves up speciality teas and coffees in the daytime, followed by cocktails like Sacher 1876 (Champagne Ayala Brut Majeur, absinthe, lemon juice and sugar) after dark. Customers can also order light bites such as truffled ham with Russian salad, or the Original Sacher Torte, the iconic chocolate cake invented by pastry chef Franz Sacher in 1832.

“Salon Sacher is a recreation of the 1920s, done in the daring manner of the 1950s,” says Aleš Košak, Senior Architect at BWM. “On the 1920s side, it seeks to follow in the footsteps of the Sacher family, and on the 1950s side, it wants to be a bit daring and unexpected.”