



Press (full)service - roomz vienna budget design hotel

/SHORT TEXT/

We have been saying “Welcome to Roomz” here in Vienna-Simmering since June 2007

The new Budget Design Hotel “roomz” opened up new dimensions on the Vienna and international hotel scene under this motto. The extravagant hotel is the fresh “hotspot”, nightlife and meeting point in the best location for “people in motion”, for modern people who want to experience dynamic, sophisticated and affordable city life whether travelling for business or pleasure.

In “roomz” you will find a cool design in spatial dynamics, innovative architecture and ingenious functionality, as well as a multitude of amenities for a reasonable price.

It is a new dimension in modern times in the best sense.

Facts

roomz vienna Budget Design Hotel

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/LONG TEXT/

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It's a new dimension to modern time travel in the best sense.

On the pulse of time

The hotel with a capacity of 312 beds will inspire you with its ideal location in the heart of the Viennese Gasometer business and office centre. The “roomz vienna” offers all holiday and business travellers an inviting ambience with lots of comfort, high quality standards and a fresh design at reasonable prices.

The décor is first-rate and the services match the level of a 4 star hotel, while the prices are the same as for comparable 3 star hotels.

The hotel offers excellent travel connections, high-speed internet access for free, air conditioning, flat-screen televisions in the rooms and a large parking garage – amenities required by today's travellers.

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Details

The finest hotel amenities for people in motion:

- air conditioning
- internet access for free
- flat-screen television, video on demand
- safe
- telephone
- 4 finest conference rooms with a maximum capacity of 85 persons
- à la carte restaurant “atelier”
- lounge/ bar opened 24 hours
- public parking garage with an own roomz-entrance
- entertainment und shopping mall in immediate area

Architecture and design based on the essence

Through a contemporary mix of shapes, colours and materials, as well as big city flair, the hotel will absolutely pique the senses of “people in motion”, thanks to the archisphere architects group – architects & designers with Gabriel Kacerovsky. She gave the “roomz vienna” a cool, functional and yet colourful image. A successful and chic homage to the excellent location of the hotel, right at the heart of tradition, high-tech and a bustling city life. At the same time, the architecture takes the requirements of a modern hotel business into account and ensures optimum comfort for all guests.

ARCHISPHERE

The archisphere architect group – architects & designers with Gabriel Kacerovsky has realised a piece of modern, trend-setting hotel architecture with the “roomz vienna”. A structured façade puts an end to the single-toned look of the budget hotels of the past and allows the “roomz vienna” to be a part of the distinctive buildings by Gasometer and Entertainment-Center, without being obtrusive. The inside of the “hotel for people in motion” surprises you with a great lay-out and an interesting colour scheme for the rooms.

Meeting the needs of travellers, offering an emotional experience, allowing guidance and yet surprising travellers with design and comfort – these are the basic thoughts behind the architecture for “roomz vienna” in a nutshell.

The structured Alu facade gives the impression from the outside of largess, spaciousness and vitality. It shows that a highly efficient building from the ground up can still have a very diverse look.

The uniqueness inside the budget hotel also creates a high level of recognition value.

On the inside, the “hotel for people in motion” offers a refined lay-out of the different areas. The public areas offer extensive room. By using different characteristics throughout, the atmosphere changes completely as you go from zone to zone. The white colour for the bar and tables and the bright floor create a friendly mood, chairs – all from the same design line but with different characteristics – and curtains provide the colours that gives the room its friendly atmosphere. The high-quality materials have been reduced, but have been used throughout based on the colour concept that was developed for the whole hotel.

The rooms are available in four different colours, each colour scheme provides a very different atmosphere, despite having the same floor plan. Now, each guest can choose “his” colours based on his mood and preferences. The room lay-out has been specially designed for “roomz vienna”, provides all essential functions, a lot of room to move around and a sense of largess in a small area for the guest.

Well-thought-out details ranging from a variable bed above the multi-functional desk to the effective lighting pick up the open design approach.

ARCHISPHERE was established in 2000 and has realised many hotel projects with the Stegersbach Balanceresort, the Tulbingerkogel hotel, the Bleibergerhof and the roomz hotels in Vienna and Graz. The challenge with the roomz projects was to create an architecturally, spatial quality for a budget price.

Interview with the architects:

Q: Would you please describe briefly what your job or task was/is in the “roomz vienna” project?

A: archisphere – architects & designers has developed, designed, planned and realised the “roomz vienna” from the architectural side.

At the beginning, also here at roomz, there is always a client, a project idea and a business-budget proposal.

This is our part. Together we determine the lay-out and emotional quality of the project, the target groups and the budget options. This results in a room and functional concept and the positioning of the city urban surroundings.

There are then some drawings to provide a first impression of the structure. Once the project has been kicked off, the project will develop in a cycle of discussions, revisions and alternatives until it takes on its final shape. The authorities and the consultants then become involved – after that final construction takes place. We are responsible for these tasks.

Q: When did you become involved with “roomz” and with this job?

A: Since January 2005

Q: What do you think is special about “roomz vienna”, which you have drawn upon as the basis for your work?

A: Our work as architects consists of working with ideas and visions – the client’s and our own.

The “roomz vienna” is special because it is a dynamic, modern designed hotel with affordable prices, which are favourable but not cheap. Therefore, we wanted to develop a concept that despite its limited rooms, did not come across as a standard look, but instead offers a wonderful experience and a “feel good factor”.

We wanted to appeal to different emotions without having to go overboard with different design elements. Fulfil all needs, while keeping to the essentials.

Q: In your personal opinion, what do you think is really unique to “roomz vienna”?

A: The combination of a lean, very functional and extremely economical concept with a high architectural and design standard. That is something that is not yet available in this “price class”.

Q: What was or is your approach to employ this new/special element in your project?

(Central theme of the concept/project/the red or green threads)

A: We spent a lot of time reviewing and thinking about the room lay-out: how can we fulfil all needs in a relatively small space? Nevertheless, the room should have the appearance of being open and having a lot of space. Therefore, the solution touches a simultaneous communications point and room divider with an open bath and the desk as a multifunctional element.

We have designed the public areas in such a way that they interconnect to create a sense of flow, but also relaxation areas.

We also contemplated an integrated colour concept for the whole hotel. The colours are also visible from the outside in the distinctive façade, which exudes more dynamics than uniformity thanks to its strong structure.

Q: What was the idea behind the colours used in the rooms?

A: It is quite important to place accents. There is no such thing as a standard guest anymore.

For this reason we wanted to accommodate a guest’s personal preferences and moods for all standard room lay-outs by offering different colour schemes.

With the four moods: fresh and green, warm and magenta, calm and blue, elegant and white, the guest has the option to choose a room that best matches his mood or his personal preferences.

Q: Which idea was behind the room lay-out?

A: The room arrangement should create a sense of largess for the guest, while at the same time providing easy access for personnel. A clear floor plan is important for guests and personnel alike.

Q: Why was precisely this room décor chosen?

A: The rooms have been designed specifically for "roomz vienna" from the start and are also a main element in the design. We continued making some improvements up until the end. The décor has been rather limited to the essential functions. The guest is provided with everything he needs, even in the smallest areas. So that the rooms can be used in different ways, we have come up with an open concept for the bed: the bed with a continuous headboard that connects the bed well with the room. Side effect: The beds can be pushed away out of sight on invisible guide rails and can be used as a twin bed or a double bed. However, neither of these solutions looks "re-arranged".

Q: To what extent did the location and the artistic aspects of the hotel affect your idea or realisation?

A: roomz is a concept that works in the most diverse environments. Therefore, in the case of "roomz vienna" the hotel was going to be in an area with industry and offices with some very prominent buildings.

Q: Are similar structures planned for other locations?

A: Yes, the concept has a strong modification potential and can be customised specifically to other locations as well.

Q: In closing: Could you provide us a brief summary of your previous jobs, works, highlights, education and training etc.?

A: With archisphere – architects & designers I have been developing hotel architecture, corporate architecture, residential buildings and interior design since 2000. For example, we have realised the Balance Resort Stegersbach or the extension to the Tulbingerkogel Hotel.

We also had some results from advertising in hotel architecture and have built some single-family homes. An interesting idea for the future would be to take our experience in building hotels and put that into developing senior housing.

I completed my studies in architecture at the Academy of fine arts in Vienna in the master classes of Gustav Peichl and Nasrine Seraji and have worked independently since 2000 with archisphere and my team of six staff members. I have been working with Christine Schwaiger since 2006.

Touching moments thanks to dynamic and strong partners in the background

At the heart of this unusual concept is the need of modern people for a sophisticated, yet reasonably priced offering. The "S Tourismusfonds Management AG", the leading capital investment company in tourism, was responsible for financing, and thus for the realisation of the property. Besides this subsidiary of the Erste Bank, the concern has also been a long-term investor in the roomz vienna.

Dynamic times naturally lead to dynamic developments. This factor is reflected in the astonishing pace of construction of the "roomz vienna".

On 6th June 2007, less than a year after breaking ground, the hotel was opened with highly motivated and keen personnel. The operations team was cited by General Manager Bernhard Haselsteiner, who was successful in the international hotel industry for many years.

The "roomz" hotel group is looking into the future with commitment and opened the "roomz graz" as its second hotel in September 2012. Further steps in the direction of expansion are planned in Austria as well as the near foreign countries (Germany, Northern Europe).

IMMORENT realised a new type of hotel concept for S Tourismusfonds Management AG

The hotel was built in nine months. IMMORENT, who was responsible for the project lead, stood for a challenging, yet achievable task thanks to its years of expertise. The construction was completed within a clearly defined time period and on budget. The short realisation time was also a special challenge.