



## New hotspot on the Viennese hotel scene: Imperial Riding School enters a new era

**The opening of the Imperial Riding School Autograph Collection hotel in May 2024 will mark a new chapter in the building's multifaceted history.**

**Vienna, May 2024 - A magical place is coming to life, with a new design full of creative momentum. After four years of dormancy and 18 months of renovation, the Imperial Riding School Hotel on Ungargasse in Vienna's Landstraße is now ready to start welcoming guests. As the first hotel in Austria from the international Autograph Collection Hotels brand, the magnificent building combines tradition and zeitgeist. The newly designed hotel offers 342 guest rooms, a 450 m<sup>2</sup> wellness area with a pool, and a restaurant with an outdoor area in Vienna's largest private inner-city garden. In addition, 13 function rooms will be available for hire, for conferences and meetings or for private parties and weddings.**

The Imperial Riding School Hotel is rich in history and stories. The original Palais Harrach, built in 1727, became a military riding school under Emperor Franz Joseph I. It has housed one of Vienna's largest cinemas, was used as a garage for postal buses and has made a name for itself as a hotel venue. *"The multifaceted identity of the building is reflected in our new hotel concept, which is expressed through equestrian elegance and an idyllic natural paradise,"* explains General Manager Jürgen Fleischhacker. Around 45 million euros were invested in the remodelling and redesign of the Imperial Riding School, which is now one of the high-class Autograph Collection hotels. The site, covering approximately 11,000 m<sup>2</sup>, was redesigned with specialist partners such as London design office Goddard Littlefair (interior design) and Viennese companies BWM Designers & Architects (architecture & structural planning) and Lindle+Bukor (landscape planning). The revitalised site has become a new workplace for around 145 people.

### **Tradition meets modernity**

Embedded in the surrounding artists' quarter, the hotel presents itself as *"an inspiring blend of formal etiquette and rebellious charm, through which we aim to appeal to both international and local guests,"* says Armand Thelen, Director of Sales and Marketing, looking forward to welcoming the first visitors. The location between Ungargasse, Linke Bahngasse and Rennweg is attractive for tourists and business guests alike, as Vienna's city centre as well as the airport and train station can be reached in just a few minutes by public transport. The relaxed atmosphere and the idyllic garden will appeal to the people of Vienna as well.

## In the heart of the third district: Garden Restaurant from the end of May

With the start of the Imperial Riding School garden season, from the end of May, the doors will also be opening from a gastronomic point of view. The centrepiece of the culinary concept will be the charming outdoor restaurant, Elstar - The Garden, named after a popular variety of apple and reminiscent of the orchard planted here by Emperor Franz Joseph I. The culinary offering is complemented by The Farrier, a stylish bar serving creative cocktails and bar food in the elegant former riding hall. Sweet and savoury delicacies to go can also be purchased in the Cameo take-away.

## Investment in sustainability

The Imperial Riding School team is committed to operating the hotel in as ecologically sustainable a way as possible. For example, a 1,650 m<sup>2</sup> photovoltaic system on the roof will ensure that future electricity requirements can be largely covered by the hotel itself. The roof has been partially re-insulated, the building management system has been brought fully up to date and sensors have been installed in all rooms to counter any unnecessary energy consumption. When selecting the furniture, great importance was attached to the use of certified materials, and ten e-charging stations will be installed in the car park. *"In total, we will be investing almost seven million euros in sustainability,"* states General Manager Jürgen Fleischhacker.

### Further information:

[www.imperialridingschool.com](http://www.imperialridingschool.com)

## Picture gallery



Director of Sales & Marketing Armand Thelen, Front Office Manager Nina Prinz and Managing Director Jürgen Fleischhacker (f.l.t.r.) are looking forward to welcoming their guests to the newly opened Imperial Riding School Hotel, Autograph Collection, from May 2024.

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In May 2024, the newly opened Imperial Riding School Hotel will blossom in new beauty: General Manager Jürgen Fleischhacker, Front Office Manager Nina Prinz and Director of Sales & Marketing Armand Thelen (f.l.t.r.) welcome the first guests.

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Imperial Riding School opens its doors in May, marking the brand debut of the Autograph Collection Hotels in Austria.



The stylish lobby welcomes guests in a warm atmosphere and invites them to marvel at the rich history as soon as they enter the hotel.

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The hotel bar "The Farrier" invites its guests to forget everyday life for a while while enjoying an aperitif.

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The 140-seat "Elstar" restaurant will officially open at the end of May.

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The Junior Suite offers hotel guests enough space to enjoy their stay to the fullest.

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A place to slow down in the middle of the third district in Vienna: relax with a refreshing drink in "The Farrier" bar.

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342 rooms designed in the new design concept invite both international and local guests to make their stay a unique and enjoyable experience.

In the picture: A Deluxe Room at the Imperial Riding School Hotel

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The spacious Junior Suite with a warm wooden look at the Imperial Riding School Hotel.

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Each room has a top-equipped bathroom with modern design elements and products from the Saint Charles pharmacy.



The historic building is full of stories that manifest themselves in every corner of the former imperial and royal riding school. But there is also plenty to discover in the surrounding area.

Picture: Some of the rooms offer a view of the Russian Orthodox Cathedral of St Nicholas.

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### Imperial Riding School, Autograph Collection

In the new Imperial Riding School Hotel, the historical elegance of the former imperial and royal Military Riding School is just as obvious as the courage to be creative. Steeped in history, the hotel allows the past to live on with great charm in a modern design concept and uses inspiring flair to create a new lightness. Private and business guests are offered premium comfort, top facilities and first-class service in the heart of Vienna's third district. 342 rooms and a varied gastronomic offering with regional and international specialities, as well as a pool, wellness area and hotel garden, make your stay a unique experience. The Imperial Riding School is the first [Autograph Collection](#) hotel in Austria and is therefore part of the [Marriott International](#) brand. The main owners are [Northwood Investors](#) and the hotel is operated by co-owner [Event Hotels](#). [Imperial Riding School](#)

### About Autograph Collection® Hotels

Autograph Collection Hotels advocates for the original, championing the individuality of each of its over 290 independent hotels located in the most desirable destinations across 50 countries and territories. Each hotel is a product of passion, inspired by a clear vision, soul, and story that makes it individual and special: *Exactly Like Nothing Else*. Hand-selected for their inherent craft and distinct perspectives on design and hospitality, Autograph Collection properties offer rich immersive moments that leave a lasting imprint. For more information, please visit [www.autographhotels.com](http://www.autographhotels.com), and explore on social via [Instagram](#), [Twitter](#), and [Facebook](#) to be inspired by immersive moments that are #ExactlyLikeNothingElse. Autograph Collection is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#) and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit [marriottbonvoy.com](http://marriottbonvoy.com).

### About Event Hotels

Event Hotels, headquartered in Cologne, operates 60 business and city hotels at over 40 locations in Europe under the names of well-known international hotel brands. The motto: Hospitality at heart. Event hotels are the leading white label hotel operator in Europe, and as such not only manage the operational business of its hotels, but also take an investment stake in real estate and operation together with partners, work out potential for sustainable growth and thus shape the landscape of hotels and hospitality. [www.eventhotels.com](http://www.eventhotels.com)

### About Northwood

Northwood Investors LLC ("Northwood") is a vertically integrated real estate investment advisor that was founded in 2006 by John Z. Kukral, former President and CEO of Blackstone Real Estate. Northwood is headquartered in Denver, Colorado and has 14 offices across the U.S. and Europe. Northwood seeks to acquire well-located real estate through tactical sourcing and subsequently maximize its value through hands-on value creation at the asset level. Northwood's team of more than 260 dedicated real estate professionals possess expertise in acquisitions and asset management, providing the firm a competitive advantage to source investments and create high-quality real estate projects. Northwood's experience is evidenced by the team's \$20 billion of real estate acquisitions since inception. Link to website: [Northwood Investors](#)

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