



PRESS RELEASE

Hotel Imperial Vienna Making History Again

After a thorough facelift, the top-level artists' floors of the iconic landmark hotel have been restored to new splendour

Vienna, 4 May 2017 – With the refurbishment of 50 luxury rooms and suites, the redesign on the 4th and 5th floors of Vienna's legendary hotel has been completed. Popular in particular among artists, these rooms and suites offer splendid views of many of the city's highlights and have been carefully modernised, all while maintaining the style of the historic palace, and fitted with state-of-the art technology.

Pop stars, eminent conductors and artists performing at the next-door *Musikverein* concert hall have a foible for the two top-most floors, not least because of the splendid views they offer of the world-famous music hall, St. Charles Cathedral, the legendary *Ringstrasse* (Ring Boulevard), and the Vienna vineyards. Featuring cutting-edge technology and additional amenities the rooms on the two top floors of the 5* superior hotel live up to the demands of today's luxury travellers.

"We have attached utmost attention to preserving our imperial-style furnishing and décor, which guests have loved for over 140 years", explains General Manager Mario Habicher.

The new luxurious design and the elegant, yet cosy ambience is largely the work of Austrian firms. The TV sets have been elegantly integrated into picture frames behind mirror glass and completed by a music sound bar. Arabesque-style wall panels in silver-grey and Axminster quality carpets meet elegantly manufactured furniture and armchairs, davenports and settees in royal-blue and silver.

During this first phase of the refurbishment of the rooms and suites, strong focus was placed on sustainability. The precious solid timber floorings in the vestibules are oiled and not varnished, and all paints that were used are environmentally friendly. The airy curtains now allow more daylight into the elegant rooms and suites, and in order to reach the environmental target of cutting energy consumption by 30% by 2020, most lamps have been fitted with LED bulbs. The historic box-type windows on *Ringstrasse* have been renewed in cooperation with the Austrian Federal Office for Listed Monuments – a measure which also ensures environmentally friendly energy savings.

Placing careful attention to detail, this redevelopment was launched in January and, thanks to meticulous planning, could be completed all while maintaining the hotel's operations. The investment is in the million Euro range. *Chalabi Architekten & Partner*, an international firm of architects with offices in Vienna, had overall responsibility for the redesign. Plans for the renovation of further rooms and suites are under way.

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Hotel Imperial, a Luxury Collection Hotel, Vienna

Originally built as a private residence for Prince Philipp of Wuerttemberg, the magnificent palace at Vienna's iconic *Ringstrasse* (Ring Boulevard) was converted into Hotel Imperial for the World Exhibition in 1873. The residence of choice for royalty and high society visiting Vienna for more than 140 years, features individually styled rooms and suites with impeccable butler service on call. Precious antiques, marble baths, silk-clad walls and crystal chandeliers all exude the ambience of 19th century Vienna, while state-of-the-art convention technology liaises harmoniously with the exquisite atmosphere of the ceremonial halls. *Café Imperial Wien* treats visitors to traditional Viennese specialities, including the fabled *Imperial Torte*. Awarded a Michelin star and three toques by Gault&Millau, Restaurant OPUS is a gem among the world's finest gourmet temples. The social heartpiece of the hotel is the glamorous Lobby Lounge »1873-HalleNsalon«, where music lovers can attend memorable jazz and piano evenings live. Visit www.imperialvienna.com for more information and stay connected @imperialvienna on [Instagram](https://www.instagram.com/imperialvienna) and www.facebook.com/hotelimperialvienna

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