

project Zoku Vienna

client: Zoku | Hans Meyer, Marc Jongerius

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project information

concrete team: rob wagemans, maarten de geus, murk wymenga, marlou spierts, margaux platenburg, amandine marot, alain fernandez del rey, sofie ruytenberg

concept development: zoku in collaboration with concrete
project development: IG Immobilien, vienna (AT)
architect building: nonconform, vienna (AT)

start design: 2017
start construction: 2019
opening: June 2021
total gross area : 5665 m2
no of rooms: 131
photography: Ewout Huibers

contractors

general contractor: IG Immobilien, vienna (AT)
room fitting out: Smeulders (NL)
bespoke furniture: Lindner group (GER)
bespoke lighting: frandsen, horsens (DK) - TDE lighttech (NL)
Loose furniture: Hay (DK) & Muuto (DK)

concrete is proud to announce the opening of Zoku Vienna, the third Zoku to open after Amsterdam and Copenhagen.

SHORT STORY

Zoku Vienna is the third Zoku to open the doors for guests and locals after Zoku Amsterdam and Copenhagen. The work-meets-play hotel concept has been created for the global nomad. Zoku is a home-office hybrid, also suitable for long stays, with the facilities of a hotel and the social buzz of a thriving neighbourhood. Facilitating global living and working for the travelling professional, Zoku, Japanese for family, tribe or clan, disrupts the hotel industry. Zoku is a relaxed place to live, work and socialise with like-minded people while getting wired into the city. Zoku consist out of 1/3 Dutch rationalism, 1/3 Scandinavian style and 1/3 of Japanese simplicity.

ZOKU VIENNA

Located in the central Second District of Leopoldstadt, Zoku Vienna will be close to the Vienna University of Economics and Business, the Messe Wien Conference Center and the iconic Prater park. Zoku Vienna is situated at the Perspektivstrasse and overlooks the Prater park towards the south. Since 1766 this publicly accessible amusement park is well known to young and old and creates an all year round fun and nostalgic escape.

The architecture of the building has been designed by Austrian architecture firm nonconform. The U-shaped building opens up to the park, half of the building has been developed as Zoku the other half is the hotel brand Superbude. In your first approach to the building individual balconies of the Zoku Lofts are visible, creating a lively neighborhood at night with colorful string lights to illuminate the balconies. From the ground floor entrance, the elevators bring you up to the top floor public areas, 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, an escape from the busy city. The skylight guides guests to the bar & living rooms where a Zoku sidekick will welcome and help you find your way in their temporary home. Now, the full Zoku experience can begin!

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

HIGHLIGHTS

skylight and bar

entrance experience at the top floor, where guests enter the public areas in an oasis of green and daylight.

social spaces

an open floor plan that accommodates all kinds of communal & social spaces full of daylight and great views towards the city.

outdoor terrace

an outdoor terrace adjacent to the social spaces with colorful seats and string lights overlooking the Prater amusement park.

living kitchen

the large open kitchen is one of the features that attracts the eye, but most of all trickers your appetite.

better together by Zoku

unique meeting rooms with a view and an event space to host events in an informal setting

Zoku Loft

an improved version of the standard Zoku Loft as first introduced in Amsterdam; the iconic staircase to access the alcove bed has been updated into a floating and smoothly operating feature, while HAY stepped in as Zoku's new partner for the loose furniture.

DESIGN STORY / NARRATIVE / WALK THROUGH

entrance lobby on ground floor

The glazed entrance lobby is open and inviting towards the street. Large illuminated ZOKU letters are hanging from the ceiling. From this lobby you step into the elevator lobby, while waiting to go up, you can already get acquainted with the city via posters revealing the current cultural activities. The lift then brings you to Zoku's communal spaces on the 7th and top floor, where you can check in.

social spaces on 7th floor

Arriving on the top floor, concrete designed a skylight that's full of lush green and daylight. Leaving the bustling city behind, where you'll walk towards the bar and check-in and get a first glimpse of the amazing views towards the Prater park and city of Wien.

check-in

If you hadn't yet registered through the Zoku app, you can do this here at a check-in station next to the bar which is integrated into the oak slat wall cladding. A Zoku sidekick will welcome you personally and give you the ins & outs of both Zoku and Vienna.

bar

The bar is the beating heart of the social spaces. It is divided in three parts: the coffee table, the beer table and the central bar. Start your day with a morning coffee, grab a slice of cake, read the papers or have an (alcoholic) drink with snacks throughout the day. And, most importantly, get to know your neighbors at the high oak tables at the rear. The bar in the center, clad with pink handmade tiles, allows you to hang out and chat with your friends. This bar features a non-traditional design without back or front; if you like, you can get your own coffee or tap your own beer, while there's always a sidekick available to provide assistance, if needed.

living area

The bar is surrounded by cozy seating areas, where you can retreat alone or with friends, just to chat, work or eat and drink. When you decide to sit here, the transparent cabinets, made of white steel structures filled with plants and styling elements associated with home, work & play enable you to remain connected to the bar area. If you want to sit more quietly, you can join your friends in a quieter living room, work along communal oak tables or individual niche seating to fully focus.

roof terraces on 7th floor

The public rooftop terrace allows residents and locals to experience the seasons in the middle of an urban environment overlooking the Prater park towards the city. Especially at night this terrace becomes magical with colorful string lights and amazing views towards the ferry wheel or rollercoaster in the Prater park.

living kitchen

The living kitchen is the buzzing heart of the social spaces with an open and homely character. While the chef prepares delicious dishes in her professional kitchen, you can take a seat and chat with the chef at the high oak table while waiting for your meal. The kitchen offers everything a chef could need, including a pizza oven, green egg and a plethora of equipment hidden behind the bar clad in handmade pink tiles.

The living kitchen serves locally sourced, fresh, healthy food quickly and conveniently with ingredients from the rooftop garden. You can share a meal with your neighbors or locals, host small dinner parties, meet others on the long communal tables, or keep working at one of the sofas where you enjoyed breakfast.

better together - meeting rooms

Two fully equipped meeting rooms are part of the social spaces, both rooms open up to the social spaces and blend with the living rooms when you need a break or start the afternoon drinks.

better together - event space

The event space is not a rigidly designed space like in a conference center, but was instead designed to host events with the atmosphere of a birthday party with too many people at home. This means informal set-ups with colored foam blocks that can function as seats, foldable tables or walls, and a mix of chairs and sofas for hosting small workshops, yoga lessons, catwalk shows, large-scale conferences or company dinners.

ZOKU LOFTS

typical guestroom corridor

A cobblestone printed carpet emphasizes the idea of walking on a street to your house, while diagonal pedestrian crossings create a pattern between the individual guestrooms and make it easier to ask your neighbor for a cup of sugar.

the Zoku Loft

A loft at Zoku is much more than just a hotel room. It is a spacious micro-apartment, or, better yet, the 'Zoku Loft'. Here, Zoku and concrete identified, designed and positioned all functions and needs of the global nomad in an intelligent way, creating an interior module that enhances the sense of spaciousness and functionality. The Zoku Loft provides a stylish and spatial feel due to its flexible interior with a focus on the living and working space instead of the sleeping area. In lieu of the bed, the central element is a four-person table that can be used to work, eat or relax. The Zoku Loft offers a spacious experience in a room of at least 24 square meters.

The living area consists of a comfortable two-seater sofa that allows guests to relax, receive company, read a book or watch TV. The sofa by stylish and top-quality Danish furniture brand HAY was specifically adapted for Zoku. A thick, soft carpet has been placed on the bamboo floor in front.

The dining & working table is positioned close to the sofa. It is ideal for inviting guests for work appointments, enjoying a (self-made) meal or an evening of fun and games. The rectangular solid bamboo table top is combined with four 'Fibre Chairs' by Muuto. The lamp above the table by the same brand is called 'Fluid'.

The kitchen is located behind the table. Its clever design offers all the necessary comforts with equipment by Siemens, including an induction cooker, sink, dishwasher, fridge/freezer, microwave and coffee machine. The work top and back wall of the kitchen consist of quartz composite, while the cabinets and doors are made of multiplex with a smooth white epoxy finish. The material typifies the general style of the Zoku Loft, and is also used for other fixed furniture elements such as the bed.

The king-size bed can be reached via the iconic retractable stairs. Various functions have been placed below the bed, such as a retractable clothing cabinet, a TV and a work unit. The sleeping area, the most private part of the Loft, can be screened off further by closing the semi-transparent wooden folding door. Contrary to standard hotel rooms, this makes the Zoku Loft ideal for receiving guests for either business appointments or casual get-togethers.

The drop-off unit, located in an alcove below the bed, offers a variety of office equipment, and is the perfect spot for sending a quick e-mail or storing a laptop.

The wall of the Zoku Loft features a black steel U-shaped profile, which not only supports the retractable stairs, but can also be used to place framed art or photos. Zoku allows guests to choose these pieces in accordance with their own tastes to provide the Loft with a more personal character. The opposite wall features a steel strip, which can be used as a memo magnet.

The high windows (which let lots of daylight enter the Zoku Loft) are covered with elegant, white voile curtains that filter the bright sunlight, as well as black-out curtains that can be closed before bedtime. Some of the Zoku Lofts in Vienna have an outdoor balcony, creating an even better homey experience where you can stay longer.

The bathroom is situated next to the entrance. An oak medicine cabinet has been placed above the ceramic sink, and a hanging toilet is located opposite. The very spacious shower at the back of the bathroom can be closed off from the sink and toilet area with a sandblasted glass door. The back wall of the shower is completely covered with a mirror to optically double the size of the space.

BACKGROUND

In 2010 concrete was approached by the founders, Hans Meyer and Marc Jongerius, to develop a new type of hotel 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. With the recent opening of Zoku Copenhagen and now Vienna, Zoku's European network is starting to grow!

FACTSHEETS

Entrance lobby at ground floor

Floor: natural stone, doormat
Walls: exposed concrete
Glass partition wall: by Jansen AG
Ceiling: plastered and painted white
Lamps: bespoke Zoku letters
Furniture: Lindner group

Social spaces 7th floor

Floor: oak, resin floor and carpet
Walls: bespoke oak strips
Ceiling: acoustic ceiling by Sto-silent
Lamps: Muuto, HAY, bespoke fixtures by Frandsen, cloud of Artimide lamps
Furniture: by HAY & Muuto & bespoke furniture by Chr. Juul Andersen A/s

Roof terrace 7th floor

Floor: Modiwood
Furniture: by HAY
bespoke furniture
Lamps: stringlights by Weltevrete

Living kitchen

Floor: winckelman tiles
Walls: winckelman tiles
Ceiling: acoustic ceiling by Sto-silent
Lamps: Muuto
Kitchen supplies: Stegl Getränke & service
Furniture: Linder group

Meeting rooms BTBZ

Floor: oak flooring, glass partition walls by Jansen AG
Walls: magnetic whiteboard
Ceiling: acoustic ceiling by Sto-silent
Loose furniture: by Muuto & HAY

Event space BTBZ

Floor: oak flooring
Walls: bespoke oak strips
bespoke furniture
Ceiling: acoustic ceiling by Sto-silent
Loose furniture: by Muuto & HAY

Typical guestroom corridor

Floor: bespoke carpet by EGE
Walls: plastered and painted white, blackboard squares
Ceiling: cable trays
Lamps: bespoke tube-lights by Frandsen

Zoku Loft

Floor: bamboo floor by bembe
Walls/Ceiling: painted/plastered white
Furniture piece: bespoke by Smeulders
Furniture: by HAY