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P A R K H Y A T T ™

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**THE DISCREET CHARM OF LUXURY**

*- Park Hyatt Vienna: A new architecture jewel enriches the city -*

VIENNA, AUSTRIA, 10 April 2014 – Real luxury often discloses itself on second sight. In the case of the new Park Hyatt Vienna, a multiplicity of admiring sights will follow. Renovated, and newly planned from top to bottom; with great passion, a multitude of artisans have revitalised the magnificent historical building Am Hof 2, true to its original form. It has made a wondrous transformation from a bank into a luxury hotel. The Park Hyatt Vienna is a symbiosis of the superlative and thereby always discreet and with an inconspicuous charm. “An extraordinary city deserves an extraordinary hotel,” says Monique Dekker, General Manager of the Park Hyatt Vienna. “No building – other than the former Austrian Monarchy Bank on the oldest square of Vienna – would be better suited to awakening with this new brightness; all set to lodge the guests of this unique city.”

**History**

The whole first district of Vienna is listed as a World Heritage Site by UNESCO. Today’s monumental protected building on Am Hof 2 has its roots planted deep in the emotional history of the last century. In 1913, it was drafted by the architects Ernst von Gotthilf and Alexander Neumann, and is situated in the historical square on which (centuries before) the Hof of the Babenberger was situated. Opened in 1915, it first served as a headquarters for the Lower Austria company Escompte, and later as a domicile for the “Länderbank”. In 2008, the well-maintained building was sold from the last owner (Bank Austria) to SIGNA.

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For the real estate company René Benko, this building is the pearl of the “Goldenes Quartier”, a high-class district development in the centre of Vienna. Accordingly, no costs were spared to conserve and to re-establish the unique architectural characteristics of this construction jewel, and to adapt the building to the fresh requirements of a new period.

With planning and reconstruction, the renowned Viennese architecture office Neumann + Partner was assigned; for the interior design, the office FG Stijl from Amsterdam was chosen following an international competition. In both cases, a well-founded handling of memorial protected buildings, paired with infectious enthusiasm – which always seems to make the impossible possible – shone through.

### **Reconstruction**

The first step was to completely gut the building in 2011. At the same time, the ground was intensified to guarantee earthquake resistance. Numerous ceilings were taken out and implemented in other positions; therefore ceiling heights and function areas have been optimised. The protection of historical elements was always the most important mission. For example, panelling – which should have been installed afterwards – was removed carefully, restored and re-fixed again at the original location. Also, the historical steel concrete roof was removed and replaced with a modern roof-bearing structure, which is in accordance with today’s structural-physical requirements. Statically effective earthquake cores and reinforcements were built-in. Therefore the building complies with the current earthquake code. The historical front (and 100-year-old original box-type windows) were professionally reconstructed and restored. All of the replacements and restorations were overseen by the Antiquities and Monuments Office. Pertinent strong nerves stipulated the idea to adapt the two-storied basement floor – with the former big bank deposit box area – into a spa area with a 100 sq m (1,076 sq ft) swimming pool. To gain more ceiling height, the inserted ceiling was removed and new bearings installed. For this, the whole building had to be lifted by hydraulic presses (a precision job) to protect the monumental, joint-less, installed marble cladding in the former cashier hall. It was an act of bravery which succeeded through good collaboration between the offices of Neumann + Partner and FG Stijl. Other bank accommodations underwent similar transformations.

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The formerly grandiose cashier hall transforms into the restaurant “The Bank”; the historical bank directors’ offices with historical ballroom and Bel Etage now glitter as conference and meeting rooms; and the former bank offices changed to guest rooms with bathrooms. “Because of the building’s structure, we could not create standard room types,” underlines Monique Dekker, “therefore no two guestrooms look alike.” This determines the charm and the inimitability of this future luxury hotel.

A further architectural challenge was the design of the future bar Pearl; inspired by the legendary mirrored-glass stairs of Coco Chanel in Paris, which should lead from the bar to the lobby, smoking salon and restaurant. The result is an elaborate, artistic, low-carbon steel staircase, supported by a pearl-covered column: homage to the hands-on elegance of Coco Chanel.

### **Arts and Crafts**

Long before the first stone was removed, the reprocessing of the history began. A team of twenty academic restorers documented all historical elements. The collaboration with the Antiquities and Monuments Office enabled the high quality restoration and reconstruction work. Every production step was controlled by experienced restorers and carried out by more or less two hundred renowned artisans who specialised in stone, metal, glass, plastering and wood from all over Europe. This was an uncommonly vast project. Just to give you a small example: there were around six hundred workers on the site, daily. The project was beyond all dimensions. To give another example: 20,000 sq m (215,278 sq ft) of natural stone have been newly fitted.

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## Hyatt Highlights, Facts and Figures

- Historical tapestry in the ballroom from the 1950s; monumentally protected.  
100 sq m (1,076 sq ft) carpet in the ballroom, a copy from the hand-tufted original from the Scottish carpet factory Craigie Carpets Ltd.
- Presidential suite bathroom with a unique 4 m high (13 ft) and 3 m wide (9.8 ft) Lapis Lazuli wall.
- Mirrored salon on the Bel Etage, second floor, formerly a hideaway for the bank directors' offices and ballroom, with a balcony on the historical "Am Hof" square.
- 143 generously sized guestrooms, including 35 suites, in addition to two Ambassador Suites; two thereof in the hotel's own Jesuit convent.
- With an average of 45 sq m (484 sq ft), the guestrooms of Park Hyatt Vienna are amongst the largest in the city.
- Restaurant The Bank, Bar Pearl with Coco Chanel mirrored-glass stairs, Lobby, Lounge, original maintained Whiskey and Cigar Lounge "Living Room".
- Arany Spa with exclusive treatment rooms and 120 sq m (1,290 sq ft) fitness centre.
- Six copper mosaic and mother-of-pearl spa suites.
- 15 m long (49 ft) pool in the former bank vault with original steel door which weighs 3 tons, and tiles which have the colour and shape of gold bars.
- 800 sq m (8,611 sq ft) premium meeting rooms in artistically restored, historical ambience.
- More than six different wood types for the wood panelling in the board rooms.
- 1.7 m high (5.5 ft) objects d'art in the hotel corridors, based on the hair combs of the 1920s.
- Six exclusive flagship stores from the brands Brunello Cucinelli, Yves Saint Laurent, Church's, Seven For All Mankind, Sergio Rossi, Kiton and Prada.
- The first Hyatt hotel in Austria; the seventh Hyatt in Europe.

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The Park Hyatt Vienna is delighted to receive your requests via e-mail [vienna.park@hyatt.com](mailto:vienna.park@hyatt.com) or phone +43 (0) 1 22740 1234. For more information, please visit [parkhyattvienna.com](http://parkhyattvienna.com) or [parkhyatt.com](http://parkhyatt.com).

### **About Park Hyatt Vienna**

The hotel located in the city centre of Vienna combines luxury with Viennese elegance, two elements the brand Park Hyatt stands for. The hotel features 143 generously sized guest rooms, including 35 suites ranging from 35sq m to 170sq m. Guests can choose from various dining options including gourmet cuisine at the historic hotel restaurant The Bank, a cocktail at the whiskey and cigar lounge Living Room or a snack at the Pearl bar. Arany Spa offers a tranquil sanctuary, where guests can indulge into a vast choice of body treatments and facials, or exercise at the in-house fitness centre as well as the 15 m indoor swimming pool. To meet the requirements of business and social events, Park Hyatt Vienna offers 800sq m of premier meeting space in beautifully restored historical rooms. All meeting venues are equipped with the latest technology and are perfectly suited for presentations, exhibitions, private parties, fashion shows and cultural events. For more information, visit [parkhyattvienna.com](http://parkhyattvienna.com).

### **About Park Hyatt**

Park Hyatt hotels provide discerning, affluent business and leisure guests with elegant and luxurious accommodation and offers them highly attentive personal service in an intimate environment. Located in several of the world's premier destinations, each Park Hyatt hotel is custom designed to combine sophistication with a distinctive regional character. Park Hyatt hotels feature well-appointed guestrooms, meeting and special event space for groups, critically acclaimed art, food and beverage programs, and signature restaurants featuring award-winning chefs. For more information, visit [parkhyatt.com](http://parkhyatt.com)

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