

## GRAND FERDINAND

# New Viennese elegance on the Ringstraße.

**A hotel that celebrates tradition by moving  
forward, not by looking back**

**F**lorian Weitzer draws on the Ringstraße's heyday to revive Viennese elegance at his Grand Ferdinand. With its 186 rooms and three restaurants, the hotel, opened end of 2015, on the Schubertring combines the beauty and relish of times past with the finest amenities anno now. The harmonious overall composition is graced with extravagant details - from the courtyard oasis and rooftop pool to the Lobmeyr chandelier with real candles. The re-designed Grand Ferdinand returns the building on the Ringstraße back to its former, well-deserved glory. And it enriches Vienna's culinary scene with three restaurants, set in unique ambiance: Meissl & Schadn, serving traditional Viennese cuisine, the Gulasch & Söhne, featuring snacks and small plates, and the Grand Étage - a culinary hotspot that is also open to external guests in the evenings.

**Austrian through and through –  
Grand Ferdinand, grand composition**

**I**t was no wonder, that Florian Weitzer was drawn to the Ringstraße. He had long desired to add a glamorous hotel to Vienna's scene. First, his four other hotels had already proven that he could playfully combine a historical foundation with good ideas to create a contemporary composition, and second, the magnificent boulevard has been home to illustrious names in the hotel business since the 1873 World Exposition. Till today, the Grand Ferdinand by Weitzer Hotels happens to be the only Austrian-run hotel directly on the Ringstraße.

As in all of his hotels, Florian Weitzer does away with the staid. Instead, he draws on traditional beauty and enjoyment to create a timeless elegance - recalling the Ringstraße era, when Vienna was transformed into a sophisticated European city. It was a time in which one strove for perfection in all things. The intention of the Grand Ferdinand, too, is to create an overall composition whose true grandeur arises from the purposeful arrangement of its individual components. A noble harmony extends to every aspect, from the interior design all the way to the cuisine - connecting the gorgeous chandeliers on the expansive ground floor, hand-made according to old designs by traditional Vienna glass-maker Lobmeyr, and Thonet chairs, to bars in the rooms stocked with French champagne.

# GRAND FERDINAND

## Timeless beauty – lodging at the Grand Ferdinand

**F**lorian Weitzer is confident that „anything you do can be done beautifully, and everything that is built can be built beautifully.“ But he notes, „Beauty is in no way a matter of money, or design, or a creativity competition. It’s simply a matter of attitude.“ This approach is clear in the design of the 186 rooms in five categories. Every single room is a custom composition of timeless elegance, contemporary comfort and soulful extras. Light switches are made from ceramic, as was once common, and glass-block shower enclosures recall the building’s 1950s origins. The colour scheme in all of the rooms is an elegant interplay between nostalgic curved headboards and mirror frames in white, dark wood floors and charcoal grey walls. The round, leather-rimmed mirrors above the bathroom sinks are a design classic by Gubi in the style of Jacques Adnet. Details like collapsible interior shutters made of white wood complete the finishes harmoniously staged by Florian Weitzer. Even a Standard room comes furnished with a comfortable king-size bed and a rainfall shower. Slightly larger and with a touch more extravagance are the rooms in the Comfort category, which feature a green leather chaise longue and champagne bar. One category up are the Superior rooms, which include a desk.

The suites on the top floor, the seventh, come close to a symphony, or seventh heaven if you will. From here, guests have a box-seat view of the Ringstraße and Vienna’s rooftops - which can be taken in from a free-standing cast-iron art nouveau tub or private terrace. The view from the 100 m<sup>2</sup> Grande Suite, extends all the way to the giant Ferris wheel in Vienna’s Prater park. The suite is complete with a walk-in closet, an extra dressing table, Terrazzo floors combined with wooden floor boards, and two toilets. The crowning glory of this magnificence celebrated in every respect is the private access to the rooftop, with its Grand Étage bar and an exclusive pool. The Grande Suite costs from 1400 EUR upwards per night, but Florian Weitzer wanted to make the Grand Ferdinand experience accessible to those with a smaller budget, too. Bunk beds are available in an elegant eight-bed room for a reasonable EUR 50 a night - and they can be booked through Airbnb.

## Grand Austrian cuisine – food and drink times three at the Grand Ferdinand

### MEISSL & SCHADN

**D**uring its imperial past, Austria’s renowned cuisine incorporated a number of culinary influences from Northern Italy to Bohemia and Hungary in addition to its own regional traditions. The famous Viennes restaurant Meissl & Schadn was synonymous with incomparably rich meals until it was destroyed in the last days of the war in 1945. The „new“ Meissl & Schadn was opened in September 2017. Naming the new restaurant at the Grand Ferdinand after the original Meissl & Schadn has been a long-held dream of Florian Weitzer. In addition to offering various beef dishes served table-side, the new Meissl & Schadn also serves as a monument to an icon of Austrian cuisine: Wiener Schnitzel, that is prepared in an open Schnitzel show kitchen at the restaurant.

# GRAND FERDINAND

Showcasing honest cuisine and accompanied by an exquisite wine list the dishes at Meissl & Schadn are served with grandezza in a generous atmosphere. The restaurant's high culinary standards are reflected in the architecture - and of course in the harmonious details, which in their ensemble strive to create something grand: magnificent chandeliers, up-scale wooden furnishings, leather benches and exquisite porcelain and silverware. Whether staying as a hotel guest or not Austrian specialities can be relished at the Meissl & Schadn from noon until late at night in one of its nearly 160 seats - or in one of the additional 40 outdoor seats in front of the restaurant during warm weather. A stylish extra room in the back area is available for private and business celebrations.

## GULASCH & SÖHNE

**Florian Weitzer's idea of creating a meeting place** for locals with every new restaurant concept comes once again to fruition in another eating establishment, accessible from the street. The Grand Ferdinand is home to Gulasch & Söhne, a place where the general public and guests alike can begin and wind down an evening spent at the ball or one spent taking in Vienna's cultural life. Or where people stop by for breakfast or a snack. From early morning on, the bistro serves breakfast classics, goulash and sausages along with the finest champagne or an inexpensive glass of Velkopopovický beer - in a cultivated yet cosy atmosphere with a large bar and Terrazzo floors.

## GRAND ÉTAGE

**The third culinary hotspot of the Grand Ferdinand** is exclusive during the day - because the Grand Étage is reserved for hotel guests and their visitors, who can enjoy the view above the rooftops of Vienna and the exclusive pool and bar. Every evening from Tuesday to Saturday, however, the Grand Étage also opens its doors to external guests from 5:30 pm. They can expect not only the highest culinary pleasure, but also the view of St. Stephen's Cathedral on one side and the view over the Ringstrasse and the roofscape of Vienna on the other. While in the warm months the outside terrace equipped with comfortable seat and lounge furniture provides for the suitable interior for the correct rooftop feeling, this takes over in the cold months the interior area with bar, an open fire-place and 100 seats.

## It wouldn't be a Weitzer hotel without surprising details – enjoying extravagance at the Grand Ferdinand

**F**lorian Weitzer has once again re-imagined the hotel experience at his fifth hotel. The elegance of the Grand Ferdinand's old structure is graced with one unexpected touch after another. Not only is the view from the top floors one of a kind; from the restaurant, guests look directly into a courtyard, the „oasis“, filled with unusual plants and an old stone fountain. Special, beautiful pieces from Austria's old hotel tradition are also on display in the back of the restaurant: Augarten porcelain, Lobmeyr glass and items from Wie-

# GRAND FERDINAND

ner Silber Manufactur. The exhibit is an homage to a time in Vienna in which nothing was more meaningful than embodying what was good. Some products by traditional Austrian manufactures, such as Mühlbauer Hutmanufaktur or Wäscheflott, can even be purchased at the Grand Ferdinand Shop next to the reception desk. Also of note are the cement floor tiles, hand-crafted using a centuries-old method and featuring an elegant pattern, which make up most of the ground floor. And not to be forgotten are the Lobmeyr chandeliers in the restaurant and in the lobby, just next to the landmarked main entrance. This is exactly where the majestic horse, taxidermied by Maison Deyrolle in Paris, is placed.

## Architecture – a journey from office building to the Grand Ferdinand

**A**fter **Hotel Daniel Vienna**, this transformation from an office building to a hotel is another collaboration between Florian Weitzer Hotels & Restaurants and Atelier Heiss Architekten. The massive reinforced concrete building, whose sandstone and black granite façade and red marble vestibule are landmarked, dates from the 1950s. Although the building is more recent than most of its neighbours, its history is just as rich.

The mansion built at Schubertring 12 during the Ringstraße era suffered damage during the Second World War and was completely rebuilt in the 1950s according to plans by Percy Farber and Walter Sobotka. After serving as the headquarters of Veitscher Magnesitwerken, it was Austria's Office for the Protection of the Constitution, and finally came under the ownership of Karl Wlaschek and Amisola Immobilien AG. When work began in Spring 2014 in accordance with hotelier Florian Weitzer's wish to give the existing building a touch of grandeur and elegance while respecting its rich history, the building was nearly completely hollowed out, two courtyard wings were demolished and rebuilt, and the ground floor was opened up to the second level. As a result of this work, some of the rooms on the first floor are accessible from a gallery and are at eye level with the restaurant's gorgeous chandeliers. The ground floor is the best example of the triumphant return of timeless beauty and elegance to Schubertring 10-12. It houses the main entrance at the centre with the restaurant and courtyard to one side and the reception and Gulasch & Söhne to the other side, arranged in the shape of a letter E.

The opulent spaciousness culminates in a view through floor-to-ceiling windows directly from the street to the restaurant and courtyard beyond. The opening of the hotel in 2015 returned the building to its former well-deserved standing on the Ringstraße.

# GRAND FERDINAND

## Facts – Grand Ferdinand

### ADDRESS:

**Grand Ferdinand**  
Schubertring 10-12  
1010 Vienna  
**T** +43 1 91880  
**E** welcome@grandferdinand.com  
**www.grandferdinand.com**

### CATEGORY:

**Boutique Design Hotel**

### SITE:

Ringstraße, midway through the centre, very close to the Vienna State Opera, diagonally opposite Hotel Imperial & Schwarzenbergplatz

### GETTING TO/FROM THE HOTEL:

**Airport:** 30 minutes by taxi, train or bus;  
**Vienna Central Station:** 10 minutes by taxi or tram

### PARKING:

**Valet Parking in Corso Garage**

### FINE FARE :

**Meissl & Schadn**  
(opening hours: see website)  
**Gulasch & Söhne**  
(opening hours: see website)  
**Grand Étage**  
(opening hours: see website)

### SPECIALS:

3 restaurants, rooftop pool for hotel guests, fitness studio with state-of-the-art-equipment, free WIFI throughout the hotel, Grand Ferdinand Shop with pyjamas by Wäsche-flott, hats by Mühlbauer, Grand Ferdinand soap, bodylotion and glasses by Zwiesel

### ROOMS:

**186 rooms**  
**Standard** (ca. 20m<sup>2</sup>)  
**Comfort** (ca. 25m<sup>2</sup>, champagne bar)  
**Superior** (ca. 30m<sup>2</sup>, 4 rooms equipped for disabled guests, chaise-lounge, champagne bar, desk)  
**4 suites** (ca. 45m<sup>2</sup>, on the 7th floor, 17 m<sup>2</sup> balcony, free-standing bathtub, champagne bar)  
**1 Grande Suite** (100m<sup>2</sup>, two-room suite, on the 7th floor, 17 m<sup>2</sup> balcony, free-standing bathtub, champagne bar, private access to the rooftop)  
**1 dormitory** (eight-person room)

---

## Press contact

**Ulli Leonhartsberger**  
**M** +43 664 8406689  
**E** press@grandferdinand.com  
**www.grandferdinand.com**

**Grand Ferdinand BetriebsgesmbH**  
Schubertring 10-12  
1010 Wien, Austria

### FOR GENERAL INQUIRIES ABOUT WEITZER HOTELS:

**Nicole Siegel**  
Florian Weitzer Holding GmbH  
Grieskai 12-14, 8020 Graz  
**T** +43 316 703618  
**E** nicole.siegel@weitzer.com  
**www.weitzer.com**

*The pleasure is all mine, Grand Ferdinand.*