



URBANAUTS Hospitality GmbH  
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**grätzl**  
**hotel**

## **THERE IS MORE THAN SCHNITZEL AND KLIMT** easy urban living

### **URBANAUTS Hospitality Group – the story**

Back in 2012, the URBANAUTS GmbH successfully launched a new hotel concept in Vienna: former stores redesigned into hotel rooms to guarantee an authentic Viennese feeling to visitors. The innovative concept offers not only a more intimate connection to city-living on the ground floor, but also the everyday shops, businesses, markets and cafés local to the area. As international attention began to grow, they found the ideal partner with Grätzl Betriebs GmbH to continue to develop the concept and expand into further locations throughout Vienna. The Grätzl hotel lobby illustrates the kind of authentic Viennese experience visitors enjoy. Together, the partners continue working to develop new possibilities for personal travel in Austria and break new ground with the URBANAUTS Hospitality Group. A project to further introduce the concept abroad is already in progress.

The URBANAUTS Hospitality Group was founded in November 2015, and now leads the hotel group. Managing director is Theresia Kohlmayr and Ines Auerbacher. Clemens Kopetzky (art:phalanx), Markus Kaplan (BMW Architekten), Jonathan Lutter, Christian Knapp (both Kohlmayr Lutter Knapp) and Professor Stephan Gerhard (TREUGAST Solutions Group – Horwath HTL) are further proprietors. The URBANAUTS Hospitality Group owns both the Grätzl Betriebs GmbH and the URBANAUTS GmbH.

### **grätzlhotel – the professional response to the airbnb trend**

With the grätzlhotel, the URBANAUTS Hospitality Group sets a new mark for personal travel in Vienna. The international market of bland travel accommodation has become saturated, yet the way people travel continues to change. City-trips have become increasingly popular and personal stays far away from tourist paths more important. »Highly individualised people (H.I.P.)« are looking for travel experiences that enable authentic insights into the local lifestyle. The grätzlhotel interprets this trend up as a hospitality product that enables guests an urban authenticity and steers away from international, standardized structure. Hotel suites set in previously empty rooms on the ground floor offer space with a unique and authentic character. The grätzlhotel is the proper response to the airbnb trend: it provides a residence as individual as a private apartment, with the accommodation of a hotel.



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### **Immersing into the city life – Viennese for a while**

»Grätzl« is an east-Austrian, colloquial word for a part of a district, and in Vienna specifically a part of a residential and business district. These nearly-independent boroughs are rich in the charm and urban life that reflects the true identity of Vienna.

Upon arrival at the Grätzl, probably the biggest hotel lobby in the world, globetrotters get a first glimpse of the authentic life of the city. Pick-up your keys, get info about your stay, try your first local delicacy among Viennese and discover the city and its people, starting from inside the Grätzl.

The suites are located in three Grätzls. The great part about that: you'll be convinced when you set foot in the suite, either directly from the street or through a typical Viennese courtyard. The rooms are designed with a love for detail. Be it a former bakery or a lamp shop – all rooms of the fragmented hotels exude the charm of their original use and tell a story. The high-quality furniture and space allow the suites become your home for a while. They offer enough space to retreat, to invite friends, to cook or to watch the daily going-on in the street from the bench in the window. Similar to a private residence, the hotel room becomes more than just a place to sleep. The rigors of travel fall into a feeling of relief on arrival. But what sets the grätzlhotel apart from private accommodation is the quality of the stay and the numerous services

### **The neighbors – a journey of discovery with plan**

The collaboration with shops and restaurants in the immediate area allow for a variety of unique services for the grätzlhotels. Whether it's a picnic basket full of market-fresh delicacies, bicycles for the next Grätzl tour or a massage in their own suite, special requests are welcome in the grätzlhotel. The partners and neighbors in the Grätzl allow you to be Viennese for a while and get to know the city, far from the tourist paths. Whether its among Grätzl residents in the café at Meidlinger Markt, relaxing in the Moroccan Hammam in the fourth district or visiting the Crime Museum at Karmelitermarkt – in the Grätzls there are countless opportunities to experience things you'll never find in any guidebook.

The aim of the concept is to free guests from these colorful ads, offers and recommendations that come with every travel plan. Those who come to be Viennese for a while can wake up in the morning and look forward to a hearty breakfast at the market or in the baker's shop and let the day approach. According to mood and the weather, guests at the grätzlhotel can decide where the day will lead.

There is definitely a little adventure of some sort waiting for everybody, because the hosts and partners of the grätzlhotel have an answer for pretty much every mood.

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With these advantages, those who come and enjoy being Viennese for a while can discover the little specialities in the streets and immerse themselves in different worlds to feel the city's originality up close. The grätzlhotel offers exploration with concept.

Of course the grätzlhotel offers also an ideal retreat for those business travelers whose days in Vienna are already fully scheduled. In the middle of the Grätzl, you can spend your remaining free time relaxing or catch a delicious breakfast and get a glimpse into Viennese life while you gather your strength to tackle the tasks ahead.

#### **Reception in the Grätzl - Keys & Co**

To ensure that everybody can arrive and leave individually, the grätzlhotel uses key safe systems to hand over the keys. At the arrival day guests can pick up the keys from 03:00 p.m. onwards, checking out is possible till 11:00 a.m. Furthermore there is a special cooperation partner in every Grätzl, where contact persons offer additional information about the Grätzl, give advice for trips and help with any issues, big or small.

The Team of »Aperitivobar MADAl« is at disposal for guests of the grätzlhotel Karmelitermarkt. They offer delicacies as well as help with words and deeds.

At the URBANAUTS Hospitality Group headquarters, the URBANAUTS Team welcome their guests at grätzlhotel belvedere. Here the Viennese get some insider Vienna recommendations.

On the Meidlinger Markt, the Viennese for a while first meet Mark Ruiz-Hellin, a co-op partner of the grätzlhotel, serving guests in his restaurant – the »Ignaz&Rosalia« and his bakery »Höftgold« – with his self-made culinary delights.



## Architecture, Design and Interiors

### Architecture - The revival of the ground floor zone

The city is not homogeneous – it's constantly in motion and change, certain districts are booming, others in decline. The ups and downs of city life are well-reflected in the ground floor areas, in the dense bustle of the main shopping streets and the old side streets where small stores and craft shops and empty streets have difficulty finding new uses. As a consequence, colorful showcases along the main arteries of Vienna have increasingly been replaced with garage doors – an alarming depopulation of urban space. But at the same time a quieter trend has also emerged. In the streets of some Grätzls, empty shops are now stirring with new life as young shops, cafés and creative offices now foster a new colorful economy. The grätzlhotel is part of the urban scene. True to the motto think globally, trade locally, the operators of grätzlhotels are local, visible and a part of the city landscape.

### The suites - Design

The architects (BWM Architekten: grätzlhotel karmelitermarkt and grätzlhotel meidlinger markt / Kohlmayr Lutter Knapp: grätzlhotel belvedere and grätzlhotel meidlinger markt) placed great importance on the design of the suites, ensuring that each of the ground floor rooms, immersed in city life, should also be a welcoming, comfortable retreat for their guests.

The design of the suites, which are similar to small apartments, follows an urban style reflective of the environment: tasteful, high-quality design integrating local elements. The original retro lighting of an abandoned lamp business now forms a light assemblage, a bamboo oasis discovered in a quiet backyard provides atmosphere for the Viennese jungle room. Surprise, humor and irony, combined with local stories, create a colorful melange of rooms.

### The suites - Equipment

All suites are adequately furnished with appliances and are as unique as the guests themselves in terms of atmosphere and design.

Almost all suites are equipped with a kitchenette, complete with everything you need to cook a few specialties yourself. Viennese for a while can relax under the rain shower, fall into the heavenly box-spring bed and dream of Viennese apple strudel. Aching feet can replenish with a few Saint Charles Pharmacy items from the spa minibar. There's even enough space available to welcome some guests of the Viennese for a while.



## **The Grätzl**

### **The Grätzl - Karmelitermarkt**

The Karmelitermarkt dates back to the »Markt im Werd«, one of the oldest markets in Vienna. Today, a total of 80 stands offer a wide range of high quality products. The market, with its farmer's produce and talkative sellers have a smalltown aura, despite being situated in downtown Vienna. Excellent restaurants and sidewalk cafés abound, and on a sunny Saturday it's hard to find a free seat in front of the many shops. Around 7,500 patrons are there every week. Around the market there are small designer shops and specialty stores from a variety of industries, and also nearby is the recreation area Donaukanal. Another prominent cultural element of great importance to this Grätzl: located in Vienna's second district, the Karmelitermarkt also help form the center of Jewish life in Vienna.

### **The Grätzl - Belvedere**

Around the castle Belvedere the complex lies one of the oldest bourgeois residential districts in the city. In addition to the numerous embassies here, you can also find some wellknown doorbell signs. For art lovers there's the castle, located a few hundred meters away, to admire one of the most famous paintings in the entire world: »The Kiss« by Gustav Klimt. Near Vienna's main train station is the newly built Karlsplatz, with its many art and cultural activities, exciting architecture and all of the hustle and bustle just a short distance away. Viennese for a while move between imposing buildings deeply rooted in Viennese history. Nevertheless, the Grätzl still possesses a lot of village character, so you can enjoy the quiet Viennese life; on the grounds around the Elisabethkirche, for example.

### **The Grätzl - Meidlinger Markt**

The square was mentioned by name since 1104. The market, however, first emerged during the interwar period. A good mix can be found on Meidlinger Markt today in every respect: food, languages and cuisine from around the world, young and old, new architecture and typical old Viennese houses – with its 50 stands, the market has a lot to offer. The generations-old Viennese feel just as at home here as those who visit the Grätzl because of its proximity to Schönbrunn Gardens – around 14,000 visitors come to see it from the inside each week to enjoy the farmer's market with a variety of stalls, restaurants and trendy cafés. A variety of small specialty shops surround the market as well.



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## URBBANAUTS Hospitality Group

**Theresia Kohlmayr** is the managing director of the URBANAUTS Hospitality Group. While still a student of architecture, she founded the firm Büro KLK – Office for Systemic Design together with Jonathan Lutter and Christian Knapp in 2010 and URBANAUTS LLC in 2012, which launched the first Street Loft – “The Tailorress” in the Belvedere neighborhood in 2011.

*“I have always had a passion for hotels and the host role and also have a lot of enthusiasm for good design and good living. URBANAUTS’ products are where it all comes together. The grätzlhotel especially is one of the great loves of my life.”*

**Ines Auerbacher** is the manager of URBANAUTS Hospitality Group and is responsible for Finance & Development. She has over 20 years of professional experience in the international city and vacation hotel industry and many years of experience in leading positions in the upscale corporate hotel and event industry, among other roles also as Head of Operations/COO. Furthermore, she has more than ten years of experience as a consultant in the sector.

*“I love all kinds of hotels, but the grätzlhotel and the way URBANAUTS reimagine hotels, hospitality, and travel is something extraordinary.”*

**Stephan Gerhard** is the founder of the international consulting company TREUGAST Solutions Group. He has over 30 years of experience in the tourism industry and expertise that is indispensable for URBANAUTS Hospitality Group.

*“I am proud to be involved with a hospitality company that thinks out-of-the-box and lives innovation in the hotel industry every day.”*

**Clemens Kopetzky** has been a managing partner of the communication agency art:phalanx Kunst- und Kommunikationsagentur LLC since 2011 and shareholder at URBANAUTS Hospitality Group since 2015.

*“It’s something great to be a shareholder of such an exceptional hotel that lives with its environment and not from it.”*

**Markus Kaplan** is an architect and has been a partner at BWM Architects in Vienna since 2014 and a shareholder at URBANAUTS Hospitality Group since 2015. He is an expert for the conception and implementation of architectural projects and has contributed a lot to the unique design of many grätzlhotel Street Lofts.

*“It’s lovely to create spaces for travellers that take into account the history of the spaces and are so seamlessly connected to their environment.”*

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**Christian Knapp** is a founding member of URBANAUTS LLC and a founding member and managing director of the firm Büro KLK – Office for Systemic Design. He developed the original grätzlhotel concept, along with Theresia Kohlmayr and Jonathan Lutter, and helped design many of the grätzlhotel Street Lofts.

*"I'm very proud to have co-created Street Lofts that beautify the city, pay tribute to the history of the spaces, and give people joy."*

**Jonathan Lutter** is an architect and founding member of URBANAUTS LLC. In his family, they hand down the love for architecture from generation to generation. His focus is on the so-called Conceptual Approach and Urban Development.

*"That we created something that revives forgotten spaces and brightens up the city fills me with joy every day."*

**Michael Tojner** is, among other things, an experienced real estate developer with enthusiasm for unusual projects. He actively supports URBANAUTS' expansion since joining URBANAUTS as a shareholder in 2017.

*"Unique hospitality service providers like URBANAUTS can take advantage of potentials that others cannot even recognize. It's something special to see a hotel company reinvent the idea of what a hotel is, and at the same time, redefine hospitality and the nature of the temporary stay."*

### **figures and facts**

grätzlhotel  
Favoritenstraße 17/3–5  
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www.graetzlhotel.com

**Opening**  
December 2015

**Operating company**  
URBANAUTS Hospitality Group



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### Project-partners

- Theresia Kohlmayr, Managing Director
- Ines Auerbacher, Manager
- Clemens Kopetzky Communications, Proprietor
- Markus Kaplan Architect, Proprietor
- Christian Knapp Architect, Proprietor
- Jonathan Lutter Architect, Proprietor
- Prof. Stephan Gerhard Consultant, Proprietor

### Locations & Availability

#### **grätzlhotel karmelitermarkt**

local contact: »Aperitivobar MADAl«,  
Große Sperlgasse 6, 1020 Vienna  
U2 Taborstraße or Schottenring,  
U4 Schwedenplatz

#### **grätzlhotel belvedere**

local contact:  
»URBANAUTS Hospitality Group«,  
Favoritenstraße 17/3–5, 1040 Vienna  
Wien Hauptbahnhof, U1 Taubstummengasse

#### **grätzlhotel meidlinger markt**

local contact: »Ignaz&Rosalia« & »Höftgold«  
Meidlinger Markt 6–8, 1120 Vienna  
U6 Niederhofstraße or Bahnhof Wien Meidling

### Suites

There are 26 suites in total, distributed throughout three Grätzls, with different sizes of suites (25–30 m<sup>2</sup>) and (35–40 m<sup>2</sup>) and various types of entrance to street suites, garden suites and junior suites.

- **grätzlhotel karmelitermarkt**  
3 garden suites, 3 street suites, 3 street junior suites
- **grätzlhotel belvedere**  
2 street junior suites, 6 street suites
- **grätzlhotel meidlinger markt**  
2 garden suites, 4 street suites, 3 street junior suites





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#### **Prices**

junior suite: from € 99,-

suite: from € 114,-

suite: from € 124,-

#### **Meetings and events**

For meetings, presentations or small events we provide suites and full service catering upon request.