

GRAND FERDINAND

New Viennese elegance on the Ringstraße.

**A hotel that celebrates tradition by moving
forward, not by looking back**

Florian Weitzer draws on the Ringstraße's heyday to revive Viennese elegance at his Grand Ferdinand. With its 186 rooms and three restaurants, the hotel, opened end of 2015, on the Schubertring combines the beauty and relish of times past with the finest amenities anno now. The harmonious overall composition is graced with extravagant details - from the courtyard oasis and rooftop pool to the Lobmeyr chandeliers. The re-designed Grand Ferdinand returns the building on the Ringstraße back to its former, well-deserved glory. And it enriches Vienna's culinary scene with three restaurants, set in unique ambiance: Meissl & Schadn, serving traditional Viennese cuisine, the Gulasch & Söhne, featuring snacks and small plates, and the Grand Étage, a privat dining club which is reserved for hotel guests and club members.

**Austrian through and through –
Grand Ferdinand, grand composition**

It was no wonder, that Florian Weitzer was drawn to the Ringstraße. He had long desired to add a glamorous hotel to Vienna's scene. First, his four other hotels had already proven that he could playfully combine a historical foundation with good ideas to create a contemporary composition, and second, the magnificent boulevard has been home to illustrious names in the hotel business since the 1873 World Exposition. Till today, the Grand Ferdinand by Weitzer Hotels happens to be the only Austrian-run hotel directly on the Ringstraße.

As in all of his hotels, Florian Weitzer does away with the staid. Instead, he draws on traditional beauty and enjoyment to create a timeless elegance - recalling the Ringstraße era, when Vienna was transformed into a sophisticated European city. It was a time in which one strove for perfection in all things. The intention of the Grand Ferdinand, too, is to create an overall composition whose true grandeur arises from the purposeful arrangement of its individual components. A noble harmony extends to every aspect, from the interior design all the way to the cuisine - connecting the gorgeous chandeliers on the expansive ground floor, hand-made according to old designs by traditional Vienna glass-maker Lobmeyr, and Thonet chairs, to champagne bars in the rooms stocked with French Mumm.

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Timeless beauty – lodging at the Grand Ferdinand

Florian Weitzer is confident that „anything you do can be done beautifully, and everything that is built can be built beautifully.“ But he notes, „Beauty is in no way a matter of money, or design, or a creativity competition. It’s simply a matter of attitude.“ This approach is clear in the design of the 186 rooms in five categories. Every single room is a custom composition of timeless elegance, contemporary comfort and soulful extras. Light switches are made from ceramic, as was once common, and glass-block shower enclosures recall the building’s 1950s origins. The colour scheme in all of the rooms is an elegant interplay between nostalgic curved headboards and mirror frames in white, dark wood floors and charcoal grey walls. The round, leather-rimmed mirrors above the bathroom sinks are a design classic by Gubi in the style of Jacques Adnet. Details like collapsible interior shutters made of white wood complete the finishes harmoniously staged by Florian Weitzer. Even a Standard room comes furnished with a comfortable king-size bed and a rainfall shower. Slightly larger and with a touch more extravagance are the rooms in the Comfort category, which feature a green leather chaise longue and champagne bar. One category up are the Superior rooms, which include a desk.

The suites on the top floor, the seventh, come close to a symphony, or seventh heaven if you will. From here, guests have a box-seat view of the Ringstraße and Vienna’s rooftops - which can be taken in from a free-standing cast-iron art nouveau tub or private terrace. The view from the 100 m2 Grande Suite, extends all the way to the giant Ferris wheel in Vienna’s Prater park. The suite is complete with a walk-in closet, an extra dressing table, Terrazzo floors combined with wooden floor boards, and two toilets. The crowning glory of this magnificence celebrated in every respect is the private access to the rooftop, with its Grand Étage bar and an exclusive pool. The Grande Suite costs from 1000 EUR upwards per night, but Florian Weitzer wanted to make the Grand Ferdinand experience accessible to those with a smaller budget, too. Bunk beds are available in an elegant eight-bed room for a reasonable EUR 30 a night - and they can be booked through Airbnb.

Grand Austrian cuisine – food and drink times three at the Grand Ferdinand

MEISSL & SCHADN

During its imperial past, Austria’s renowned cuisine incorporated a number of culinary influences from Northern Italy to Bohemia and Hungary in addition to its own regional traditions. The famous Viennes restaurant Meissl & Schadn was synonymous with incomparably rich meals until it was destroyed in the last days of the war in 1945. The „new“ Meissl & Schadn was opened in September 2017. Naming the new restaurant at the Grand Ferdinand after the original Meissl & Schadn has been a long-held dream of Florian Weitzer. In addition to offering various beef dishes served table-side, the new Meissl & Schadn also serves as a monument to an icon of Austrian cuisine: Wiener Schnitzel. It is

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prepared in an open Schnitzel show kitchen at the restaurant where guests can even try their hand in special Schnitzel classes once a week.

Showcasing honest cuisine and accompanied by an exquisite wine list the dishes at Meissl & Schadn are served with grandezza in a generous atmosphere. The restaurant's high culinary standards are reflected in the architecture - and of course in the harmonious details, which in their ensemble strive to create something grand: magnificent chandeliers, up-scale wooden furnishings, leather benches and exquisite porcelain and silverware. Whether staying as a hotel guest or not Austrian specialities can be relished at the Meissl & Schadn from noon until late at night in one of its nearly 160 seats - or in one of the additional 40 outdoor seats in front of the restaurant during warm weather. A stylish extra room in the back area is available for private and business celebrations.

GULASCH & SÖHNE

Florian Weitzer's idea of creating a meeting place for locals with every new restaurant concept comes once again to fruition in another eating establishment, accessible from the street. The Grand Ferdinand is home to Gulasch & Söhne, a place where the general public and guests alike can begin and wind down an evening spent at the ball or one spent taking in Vienna's cultural life. Or where people stop by for breakfast or a snack. The bistro serves breakfast classics, goulash and sausages along with the finest champagne or for example with an inexpensive glass of Velkopopovický beer - in a cultivated yet cosy atmosphere with a large bar and Terrazzo floors.

GRAND ÉTAGE

In the same vein as the private salons that were once held in Vienna at the end of the 19th century, the grand Ferdinand's third culinary hot-spot is an exclusive one, reserved for hotels guests, their visitors and club members. That is to say, the Grand Étage is also a private dining club with a membership upon request, which is personalised. Only on selected Sundays the Grand Etage opens its doors for a special brunch where non members can enjoy the rich breakfast buffet. Furthermore, the rooftop restaurant occasionally invites to special events („Open House“ or „Grill & Chill“) with exciting drinks and culinary surprises. The Grand Étage is home to a terrace bar perched high above Vienna's rooftops, which stays open from morning till late. A buffet and à la carte items satisfy guests' culinary needs, while the special view of St. Stephen's Cathedral and the north-south view of the Ringstraße take care of emotional needs. The Grand Étage experience is rounded out by the rooftop pool and, in the colder seasons, an open fireplace.

**It wouldn't be a Florian Weitzer hotel without surprising details –
enjoying extravagance at the Grand Ferdinand**

Florian Weitzer has once again re-imagined the hotel experience at his fifth hotel. The elegance of the Grand Ferdinand's old structure is graced with one unexpected touch

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after another. Not only is the view from the top floors one of a kind; from the restaurant, guests look directly into a courtyard, the „oasis“, filled with unusual plants and an old stone fountain. Special, beautiful pieces from Austria's old hotel tradition are also on display in the back of the restaurant: Augarten porcelain, Lobmeyr glass and items from Wiener Silber Manufactur. The exhibit is an homage to a time in Vienna in which nothing was more meaningful than embodying what was good. Some products by traditional Austrian manufactures, such as Mühlbauer Hutmanufaktur or Wäscheflott, can even be purchased at the Grand Ferdinand Shop next to the reception desk. Also of note are the cement floor tiles, hand-crafted using a centuries-old method and featuring an elegant pattern, which make up most of the ground floor. And not to be forgotten are the Lobmeyr chandeliers in the restaurant and in the lobby, just next to the landmarked main entrance. This is exactly where the majestic horse, taxidermied by Maison Deyrolle in Paris, is placed.

Architecture – a journey from office building to the Grand Ferdinand

After Hotel Daniel Vienna, this transformation from an office building to a hotel is the second collaboration between Weitzer Hotels and Atelier Heiss Architekten. The massive reinforced concrete building, whose sandstone and black granite façade and red marble vestibule are landmarked, dates from the 1950s. Although the building is more recent than most of its neighbours, its history is just as rich.

The mansion built at Schuberting 12 during the Ringstraße era suffered damage during the Second World War and was completely rebuilt in the 1950s according to plans by Percy Farber and Walter Sobotka. After serving as the headquarters of Veitscher Magnesitwerken, it was Austria's Office for the Protection of the Constitution, and finally came under the ownership of Karl Wlaschek and Amisola Immobilien AG. When work began in Spring 2014 in accordance with hotelier Florian Weitzer's wish to give the existing building a touch of grandeur and elegance while respecting its rich history, the building was nearly completely hollowed out, two courtyard wings were demolished and rebuilt, and the ground floor was opened up to the second level. As a result of this work, some of the rooms on the first floor are accessible from a gallery and are at eye level with the restaurant's gorgeous chandeliers. The ground floor is the best example of the triumphant return of timeless beauty and elegance to Schuberting 10-12. It houses the main entrance at the centre with the restaurant and courtyard to one side and the reception and Gulasch & Söhne to the other side, arranged in the shape of a letter E.

The new opulent spaciousness culminates in a view through floor-to-ceiling windows directly from the street to the restaurant and courtyard beyond. The opening of the hotel in 2015 returned the building to its former well-deserved standing on the Ringstraße.

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Facts – Grand Ferdinand

ADDRESS:

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Schubertring 10-12
1010 Vienna
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www.grandferdinand.com

CATEGORY:

Boutique Design Hotel

SITE:

Ringstraße, midway through the centre, very close to the Vienna State Opera, diagonally opposite Hotel Imperial & Schwarzenbergplatz

GETTING TO/FROM THE HOTEL:

Airport: 30 minutes by taxi, train or bus;
Vienna Central Station: 10 minutes by taxi or tram

PARKING:

Valet Parking in Corso Garage

RESTAURANTS :

Meissl & Schadn
(opening hours: see website)
Gulasch & Söhne
(opening hours: see website)
Grand Étage
(opening hours: see website)

SPECIALS:

3 restaurants, rooftop pool for hotel guests, fitness studio with state-of-the-art equipment, free WIFI throughout the hotel, club membership on request: Private Dining Club - Grand Étage, Grand Ferdinand Shop with pyjamas by Wäscheflott, hats by Mühlbauer, Grand Ferdinand soap, bodylotion and glasses by Zwiesel

ROOMS:

186 rooms
Standard (ca. 20m²)
Comfort (ca. 25m², champagne bar)
Superior (ca. 30m², 4 rooms equipped for disabled guests, chaise-lounge, champagne bar, desk)
4 suites (ca. 45m², on the 7th floor, 17 m² balcony, free-standing bathtub, champagne bar)
1 Grande Suite (100m², two-room suite, on the 7th floor, 17 m² balcony, free-standing bathtub, champagne bar, private access to the rooftop)
1 dormitory (eight-person room)

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The pleasure is all mine, Grand Ferdinand.