

SO/

VIENNA



THE LIVING DREAMSCAPE

Follow the colorful ceilings and get inspired by an
avant-garde statement of fashion, art, design and
a unique Viennese charm.

A STATEMENT AND MASTERPIECE



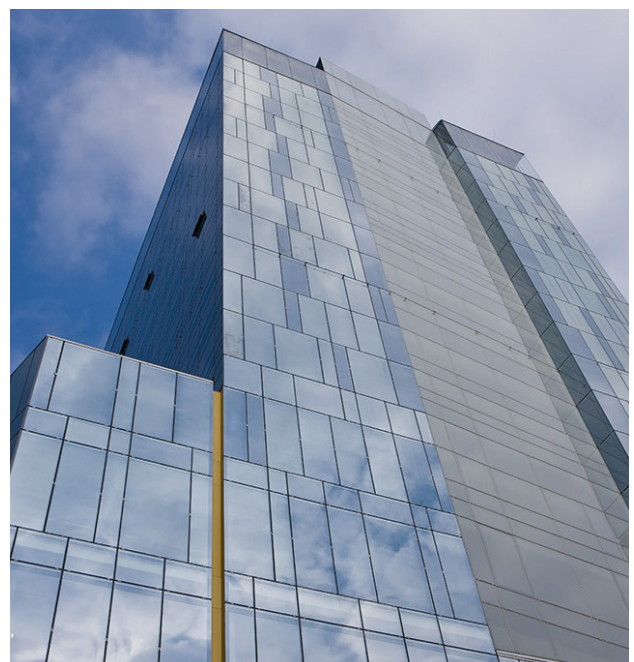
An avant-garde masterpiece in the center of one of the most traditional cities in the world, SO/ Vienna is far more than your average luxury hotel. Built by French architect Jean Nouvel, it is rather a work of art that blends its sculpture into this multifaceted city.

When Jean Nouvel creates a new project in a city, his approach is to integrate his creation in the existing landscape and to enhance it by respecting the city's history. In many design and architectural aspects of the hotel, you will recognize the reference to St. Stephen's Cathedral starting with the colour scheme in which the hotel is kept – white, grey and black, the colours of the roofing shingles of St. Stephen's. The design is on purpose kept minimalistic not to distract from the unique views and extraordinary ceiling installation of Pipilotti Rist, which present a clear contrast. Design kept at background – Vienna in the foreground.

Jean Nouvel was able to win Pipilotti Rist, a famous, contemporary Swiss media designer, for this hotel project. She created 2.000 m² of bright, multi-colored ceilings including video-animations at different levels of the hotel. At the SO/ Vienna, Pipilotti Rist wants people to see the world from another perspective – from the perspective of a child. As people today tend to see the world from a horizontal, her approach is to show it from below. Her world is a fantasy

world. The ceiling in the lobby shows the face of a woman from bottom up (eyes, nose and mouth). Here colourful ceilings form a strong contrast to the monochromatic facade and interior of the hotel. They match perfectly with Jean Nouvel's rational, straight lines and reduced colours. Jean Nouvel speaks to our logical sense, whereas Pipilotti Rist touches our emotional sense.

Under the direction of the well-known Viennese architect Gregor Eichinger the striking colour concept in black, white and grey tones was carefully adapted at the beginning of 2018. Various themes from Vienna's history were taken up, reinterpreted and gently incorporated into the existing ambience.



TRADITION MEETS AVANT-GARDE



With its stylish location near the Danube Canal, between the city center with the St. Stephen's Cathedral and the bohemian 2nd district, the SO/ Vienna brings a touch of avant-garde to the Leopoldstadt with luxurious, fashionable guest rooms, unique dining experiences and the most breathtaking views of Vienna existing ambience.

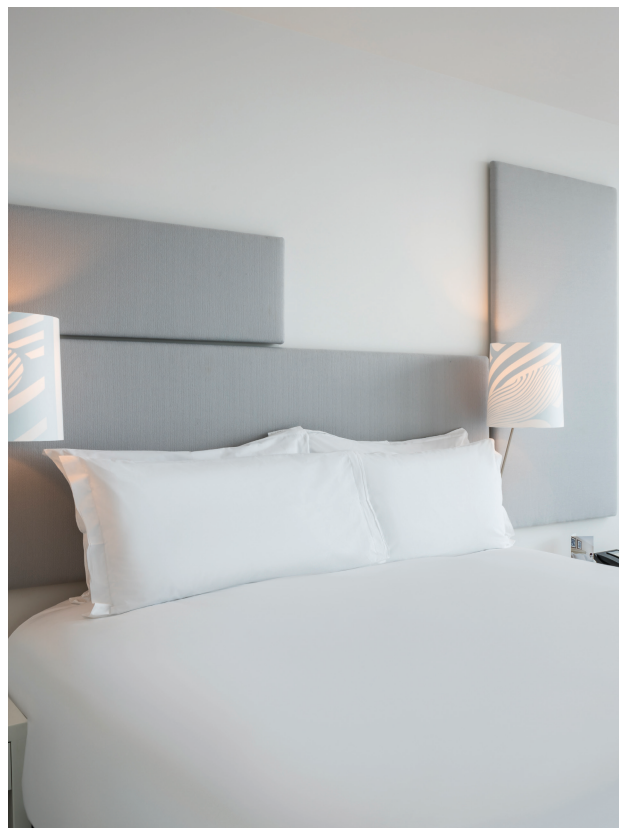
AVANTGARDIST

The avant-garde have always felt at home in Vienna. At the turn of the 20th century, the Vienna Secession came up with a completely new definition of art. Many other cultural leaders who were ahead of their time found the ideal conditions here for creating something new.

This spirit of inspiration and joy in creativity is clearly evident at SO/ Vienna. There is experimentation, crossing the boundaries of convention. Jean Nouvel has decided, among other things, that the whole hotel should be decorated in the “non-colors” of black, white and grey.

ARCHI-SCULPTURAL

Different cultures meet in Vienna, and the result is a fascinating blend of art and architecture. The imposing buildings of the past are a source of inspiration for the architects of tomorrow: harmony between the





old and new, the exciting contrast of different styles and materials.

Nouvel has drawn inspiration from Vienna's St. Stephen's Cathedral and translated the cathedral's design into the 21st century. An experience of art and architecture, of history, revived in the present.

ARTWORK

The SO/ Vienna has come to Vienna in 2018 and belongs now to the Ennismore group hotel collection. The SO/ Vienna inspires to an immersive hotel experience with unmatched views over the city and the Danube Canal. Each floor and room by Jean Nouvel as well as each colorful statement ceiling by Pipilotti Rist tells a story about fashion and design and invites our guests to create their own image and a new perspective. The unique location includes: 182 rooms and suites, Das LOFT (a rooftop restaurant and bar on the 18th floor), the SO/ Spa, a fitness area and some would say the best views of Vienna.

As Jean Nouvel already said: "I am very privileged to have been able to construct this hotel right in the heart of Vienna because in a city so deeply influenced by history, for me, architecture is an opportunity to take part in an adventure commenced by others a few centuries or a few years ago."



CHANCE AND INTENTION BY JEAN NOUVEL



Architecture is the art of taming constraints; of poetizing contradictions; of looking differently at common and trivial things in order to reveal their singularity. Architecture is an opportunity, in a city marked by history, to continue games begun by others years or centuries ago. It is a clever game of chance and intention; an occasion to modify, to deepen, or to change the meaning of a context. Architecture is about making apparitions.

In Vienna architecture is all that, but here the resonance is particularly savory and dangerous, so great is the temptation to invent and to pervert what is so elegant.

So just imagine that starting with these curious constructible prisms, their planes begin to slide; intersections are created; one plane begins to tilt under the magnetic deviance while another decides to light the city from a ceiling made of furtive images. Imagine that the other planes begin to vibrate with a thousand lines of variable orientation and reflectivity that gray sometimes melts into gray squares on a gray background. It is not surprising then to find that the oblique plan of the roof becomes hatched, weaving a tight, random pattern of parallelograms and lozenges, that the planes to the North take the form of granited glass for transparency; that the planes to the West cloak themselves in variations of black to display their shadows. At



the limit between building and sky there is another, flat plane that reveals the appearance-disappearance of changing faces, an evocation of the multiple faces forever linked to the depth of imagery born of this city.

Have you already discovered our Kaleidoscope? It reaches from the ground floor to the 5th floor with fascinating light effects and reflections designed by Jean Nouvel – he likes to play with lights and reflections. A clear reference to St. Stephan's gives the feeling of wideness. Kaleidoscope is the Greek word for “beautiful shape”.

SO/VIENNA AND FASHION



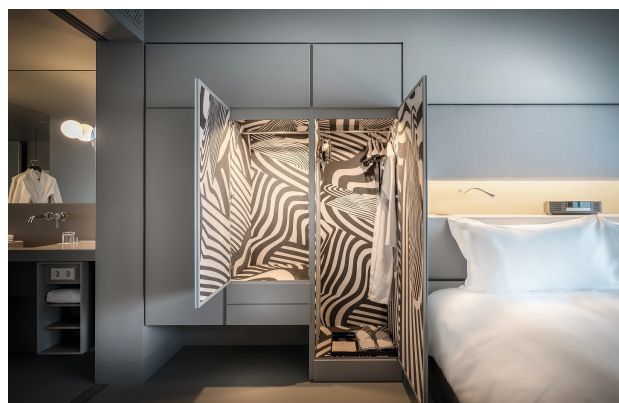
From the beginning, Ennismore has been rooted in fashion. Avant-garde and elegant, the SO/ hotel collection has embodied an innovative style, design and approach to luxury since 2011. SO/ is renowned for its fashion collaborations, partnering with celebrated local and international designers, who infuse their creative vision into the hotel's identity. With bespoke spaces, sartorial signatures and experiences, each SO/ hotel reflects its destination's innate culture and sense of style.

A STYLISH DRESS CODE: Inspired by our destination's iconic sense of style, we celebrate a love for the joy of dressing up, where great tailoring and styling meets a backdrop of considered construction and flawless accessorizing. As a house of fashion, we will create physical and digital space for a retail concept that brings the best of fashion, beauty and travel style together in each destination.

A SEASONAL CAMPAIGN: We create statement moments with global fashion collaborations that ensure our physical and digital spaces are always evolving to reflect the seasons of style.

AN INVITE TO THE FRONT ROW: Through partnerships and ongoing programming, we connect with the wider fashion industry to support and host existing and emerging talent. Our opportunity to cement our relationships with the local fashion

and creative lifestyle industries by hosting events that keep a stylish crowd coming back for more – from fashion week dinners, collection launches, media talks, exhibitions and more.





ROOMS WITH A VIEW

The concept of the 182 rooms and suites uses the power of reduction to concentrate on substance with a minimalistic design and a non-color style. Each room has unmatched views over the city from other perspectives.



The views of the SO/ Cosy sweep over the Giant Ferris Wheel and the north of Vienna, over the impressive Vienna International Center or UNO City, and over the Viertel Zwei, the city's future business district.

The SO Lofty is for those who appreciate the finer things in life. A soft gray color scheme spreads over 80 square meters, creating a perfect harmony of color and form. This is a space that inspires open minds. An adjustable window means that everyone is free to create his or her own frame for the beautiful view of classical Vienna.

A true Jean Nouvel statement is the SO/ Black Suite. The name already reveals the concept of the room. The





experience offers a new sense of power and depth, an entirely different definition of space. Classic rules do not apply.

A hotel room, like a home, is made up of more than four walls. And our SO/ Comfy is made of pure luxury. Let your hand slide over the walls and sofas or armchairs in your soft gray room where you can discover a new dimension of velvety silk comfort. A further highlight: a writing desk with a spectacular view of the St. Stephen's cathedral.

A vision in black, white and gray the SO/ VIP suite offers 180 square meters of grandeur and a 270-degree panoramic view of Vienna. The suite brings together minimalist design, home comforts and an elite lifestyle, creating a new dimension of luxury in the heart of Vienna. From the most comfortable ultra-large Hollywood bed, you can see the lights of the city and have the St. Stephen's Cathedral within your reach.





A NEW ART OF TRAVEL

Designed for open minds to explore the beauty of minimalism and avant-garde and created for a new art of travel, each room offers the stylish traveller Nespresso machines, Bose Sound Wave speakers. For a new kind of wellness in your room, indulge in our new and unique Urban Soul fragrance curated by the Saint Charles Apothecary.



SPRITZ AT THE BAR/ TERRE OR AN EXQUISITE DINNER IN THE ROOM

Our guests can enjoy the vibrant energy of the city and the smooth surroundings of a hotel lobby at the BAR/ terre to celebrate the moment. In this area, the senses of each individual are stimulated. There you will find regional delicacies that taste of home, as well as international food creations that make you want to travel the world.

At SO/Vienna, the room service menu has been designed by Das LOFT, the rooftop restaurant on the 18th floor. Breakfast in bed, private dining or snacks and drinks. Our guests can enjoy their meal comfortably in the room with view over the city.



BUSINESS AND SOCIALIZING

On the 4th floor of the SO/ Vienna is a more than 1100m² space dedicated to working divided into 8 meeting areas, a foyer and our floating terraces. The flexible and adaptable spaces are open to collaborate with natural light and unique architecture.

Jean Nouvel designed the meeting area in the style used throughout the hotel, playing with light, forms and structures. By concentrating on the essentials in all the rooms, the minds of our guests can focus on creativity, success and accelerating growth.





WELCOME TO DAS LOFT

Located high up on the 18th floor of the SO/ VIENNA, Das LOFT invites you to discover the imperial city of Vienna from a bird's eye view. With a relaxed breakfast, exclusive drinks, delicious snacks and exquisite dinner, you can watch the sunrise and sunset.

Expect a fine, intriguing and breathtaking experience that elicits smiles. The unique combination of exceptional crafted food and drinks with the high energy of the rooftop bar makes Das LOFT the undisputed local favourite place to enjoy, entertain and celebrate the moment.





At Das LOFT, the minimalistic interior design allows to embrace and indulge in the energetic splendor of Vienna. In the night, the colourful ceiling of Pipilotti Rist merges into the sea of lights of the vibrant city and your heart beats to the sound of the DJ. The modern concept of Das LOFT is reflected in the creative menu with a distinctive twist.

Always changing with the seasons, the menu features some classics with a modern approach. The bar food makes you want to have more and the desserts are sweet and savoury artworks on a plate that tell stories.

The restaurant serves breakfast, brunch and dinner indoor with an unmatched view over the city.

At Das LOFT you can embrace a 360° view over the city and explore the most exciting landmarks of the city. At the restaurant, the old town and St Stephen's Cathedral are within reach. From the Das LOFT Bar you have the perfect view to the colourful and playful Prater.



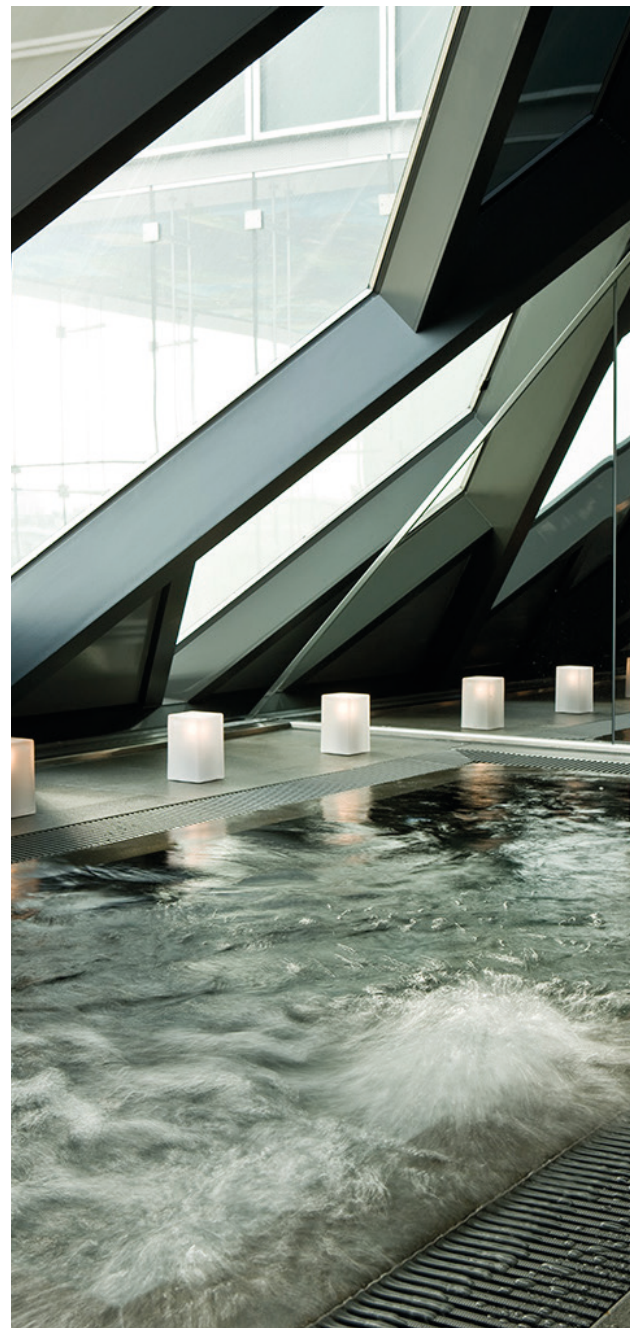


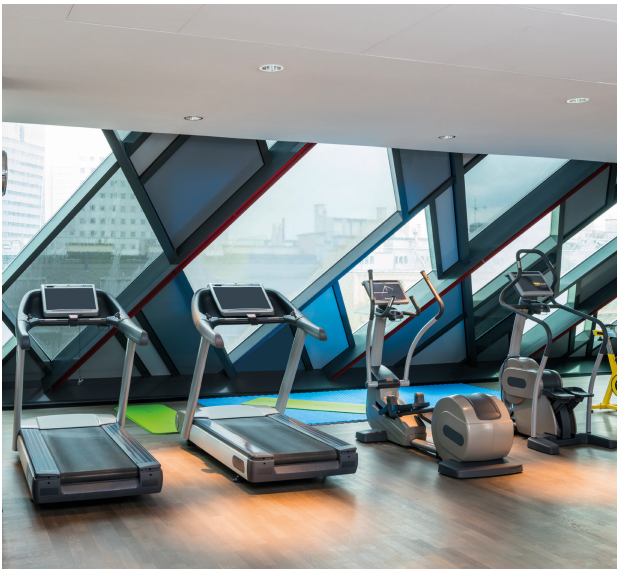
SO/ SPA

Discover an oasis of tranquility and relaxation in the heart of Vienna, away from the hustle and bustle of the streets outside. Conceived by Jean Nouvel, the 750 m² luxury spa at the SO/ Vienna is a place where you can forget everyday life and let wellness happen.

The spa menu offers a variety of extraordinary facial and body treatments, as well as massages from the “Designer Custom Made Facial” to the “Himalayan Salt Massage” or “The Urban Glow” treatment. The SO/ Spa awakens, rebalances and transforms body, mind and soul. A list of targeted treatments for the face, the body and complementary treatments complete the well-being experience.

The SO/ Spa offers two hammams, 2 whirlpools, 5 treatment rooms, a relaxation area and a panorama sauna with a view to the old town and the Saint Stephen’s Cathedral.





FITNESS

The gym at the SO/ Vienna reflects Jean Nouvel's idea of simple luxury. Gray, black, white – the eye can relax and we finally can focus on ourselves and our physical well-being.

The love of design is also evident in the high-tech training equipment. Fitness enthusiasts will be guided by their modernity. After a strenuous workout, you can then dive into the jacuzzi, enjoy the pleasantly quiet atmosphere and really relax. Or you can treat yourself to one of the great spa treatments. This makes training fun – and where else can you find a treadmill with a view of St. Stephen's Cathedral?

A private fitness trainer is also available upon request.





ABOUT SO/ AND ENNISMORE

About SO/: A new lifestyle brand from the Ennismore hotel group, in joint venture with Accor. SO/ combines fashion and design with the luxury hotel experience by inviting some of the biggest names from the world of architecture, design and fashion to add their signature visual and creative worlds into the spaces. Now present in the world's most vibrant destinations – Bangkok, Auckland, St. Petersburg, Berlin, Paris, Havana, Sotogrande and of course Vienna.

About Ennismore: A leading player in the lifestyle hotel industry, the London-based Ennismore Group, founded in 2011 by Sharan Pasricha, brings together 14 hotels and co-working brands as well as Mama Shelter, Mondrian, The Hoxton, Delano, 25hours, Tribe and SLS as well as a collection of more than 150 restaurants and hotspots nightlife venues. As of October 4, 2021, Accor is a majority shareholder of Ennismore.

