

# URBAN STAY AT HOTEL DANIEL VIENNA



MORE THAN JUST A GOOD PLACE  
TO STAY THE NIGHT

**B**icycle and Vespa hire instead of a limousine service, bees on the roof, hammocks in one of the room categories and a trailer as a hotel room in the front garden – all makes up the exciting world, which is simply referred to as “Urban Stay – Smart Luxury” at Hotel Daniel Vienna. A concept that has also gone down well with local city dwellers, making the Daniel Vienna an urban meeting place that is a lot more than simply “a good place to stay the night.” The best proof of this is the Daniel Bakery which has become a popular culinary hot spot in Vienna over the past years. In the relaxed design-mix of the loft-style ground floor of the hotel you can enjoy good international cuisine from early in the morning until late at night, hold a business meeting or just chill out with friends.

The beguiling sense of smart urbanity which pervades the award-winning Hotel Daniel in Graz can also be enjoyed at the Hotel Daniel in Vienna. At the end of 2011 the first export of the Florian Weitzer Hotels was opened with 116 rooms in a building steeped in history, set in a prime location, just next to Belvedere Palace. The Daniel Vienna offers exceptional levels of comfort where and whenever sensible (sleeping, showering and eating well, for example) and simply does away with superfluous pomp and complicated frills – the kinds of details which are only a burden on the shoulders of modern travellers. After all, today’s guests have a preference for swift and uncomplicated changes of location and want to keep their minds open to new impressions. “Urban Stay – Smart Luxury” is how Florian Weitzer describes his concept of reinterpreted luxury. Intrusiveness is out. In come exceptional details in regard to furnishings and features which surprise and inspire his clientele. The fact that the concept absolutely moves with the times is proven by numerous national and international awards from renowned travel

and design magazines (Wallpaper, Monocle, Geo Saison, Condé Nast Traveler, Austrian GaultMillau Guide).

## **THE BAKERY ON THE GROUND FLOOR**

Restaurant? Café? Lounge? Shop? It's a bit of everything and altogether a place to visit – for a drink or a home-made pastry, for a business meeting or chilling out with friends. The Bakery is a place where people like to meet for a drink, a bite to eat or for a good meal, simply to chill out or to get down to business without having to travel at all. This is how neighbours have quickly become regulars and friends. Starting early in the morning, the entire breakfast buffet is open to hotel guests and non-guests alike. The Daniel breakfast has become well-known throughout the city and is extended until 11:00 am on weekends and holidays, followed by the popular Soul Brunch starting at 12:00 pm (except during the summer months, see website [hoteldaniel.com](http://hoteldaniel.com)). On weekdays, the Bakery offers a rotating light lunch menu before serving up Bakery Classics from 5 p.m. – delicious and as international as the Daniel staff themselves. The compositions range from salads, sandwiches and bowls to burgers, steak and vegan dishes of all kinds. A superb choice of Austrian drinks is complemented by the international delights of Cava or Turkish coffee. Another outstanding thirst-quencher is cardamint lemonade, a drink that is based on syrup pepped up with water, soda or wine. It consists of 100% natural ingredients such as green cardamom, mint and lime. Still a Bakery hit are the home-made sweet specialities offered daily in the cake showcase - also available as take-away.

## **A LOBBY WHICH ISN'T**

Well worth knowing: Looking for a conventional lobby, reception desk and breakfast room is a waste of time in the loft-like area at the Daniel Vienna. Instead, the Urban Stay concept creates smooth transitions that are a world away from conventional, uniformly styled designs. It's not really a question of applying those well-worn vintage, retro and industrial look labels; the ideas come from Florian Weitzer himself. And Florian likes to blend and mix things up a bit. The result is a pleasantly aesthetic crossover of classic furniture and modern design in combination with original self-made furnishings. Here you'll find design pieces from the likes of a Donna Wilson as well as Katakana chairs juxtaposed with unpretentious kitchen chairs. Right next door, the Jugendstil couch owned by the Weitzer family has been refashioned into a Hollywood swing. In the entrance area you simply check in at a functional counter powerfully evocative of the 1960s. What's more, this is precisely the place where you can buy all kinds of useful and high quality items, from Daniel soap and honey from the Daniel bees to wine. The bright and breezy area also features a number of other nice little details, including plants sprouting from suitcases and equally bizarre items, a sun deck, free WLAN and an ATM.

## **ART AND BEES ON THE ROOF**

The fact that the courageous visions of hotel owner Florian Weitzer extend far beyond the conventional is confirmed by the “Misconceivable” art project which was completed on the roof of Hotel Daniel Vienna in 2012. Erwin Wurm’s sculpture of a sailing boat, of original size, that has run aground at lofty heights is part of Florian’s intention “to create an atmosphere that reaches farther than just to the window.” Financed by Weitzer Hotels BetriebsgmbH and realised in cooperation with Heiss Architects, the project intends to make a clear statement about contemporary art. Right from the start, Florian was fascinated by “the cheekiness of Erwin Wurm: it really underlines the innovative hotel concept behind the Daniel Vienna.” The implementation process was extremely complex starting from the design stage through to the many official permits that had to be obtained right down to the technical requirements for installing such a large sculpture on a roof. Wurm’s works are well known for eluding obvious interpretations and apparently overriding basic principles such as gravity, volume, weight and statics. Hence “Misconceivable”, originally an elegant sailing boat, now beached and bent downwards on the roof of the Hotel Daniel Vienna – without a sign of the seaside in sight! Here, shifting realities and aspersions cast on customary ways of seeing things deliberately underscore the liveliness of the place.

The sight of the beached sailing boat doesn’t really irritate the bee colonies located on the roof of the Hotel Daniel Vienna. And the fact that you come across them on a hotel roof only appears exotic at first sight. For who cares whether it’s the city or the countryside: what really matters is any attempt to save these insects, threatened worldwide by monocultures and the varroa mite. A few years and several kilos of honey later, the supervising beekeeper, Dietmar Niessner, talks about the huge success of the experiment. The Daniel honey offered at breakfast, used in the kitchen, and also sold at the hotel’s own shop, has the flavour of the Schweizer Garden, with a subtle hint of the Belvedere Palace gardens and a shot of the Botanical gardens: Since the ‘city bees’ delight in the abundant nutritional variety of the neighbouring parks and private gardens!

## **THE TRAILER AND GROWING VEGETABLES IN THE FRONT GARDEN**

A cult object – one which can even be used for sleeping overnight – is parked directly in front of the Daniel’s patio: Purely in visual terms, the polished aluminium exterior of the original 22 ft Silver Streak Clipper trailer from the USA perfectly matches the curtain wall façade of the Hotel Daniel Vienna. But as a symbol of freedom, independence and easy mobility, it’s the perfect companion for the hotel concept which Florian never tires of developing. For it was Florian who imported the historic model straight from America. He went on to have it converted into a unique, comfortable hotel room by a Croatia-based expert in boat interiors. Under the direction of an interior fittings specialist, the Airstream was thermally insulated, soundproofed and fitted out with air-conditioning, heating, a separate WC, hot water supply and a top bed. Naturally, services such as a flat screen TV, phone and WLAN are also included, and due to the low ceiling height there’s even a standalone bathtub with a view instead of the usual shower. The result: 16 square metres of top service and comfort from EUR 114.00 per night (single or dual occupancy), combined with an extraordinary and completely new kind of home-from-home experience! Urban gardening with grapevines, vegetable beds, and old variety Sheep’s Nose apple trees surrounding the wagon is included – a real extension of the hotel to the outdoors and another symbol of the openness practiced at Hotel Daniel Vienna. Sowing, maintenance and harvesting – there’s no end to gardening - just as there is no standstill at Hotel Daniel Vienna.

## **ROOM WITH PANORAMA VIEW AND HAMMOCK**

The Hotel Daniel Vienna doesn't need a conventional hotel classification – the 116 beautifully designed rooms on six floors come in four categories, and are superbly appointed with technical facilities. So there are no unnecessary things here to get in your way. Instead, a “Raindance” shower by daylight, a super flat TV and a room safe all enhance the relaxation factor. And there's no doubt that the individual merits of each room type exemplify “contemporary luxury”. “Smart” is simply smart – also with regard to its relaxed price starting at EUR 114.00 per room – regardless of whether you're staying on your own or sharing. As you might have guessed from their names, “Panorama” offers plenty of light and panoramic views and “Hammock” features a hammock. A complimentary non-alcoholic beverage minibar, a Nespresso machine and extra blackout curtains can also be found in both categories. The suite “Belvedere” grants a dream view of the eponymous castle and the Airstream trailer in the front garden a very special hotel stay. Special offers include discounted rates for families.

## **THE PERFECT LOCATION**

One more thing: The new Hotel Daniel Vienna couldn't enjoy a more central location. Its most famous neighbour is Schloss Belvedere; the Swiss Garden and the Botanical Garden of the University of Vienna are not far away, either. The neighbourhoods surrounding the Daniel showcase just about everything that one of the most wonderful cities in the world has to offer in terms of art, culture and culinary delights. Places where revered history is juxtaposed with strident subversion, where the exquisite is happy to take its place alongside warm-hearted tradition! Not to be sneezed at, either, are the convenient transport links which spread out in all directions, from Vienna's central railway station, from the Südtirolerplatz underground station and from the Quartier Belvedere suburban railway station – all of them easily within striking distance of Hotel Daniel! The airport is also easily reached by S-Bahn from Quartier Belvedere. It's barely a 20-minute walk to the centre of the First District, and you can get there even faster by hiring a bike or E-Vespa scooter from the Daniel's brilliant vehicle fleet.

## **THE REVOLUTIONARY ARCHITECT**

Interestingly, the history of the establishment built in the 1960s in the Landstraßer Gürtel is quite unique. At that time it was Austria's first building to feature a revolutionary curtain wall façade that is listed today as a historical monument. The architect was none other than the renowned architect, Georg Lippert. The same Georg Lippert, in fact, who also designed Hotel Daniel in Graz in the 1950s. What a fortunate coincidence! Throughout his life, his work was characterised by dedicated functionality and objective honesty. A kind of philosophy that was fully consistent with the renovation plans of „Atelier Heiss Architects“. And also wonderfully emphasizes the Hotel Daniel's concept „Urban Stay – Smart Luxury“.

PRESS CONTACT:

**Ulli Leonhartsberger**

**M** +43 664 8406689

**E** [press@hoteldaniel.com](mailto:press@hoteldaniel.com)

**Hotel Daniel Vienna**

Landstraßer Gürtel 5

1030 Vienna

Austria

FOR GENERAL ENQUIRIES:

**Mag. Julia Blödorn**

Florian Weitzer Holding GmbH

Griesgasse 12-14, 8020 Graz

**T** +43 316 703611

**E** [julia.bloedorn@weitzer.com](mailto:julia.bloedorn@weitzer.com)

[www.weitzer.com](http://www.weitzer.com)

PRESS CONTACT

ARCHITECT'S OFFICE:

*Atelier Heiss ZT GmbH* Schleifmühlgasse

1A/14, 1040 Wien

**T** +43 1 585385518

**E** [pr@atelier-heiss.at](mailto:pr@atelier-heiss.at)

# FACTS DANIEL VIENNA

## ADDRESS:

Hotel Daniel Vienna  
Landstraßer Gürtel 5, 1030 Wien, Austria  
T 0043 1 901310  
E [hellovienna@hoteldaniel.com](mailto:hellovienna@hoteldaniel.com)  
[www.hoteldaniel.com](http://www.hoteldaniel.com)

## CATEGORY:

Urban Stay – Smart Luxury

## LOCATION:

Adjacent to Schloss Belvedere, close to the Swiss Garden and Botanical Garden of Vienna University and to Vienna's central railway station.

## TRANSPORT LINKS:

Vienna central railway station, Südtirolerplatz underground station, Quartier Belvedere S-Bahn railway station, several tram, bus and suburban train connections (direct connection to the airport from Quartier Belvedere), A23 Vienna southeast tangent motorway (Gürtel exit)

## ROOMS:

116 rooms in the categories: Smart, Panorama, Hammock, Trailer and Belvedere on six floors and in the garden (from category Hammock on: free drinks from minibar, 58 inch smart-TV with AppleTV, Nespresso coffee machine)

## PARKING:

Underground car park (EUR 20,00 per day, vehicles up to max. 1.95m height), 3 Smatrics charging stations

## SPECIAL FEATURES:

Urban Stay – Smart Luxury , Bakery (breakfast buffet & restaurant), terrace, shop/bar/reception area, events on changing culinary themes during the summer months, 5 vintage bicycles and 4 E-Vespas for rent (further rental of e-bikes and bicycles also at the central railway station), free WIFI, urban gardening, bees and artwork by Erwin Wurm on the roof-top, trailer in the front garden, family specials, Florian Weitzer Hotels & Restaurants" -Shop ([shop.weitzer.com](http://shop.weitzer.com))