

Paying tribute to the original ... On behalf of JP Immobilien, BWM Designers & Architects are responsible for redesigning architect Carl Appel's building on Rudolf-Sallinger-Platz as The Hoxton Vienna hotel.

Built in the 1950s by architect Carl Appel, the building on Rudolf-Sallinger-Platz was, for decades, the headquarters of the Austrian Economic Chambers and is now a listed building. This austere postwar building is prominently located on a small hill near two of Vienna's parks: Stadtpark and Modenapark. BWM Designers & Architects are responsible for the architectural redesign of the listed building for JP Immobilien. AIME Studios are in charge of the interior, drawing inspiration from both Carl Appel's mid-century aesthetic and the Wiener Werkstätte.

Behind the impressive façade are 196 guest rooms, a two-storey lobby with original terrazzo flooring and columns sheet-clad in fluted anodised aluminium, the Paris and New York inspired Bouvier bistro, a basement speakeasy called Salon Paradise, and a rooftop bar and pool with a view of the neighbouring Stadtpark and St. Stephen's Cathedral. A meeting and event room called the Apartment combines classic coffeehouse culture with the atmosphere of a traditional Austrian restaurant. The auditorium (including a balcony) offers 300 sqm of space and, thanks to its own permanent DJ/sound and light booth, is equipped to host events ranging from comedy performances to acoustic sessions.

Preserving postwar architecture

BWM's declared aim was to treat the existing building with utmost care to preserve its original characteristics, always coordinating closely with the Federal Monuments Authority.

„Our motto has always been to expand the city, meaning to understand the buildings and things that are already there rather than ignore them,“ says Markus Kaplan of BWM Designers & Architects. „We're pleased that this project has brought the starkness and austerity of postwar architecture to contemporary building culture. We've restored the façade to its former glory and given the top floor back its original clarity by removing additions from the 1980s.“

Stylistically, The Hoxton Vienna takes its cue from 1950s architecture, with a multi-layered aesthetic that mixes mid-century Austrian design with rich textures, geometric shapes, and bold and playful tiles.

Committed to the original

The main façade, which was originally partly made of natural stone, was recreated using Cipollino marble. The division of the panels was also maintained to match the original, and the sculptural elements (projections and recesses) were restored. The portico and the entrance portals have been preserved in their original state.

The planning grid for the former office space was converted into a hotel planning grid. The event hall already existed as such in the original building. Hovering above the roof of the auditorium is a new, lightweight single-storey structure with an additional six rooms.

The plaza in front of the building was redesigned, with large planters and a terrace inviting both hotel guests and locals to enter and linger and reinforcing the open character. A separate entrance leads directly from the plaza to the speakeasy in the basement.

The 190 sqm two-storey lobby with gallery is located on the ground floor; its original columns clad in fluted aluminium and the terrazzo floor were retained, as were the original railings, also made of aluminium with black rubber handrails.

The main doors at the entrance are also in anodised aluminium and fitted with the original door handles.

The staircase opens up as it ascends and features a specially designed line of LED lights showing the way from the 1st to the 8th floor at the top. The original railings were retained and supplemented with a stainless steel mesh to comply with current regulations; the corridors end at windows with French balconies.

„We are committed to preserving the architecture of the postwar period for future generations, and we took a particularly

sustainable approach with this project. We converted the existing structure from an office building into a hotel without having to create a huge amount of additional space," Markus Kaplan explains. „We were able to create 196 guest rooms while leaving a really low ecological footprint.“

Massive structural measures were needed to upgrade the building, and technical adaptations were made even down into the fabric of the building. The reinforced concrete skeleton was strengthened, the thermal insulation improved for better energy efficiency, and the entire building upgraded to the current state of the art.

A vibrant spot for locals and guests

The top floor was restored to its initial state as envisioned by Carl Appel, the extension from the 1980s removed and the original volume from the time of construction reinstated. From this space, guests can enjoy a stunning view of Vienna. The new rooftop bar and outdoor pool (149 sqm indoor, 475 sqm terrace) are located on the wings of the building and, like all other common areas, are also accessible to the public

Daten und Fakten

Task

Redesign and conversion of the former headquarters of the Austrian Economic Chambers, a designated heritage asset, into a hotel, The Hoxton Vienna; submission of plans for approval by the building authorities; application for business licence; final plan

Client

JP Immobilien

Status

Completion 04/2024

BWM Team

Erich Bernard, Markus Kaplan, Peter Foschi, Maximilian Fasslabend, Daniel Krawczyk, Judith Mayr, Marion Haider, Tjasa Rus, Gerhard Girsch, Fridolin Öhlinger

Participants

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Construction management: c-performance baumanagement gmbH

Final planning: uma Architektur ZT GmbH

Fire safety: Nobert Rabl Ziviltechniker GmbH

Domestic engineering: PME Techn. Büro für Klimatechnik GesmbH

Landscape planning: Simma Zimmermann Landschaftsarchitektinnen OG

Statics: Gschwandtl & Lindlbauer ZT GmbH

Construction physics: Bauphysikalische Planung und Beratung Feit

Government agencies: Federal Monuments Authority, Vienna Landeskonservatorat, Wolfgang Salcher

Image credit

BWM Designers & Architects/ Ana Barros

The Hoxton, Vienna

Preview press photos



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The Hoxton, Vienna

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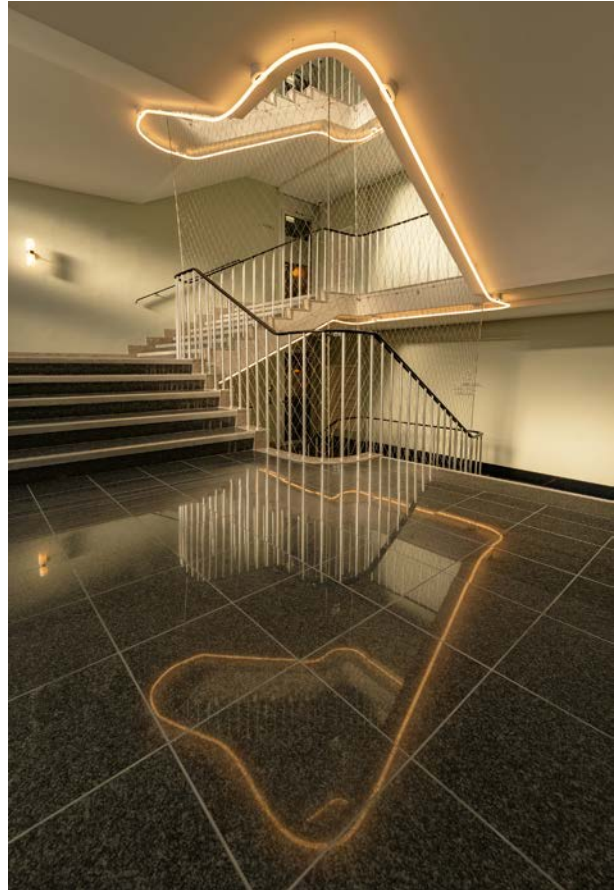
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BWM_The Hoxton Vienna_Rooftop View
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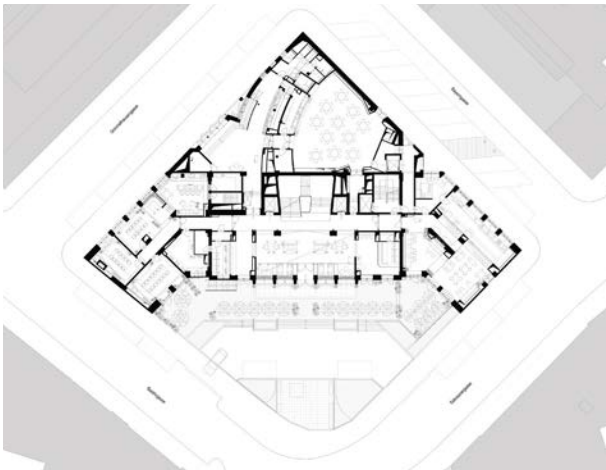
BWM_The Hoxton Vienna_Rooftop
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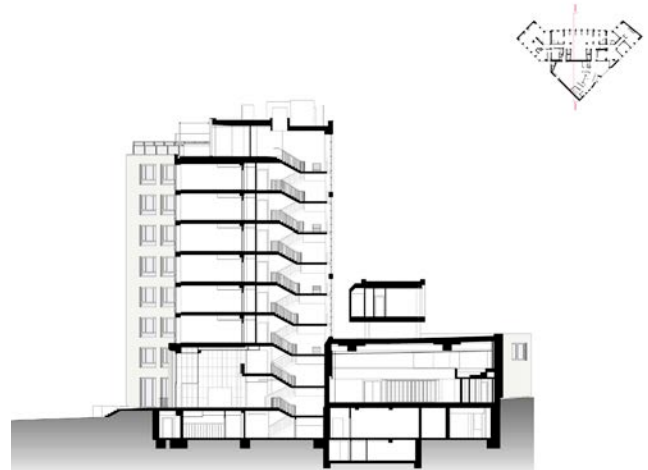
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