

zoku is expanding across europe! the third home-office hybrid is now open in vienna.



concrete is proud to share the opening of Zoku Vienna

Zoku, which is Japanese for family, tribe, or clan, facilitating global living and working for the traveling professional, has created a new category in the hotel industry – a home-office hybrid, also suitable for long stays, with the services of a hotel and the social buzz of a thriving neighborhood.

Designed and built in collaboration with Concrete and IG Immobilien, Zoku Vienna offers a relaxed place to live, work and socialize with like-minded people while getting wired into the city. After locations in Amsterdam and Copenhagen, from now on, the Viennese nomads can also benefit from the Zoku facilities to live, world, socialise and relax - with amazing views towards the Prater park and city of Vienna!

rooftop view on prater park

The U-shaped building is located in the central second district of Leopoldstadt, nearby the Vienna University of Economics and Business and the Messe Wien Conference Center. Specifically, Zoku Vienna is situated at the Perspektivstrasse and overlooks the iconic Prater park towards the south. Since 1766, this publicly accessible amusement park is well known to young & old and creates an all-year round fun and nostalgic escape. The carrousel used to light up the neighbourhood, now the Zoku Lofts contribute to brighten up the night with its balconies' bright string lights.

the social spaces – harnessing the work from anywhere landscape

As you may expect from Zoku, the top floor entrance is unique, green and full of daylight. A large skylight full of green plants above the entrance and bar is the showstopper and creates an urban oasis. Leaving the bustling city behind, where you'll walk towards the bar and check-in. Zoku Vienna offers 'Social Spaces', designed for co-working, dining, hosting meetings and events, and socialising – all located on the 7th floor rooftop.

the Zoku Loft

Zoku Vienna offers 131 Lofts in four different types. Offering both style and space consciousness, the interior of the Zoku Loft shifts the focus from the traditional hotel bed to a practical living space. The central feature of the room is a four-person table that can be used to work, dine, entertain or just hang out. Some of the Zoku Lofts in Vienna have an outdoor balcony, creating an even better homey experience where you can stay longer.

project Zoku Vienna

client Zoku | Hans Meyer, Marc Jongerius
designer concrete

project location

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project information

photography ewout huibers
no. of rooms 131
start construction 2019
duration construction 29 months
opening june 2021
total area 5665 m2

ABOUT ZOKU

Zoku is founded by Hans Meyer and Marc Jongerius. They assigned Concrete to help develop and design a new type of hotel, facilitating the "work from anywhere movement" and focused on global nomads, the new generation of creative business travellers who like to mix work & play within a living environment.

Zoku Amsterdam proved to be a great success and concrete worked together with Zoku to develop new locations where global nomads can stay longer, work longer, live longer and play longer. Vienna is Zoku's third location, after Zoku Copenhagen.

MEET. SLEEP. WORK. DREAM. LOVE. LIVE. ZOKU.
#ENDOF THEHOTELROOM

ABOUT CONCRETE

Next to Zoku, projects include W Osaka, London and Verbier, Hotel Norge Bergen, KLM crown lounge, Urby living US, citizenM hotels worldwide, Roomers and Izakaya Munich, Mongkok Skypark, Castell D'emporda and we're currently working on an Urban development in Tromso, Hotel Lofoten, Luxury hotel chain in London, Manifattura Tabacchi Florence, sustainable social housing for Moos in the Netherlands and more.

Since 1997 concrete develops concepts in architecture, interior design, urban development and brand development. We work with a team of 52 multidisciplinary creatives for corporations and institutions from the Amsterdam office.

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