

— THE —
GUEST HOUSE

VIEWS

ANNIVERSARY ISSUE



HOME • HONESTY • HERITAGE



A WARM WELCOME!

And thank you for celebrating with us! Ten years can go by amazingly fast. It seems like just yesterday we opened our doors and accompanied the first guests to their rooms. But looking back on all the milestones, challenges, and successes, it becomes clear that we've already experienced and accomplished a great deal in this relatively short period of time. In this anniversary issue of VIEWS, we'd like to tell you about the highlights of the last 10 years and introduce the people who have made it all possible. However, this anniversary is not only an opportunity to celebrate our past, but also to look ahead to the future. Our greatest strength is our team, and I am proud to have the chance to work with such talented and dedicated individuals.

Thanks for being part
of this amazing
journey.



MANFRED STALLMAJER

Director The Guesthouse Vienna
and your host

— THE —
GUEST HOUSE

VIEWS

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CONTENTS

HOME, HONESTY & HERITAGE
4–9

FROM LONDON WITH LOVE
10–11

DESIGN MEETS TRADITION
12–13

TAKE YOUR CHOICE OF SEATS
14–15

INTERVIEW WITH WOLFGANG ZAC
16–17

COSMETICS FOR THE SENSES
18

CRIME SCENE: GUESTHOUSE
19

CONGRATULATIONS
FROM OUR GUESTS
20–23

DELIGHTFUL VIENNA
24

THE MAGIC OF MATURE WINES
25

10 TURNING 10
26–27

A DECADE FULL OF HUMOR
28–29

THE 10 MOST BIZARRE
MUSEUMS IN VIENNA
30–31

INTERVIEW WITH
MANFRED STALLMAJER
32–33

THE AROMA OF BREAD, AND
ROOMS WITH A VIEW
34–35

ON TWO WHEELS
THROUGH VIENNA
36–37

OUR LAST 10 YEARS IN NUMBERS
38–39

CULINARY DELIGHTS
40–41

CHEF'S TABLE
42

DISCOVER VIENNA
43

FOR THE LOVE OF BREAD
44

THE SMELL OF
FRESH ROASTING
45

OUR SUPPLIERS
46–47

LET'S STAY IN TOUCH

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PHOTO: TINA HERZL

HOME, HONESTY & HERITAGE

THE GUESTHOUSE VIENNA: A HOTEL THAT HAS FOUND ITS LINE – CONTEMPORARY LUXURY MEETS TRADITION, COZINESS, AND INDIVIDUALITY.

A journey doesn't begin when you pack your bags or even when you leave your apartment. A journey begins much earlier. Namely, when you decide on a destination; when you think about where you want to go, to the countryside or the city, to the ocean or the mountains. And after you've made this decision, comes the time for final details: where do I want to stay during this time?

The Guesthouse Vienna is convinced that at the top of the list in such a decision should be a hotel's philosophy and values. And this is the resolution it lives by.

The Guesthouse is a hotel that turns out to be a comfortable home. A hotel that takes abundant care in its design, furnishings, and interactions with people.

This self-image is already expressed in its name: The Guesthouse. In German, a Gasthaus is usually a rather down-to-earth restaurant with an uncomplicated, cordial, and helpful host. We want to be such a host for you, too. At a guesthouse, people like to sit together, drink together, and chat without thinking about the time. Even rainy days aren't a problem – on the contrary.

The Guesthouse Vienna is a hotel where our guests can bring their friends and acquaintances to their rooms. Where wine, beer, soft drinks, and also coffee are available free of charge. Where all rooms have an espresso machine with coffee specially roasted by Naber exclusively for The Guesthouse Vienna.

Accordingly, conviviality and a sense of wellbeing are especially important to us. Included in this are both personal service and appreciation. Our employees should all be themselves when interacting with our guests. That's why we don't demand standardized phrases or polite rituals, but trust that every person's language is what makes them who they are: people with personality and character, people who are attentive and empathetic in our encounters. We want to preserve this originality.

Nonetheless, we take the claim of being a luxury hotel very seriously. This is expressed in the aesthetic interior design by British designer Sir Terence Conran and Conran and Partners. Awareness of trends, comfort, and functionality combine here in an entirely unique style that runs consistently



Interior design with an eye for detail and tradition: Friedrich Kiesler's cantilever chair from the 1930s is perfectly complemented by the classical-modern sofa.



Your faithful, four-legged friends can also feel at ease with us, and best of all: they can stay in the room for free and get their own, comfortable dog bed.



Feel like you're at home: one of the deluxe rooms. Maisonette-Suite with breathtaking views over the city's rooftops.

Premium materials and exquisite body care products from the Viennese manufacturer Wolfgang Lederhaas indulge the senses and body.

Maisonette suite with breathtaking views over the city's rooftops.

Art photographs by the internationally renowned photographer Wolfgang Zac are featured throughout the house.



PHOTOS: MISSION INGE, TINA HERZL, ANDREAS SCHEIBLECKER





PHOTO: MISSION INGE

Contemporary design, individuality, and a great sense of wellbeing characterize the rooms and suites at the Guesthouse.

throughout all the rooms: design classics by Wittmann and Oswald Haerdtl create a special sense of well-being and visual pleasure. Exquisite materials emphasize the stylish and intimate atmosphere. Our suites and rooms blend private ambience and exquisite quality. At the same time, our architecture and interior design uphold a cultural heritage inevitable to our location in the heart of Vienna's first district. Vienna – traditional and contemporary – can be explored in our private limousine, a 1967 Mercedes 250 S.

Whether for breakfast, lunch or dinner, a hotel's cuisine is, of course, just as important as its rooms and ambience. Our in-house Brasserie & Bakery provides exquisite cooking and baking. We take our commitment to the region seriously:

“FOR ME, CORDIAL AND UNCOMPLICATED INTERACTIONS ARE OF UTMOST IMPORTANCE. THAT’S WHY WE CREATED THE GUESTHOUSE FOR YOU.”

MANFRED STALLMAJER

our menu prioritizes seasonal, local, high-quality ingredients. Based on them, we create playful dishes that will tickle your palate. Our in-house bakery supplies fresh bread and pastries all day long – 365 days a year. This is taken care of by our cooperation with Gragger, a wood-oven bakery.

only do we have comprehensive in-house services, we can also quickly get help from outside: so that the time you spend in Vienna and at The Guesthouse Vienna are what they should be – authentic, individual, unforgettable, and with a maximum sense of wellbeing.



PHOTO: TINA HERZL

Listen to vinyl with a well-tempered glass of Grüner Veltliner – where does the day end more beautifully than in one of our suites?



FROM LONDON WITH LOVE

THE GUESTHOUSE VIENNA WAS FOUNDED BY THE INTERNATIONALLY RENOWNED ARCHITECTURE AND DESIGN FIRM CONRAN AND PARTNERS AND DESIGNED BY SIR TERENCE CONRAN.

Sir Terence's culinary career began in 1953 when he opened his first restaurant, the Soup Kitchen, giving London its first taste of European café culture. Since then, he has spawned a number of high-profile businesses, including his Habitat stores, which have brought affordable contemporary design to Britain's High Street, and London's first design museum.

With offices in the British capital, Hong Kong, and Brighton, after the death of Sir Terence Conran in September 2020, the studio has been run together with a new generation of partners who remain convinced that good design improves people's quality of life. The scope ranges from individual restaurants to entire hotels, from residential buildings targeting all levels of the market to high-profile renewal projects. "Our goal is to always create buildings and spaces with their own sense of place, identity, and character; which through form, detail, and materiality, manifest distinctive personalities with charm and relevance" says Tim Bowder-Ridger of Conran and Part-

ners. This idea is at the heart of The Guesthouse Vienna. Focus at the luxury hotel is on the guestrooms and suites, which have the quality and feel of beautifully designed and carefully curated apartments. The Guesthouse's 39 rooms are not conceived as standard hotel rooms, but as living spaces with a relaxed, homely flair.

The handcrafted interiors of the rooms and suites were inspired by the city's rich design history, particularly the influence of the artists of the Vienna Secession and Austrian designers of the mid-20th century. What they had in common was the high standard of workmanship and richness of detail that defines a sophisticated formal language. In addition to many custom-made and handcrafted elements, the furnishings of the rooms are characterized, notably, by armchairs designed by Friedrich Kiesler and dishes by Lilien porcelain. The choice of materials reflects the interaction of art and craftsmanship. Oak, brass, and marble create a luxurious yet comfortable ambience.

"I WANT TO MAKE PEOPLE HAPPY. I BELIEVE THAT GOOD DESIGN CAN IMPROVE THE QUALITY OF PEOPLE'S LIVES."

SIR TERENCE CONRAN



Butler's Wharf London was the headquarters of Conran and Partners and the initial spark for the revitalization of an entire area.

The design of the Brasserie & Bakery on the ground floor, on the contrary, was influenced by the famous Viennese coffeehouses. "There are a lot of beautiful natural materials and fun elements," Bowder-Ridger continues. "There are classic Viennese workpieces but we also worked with local artisans, such as Carl Auböck, an artisan metalsmith. This gives the rooms a unique character. The starting point was the work of Adolf Loos, who believed that the nature of materials, not ornamentation, was the core of good design. That remains our philosophy. We wanted visitors to the Guesthouse to wake up and understand where they are in the world."

And that has been fully accomplished.



The team from Conran and Partners' ambitious hotel and restaurant projects around the globe.

Senior Partner Tim Bowder-Ridger was responsible for the design of The Guesthouse Vienna.



"Congratulations on the remarkable 10th anniversary of The Guest House Vienna. We are thrilled to have been part of this incredible journey with Manfred Stallmayer and team. Over the past decade, The Guest House has not only become a destination but a symbol of the harmonious blend between Vienna's rich heritage and modern sensibilities.

Through collaboration with skilled Austrian artisans and a meticulous selection of materials, we crafted an environment that embodies the very essence of Vienna while embracing a truly contemporary aesthetic. Here's to a decade of success, growth, and unforgettable experiences at The Guest House Vienna. May the next ten years be even more prosperous and inspiring."

Tim Bowder-Ridger



PEOPLE SIMPLY LIKE BRASS

THE CARL AUBÖCK STUDIOS HAS STOOD FOR HIGH QUALITY VIENNESE CRAFTSMANSHIP FOR GENERATIONS.

Carl Auböck settled down at Bernardgasse 21, in the heart of Vienna's current creative hub, the seventh district, over 100 years ago. In his studio, he made small sculptures in the form of ornamental objects known as "Viennese Bronzes." These figurines currently command extremely high prices among collectors. Word of Auböck's skills quickly spread through the city and his atelier became a respected local crafts shop. Carl's son, Carl Auböck II, trained as a bronze worker and chaser in his father's shop. But the young Auböck was then drawn to the Academy of Fine Arts, where he studied painting under Johannes Itten and subsequently followed his teacher to the Bauhaus in Weimar. After a year and a half, he turned his back on Weimar and returned to Vienna, where he embraced the ideas of Adolf Loos and decided to take over his father's workshop on Bernardgasse.

With the young Auböck in charge, modernism moved into the workshop on a grand scale. Over a period of about

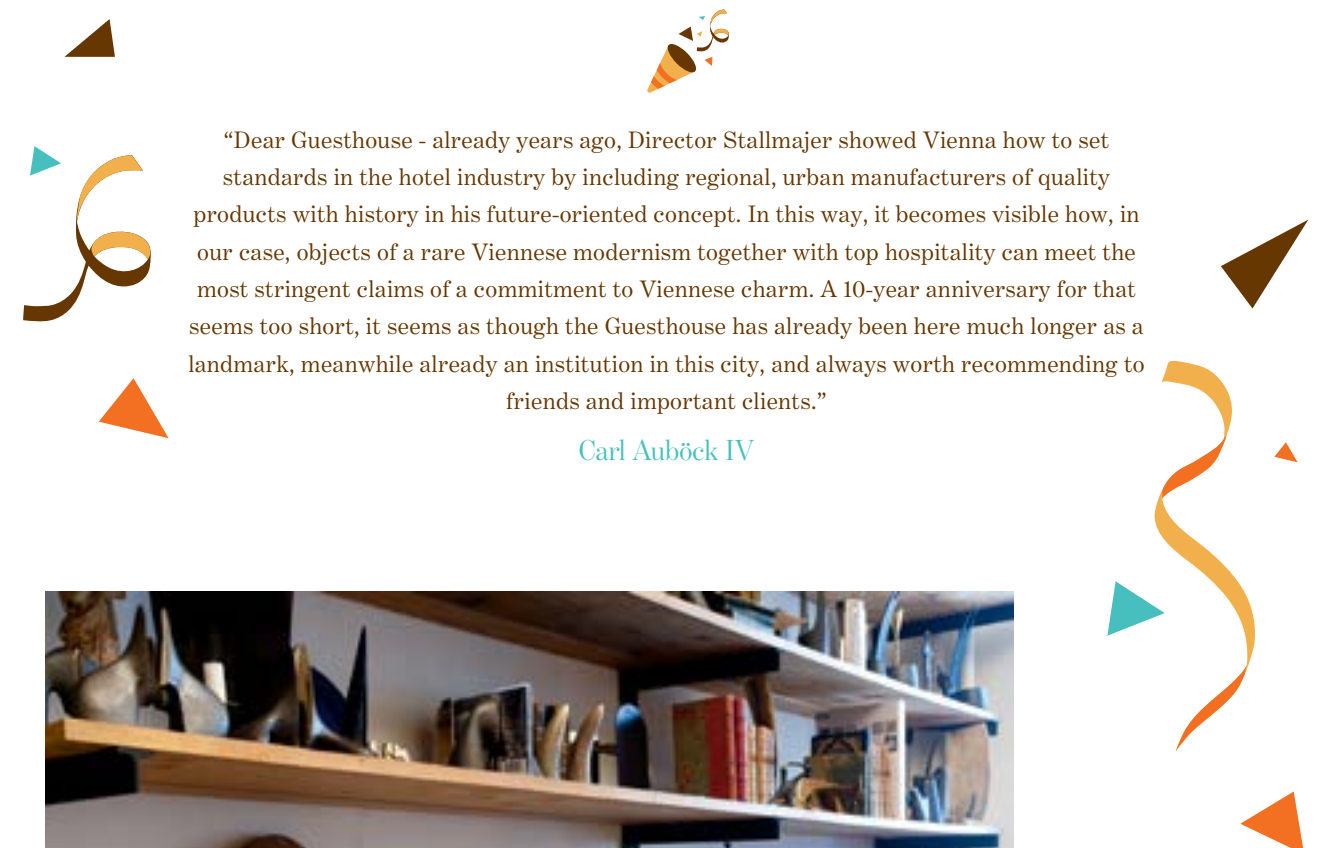
three decades, until his death in 1957, he created roughly 2,500 objects and models, which were exported around the world. Among his most famous designs are the Baumtisch and the Umkehrlampe. In 2010, the Austrian Federal Monuments Authority placed Auböck's works under historical protection.

His successor, Carl Auböck III, ultimately ventured to move into the production of larger series and incorporate new materials. In the course of his teaching activities at the University of Applied Arts from 1977 to 1993, he coined the term Industrial Design and also imparted a great understanding of it on the coming generation of designers.

The workshop is currently in its fourth generation with Carl Auböck IV. More than 400 objects are now produced under his management, mainly in brass and cast brass. However, other materials, such as leather and horn are also processed into creative everyday objects and artistic pieces.

Worldwide interest in the exquisite Auböck designs remains undiminished.

Carl Auböck IV promotes an interdisciplinary approach with cross-design collaborations. In 2003, the British star designer Michael Anastassiades designed five different spice mills for the house. A very special collaboration with fashion designer Petar Petrov emerged in 2016. One of the most famous symbols of the Auböck workshop, the brass hand, forms the clasp for an exquisite collection of bags. What is the secret and desire behind these Auböck pieces that have been inspiring the design world for more than a century? As Carl Auböck says, "Important is the long life of all objects. To begin with, the craftsman is responsible for the workmanship until the brass shines. Then, however, also the users are required; the objects receive their patina, indeed, their 'life,' only through them, through their use."



"Dear Guesthouse - already years ago, Director Stallmajer showed Vienna how to set standards in the hotel industry by including regional, urban manufacturers of quality products with history in his future-oriented concept. In this way, it becomes visible how, in our case, objects of a rare Viennese modernism together with top hospitality can meet the most stringent claims of a commitment to Viennese charm. A 10-year anniversary for that seems too short, it seems as though the Guesthouse has already been here much longer as a landmark, meanwhile already an institution in this city, and always worth recommending to friends and important clients."

Carl Auböck IV



PHOTOS: CHRISTOPH LIEBENTRITZ

Craftsmanship and tradition made in Vienna: objects of brass and cast brass, which make the hearts of design lovers around the world beat a bit faster, are produced already in the fourth generation in the Auböck studios.



Heinz Hofer-Wittmann is the fourth-generation to manage the family business.

TAKE YOUR CHOICE OF SEATS

SEATS COMBINING CLASSIC AND CONTEMPORARY DESIGN -
MADE BY WITTMANN FOR THE GUESTHOUSE.

After a long day out discovering and exploring the historic streets of Vienna, a little time out is called for! And the seats at the Guesthouse offer maximum comfort and coziness. They're manufactured exclusively by Wittmann, an Austrian family business, which was founded in 1896 as a saddlery. But what actually constitutes comfortable upholstered furniture?

"High-quality furniture consists of many, very carefully coordinated materials," says Heinz Hofer-Wittmann on the challenge of producing comfortable upholstered furniture. "You've achieved your goal when even after sitting for a long time, people are reluctant to get up again." Two different Wittmann designs are available at the hotel for living out this "not wanting to get up again." For the Guesthouse, Wittmann manufactures furniture by Friedrich Kiesler and

Soda Designers. Friedrich Kiesler's Freischwinger Nr. 2 armchair in crimson is an absolute design classic. Designed in 1933, it has been re-issued by Wittmann in authorized collaboration with the Austrian Frederick and Lillian Kiesler Foundation since 2002. The tubular steel cantilever chair embodies the radically modern and aesthetic approach that Kiesler pursued during his lifetime (1890-1965). Kiesler aspired to create furniture that is versatile and flexible in its design. He also believed in the interaction of visible and invisible forces; meticulously studying these interactions and using them to develop his theory of correalism. Sitting on his Freischwinger Nr. 2 is also a wonderful opportunity to ponder his principle: "Form does not follow function, function follows vision, vision follows reality."



"Urban lifestyle paired with Viennese charm and also a "pinch of rebellion against the establishment" - for me, that's The Guesthouse Vienna - cosmopolitan and yet unmistakably Viennese - how could anything else be possible with this location: next to Albertina, Kärntnerstraße, and the Vienna State Opera!

We would like to thank Manfred Stallmajer and his great team for their cooperation and sense of quality, we're proud to support the unique atmosphere of the Guesthouse with our design classics - Happy Anniversary!"

Christian Adam, Salesdirector Wittmann

Back to the present: the concepts of designer duo Nada Nasrallah and Christian Horner, Soda Designers, are shaping contemporary interior design. The trained goldsmith and trained carpenter have been working together since 2000. Soda Designers currently count themselves among the most renowned product and furniture designers and can look back on numerous international awards.

Joyce, their sofa for Wittmann, is characterized by a clear formal language, elegant lightness, and high-quality workmanship. It's finished in different materials for The Guesthouse Vienna. The low armrests and generous seat depth invite you not only to sit, but also to lie down. Perfect for relaxing and reviewing all the impressions of Vienna you've gathered during the day!



Wittmann-furniture is known for its outstanding craftsmanship and precise processing of high-quality materials.





WITHOUT ANY SUGARCOATING OR GLOSSING OVER

EXCLUSIVELY FOR VIEWS, THE RENOWNED PHOTOGRAPHER WOLFGANG ZAC
TALKS ABOUT HIS PICTURE SERIES FOR THE GUESTHOUSE VIENNA.

Mr. Wolfgang Zac, what is the photographic concept behind your series?

It's clearly a rupture, I wanted to get away from harmony. The pictures must not be allowed to turn into pure decoration. They must not just fit in, because then they would be absorbed – they must form a counterweight to the rest. That's why they had to be massively different, massively radical, and not directly related to the hotel concept. In addition, this is my very personal homage to Vienna and its people.

Can you describe the characteristics of the imagery?

When I now look at the pictures myself, I also see memories of my own first days in Vienna. I come "from the countryside". My first impression of Vienna and the University of Applied Arts was an art student with blue hair. He was listening to punk music in an empty classroom; I was completely overwhelmed ... Meanwhile I love it when worlds collide, when structure meets

chaos, when ruptures occur. California is therefore an essential driving force and inspiration for my work. My paintings for The Guesthouse show individuality, spontaneity and impartiality. They show people in moments and situations that are mixtures of their own lives and my ideas on how to live and perhaps how you sometimes should live – no matter how grown-up, mature or established you are.

Are the pictures about an idea of freedom?

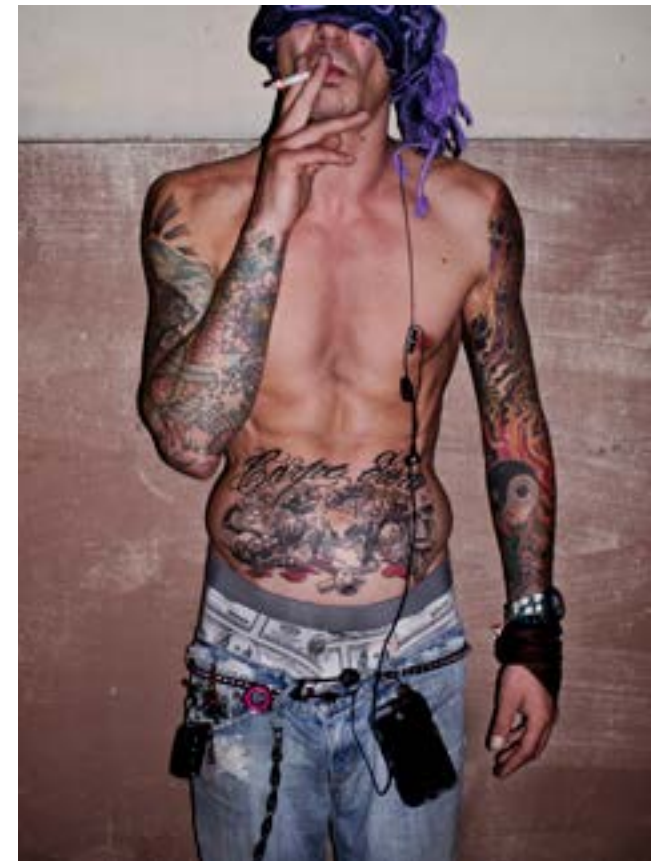
Freedom is a funny term; it often seems too pathetic to me in this context. Let us rather say courage. Courage not to take oneself too seriously, not to care what others think, without being irresponsible.

How did the pictures come about in concrete terms?

I only took pictures at night, leaving out the sweetness and the glossing. The city becomes more restrained, is synchronized with other cities of the world. Vienna as a backdrop thus moves



PHOTOS: WOLFGANG ZAC



something into the background. The pictures are completely unprocessed. For me, it's about an unobstructed view that gets something voyeuristic through the use of lightning and involves the viewer through speed, directness and the apparent non-composition in the scenery.

Nevertheless, the art aspect was important to me: the pictures remind me of reportage or documentary photography, but that alone would have been too little for me. For me, it had to go beyond a pure "capturing". That's why I did the scenes, of course. Real Life with background scenery, so to speak.

Wolfgang Zac, born in Styria, has been a freelance photographer since 1997. He lives and works in Los Angeles and takes photos for national and international clients and magazines. Many of his projects have arisen in collaborations with renowned artists, such as Erwin Wurm.





PHOTOS: MARC GLASSNER, CHRISTOPH LIEBENTRITT

COSMETICS AS CULTURAL GOODS

WOLFGANG LEDERHAAS'S SUSTAINABLE AND NATURAL PRODUCTS STAND FOR LUXURIOUS HOTEL COSMETICS MADE IN AUSTRIA.

A soap like a poem, aromas like a dream – Listening to Wolfgang Lederhaas talk, one immediately gets immersed in the rich and suggestive world of culture. The German scholar studied German language and literature, philosophy and psychology before dedicating himself to the production of soaps in 2011. The reason for this? “He wants to penetrate aesthetics not only intellectually but also sensually,” says Lederhaas. His cosmetic products are far more than commodities: “give everyday objects the beauty and dignity they deserve,” – that’s the motto of the soap boiler. Thus it was also his pronounced penchant for romantic literature that led him to create his first collection: the “Collection Box 1800” with six soaps, inspired by texts by great poets, such as Hölderlin, Novalis or Tieck.

With his current edition ‘arrivéé’, he sets new conceptual standards in the hotel industry: organic natural cosmetics, vegan, coupled with a commitment to animal welfare that combine effectiveness and sustainability with unique elegance. Made in Austria. In accordance with the principle that ecology, economy, social and aesthetic belong together, the LEDERHAAS care line combines the good with the beautiful – beneficial for people and the environment. The premium natural cosmetics and exquisite fragrance creations are composed with care and expertise from selected organic raw materials, fair trade ingredients, precious essences and pure natural oils in the Vienna Creative Lab.



“Timeless houses never age! So, it’s hard to believe that we are already celebrating 10 years of the Guesthouse. I consider it a special honor to be represented here with my cosmetic products! A graceful and elegant fragrance wafts through this house, where attention is paid to every detail, especially through the exquisite eye of Manfred Stallmajer. I thank him and his team for the loyal and excellent cooperation!

Ad multos annos!”

Wolfgang Lederhaas

TATORT (CRIME SCENE): THE GUESTHOUSE

THE GUESTHOUSE IS NOT ONLY KNOWN FOR ITS HOSPITALITY, BEAUTIFUL DESIGN, AND THE BRASSERIE, BUT ALSO FOR ITS ROLE IN THE ONE OR THE OTHER FILM PRODUCTION!

OSTROWSKI REIST

We can all still remember the days when we walked around with a mask and a bottle of disinfectant. During this time, “vacation at home” was welcomed everywhere. Styrian-born actor Michi Ostrowski also took a vacation “at home,” in Vienna. During his stay and the shooting of the series Ostrowski macht Urlaub – Daheim (Ostrowski takes a vacation – at home) he stayed at the Guesthouse and met with Manfred Stallmajer for a chat. Alongside the well-known attractions in pandemic times, such as the Prater (without the laughter of children) and the Belvedere Palace (without any visitors), the Guesthouse, of course, featured prominently in the Vienna documentary.

“Ostrowski macht Urlaub – Daheim”, 2021.

SCHNELL ERMITTELT

Several episodes of Schnell ermittelt were filmed at the Guesthouse. In the ORF production, Angelika Schnell is the

head of the Viennese homicide squad. While investigating and also in her private life, she trusts her instincts. When the main actress Ursula Strauss alias Angelika Schnell has to move out of her own apartment at short notice, she temporarily moves into The Guesthouse Vienna, which in the series is called “The Guest Rooms,” for the duration of three episodes.

“Schnell ermittelt”, episodes 45, 46 and 49

TATORT

The shooting for Tatort was especially exciting, because there’s a fan or two among the Guesthouse staff. When the Viennese special investigators Harald Krassnitzer alias Moritz Eisner and Adele Neuhauser in her role as Bibi Feller came to the hotel in 2018, everyone was extremely well prepared and incredibly happy to be allowed to experience it live. The Guesthouse’s appearance in the episode “True Lies” still fills the team with pride.

“Tatort – Wahre Lügen”, first broadcast January 2019



ILLUSTRATION: VICTORIA KOZICH



Klaus Albrecht Schröder
General Director
Albertina

Could the Guesthouse live without me? Sure. Could I live without the Guesthouse? Never! Where else would I feel at home and at the same time, find the finest culinary offerings? What does that mean “find”? Day after day, week after week, I am cared for! And that in the meager lunch break between stress and stress. A million thanks for the wonderful time that I have had and will have the pleasure to spend here.



Karola Kraus
General Director
mumok

The Guesthouse Vienna has quickly developed to a hotspot of Vienna’s cultural scene. Here, you can enjoy delicacies in an extremely sleek atmosphere with wonderful design furniture and lamps. Whether at noon for a business lunch, or in the evening with a larger group, the staff is always attentive and friendly. I congratulate Mr. Stallmajer and his team on this 10th birthday and wish them continued success!



CONGRATS!

SEVERAL OF OUR DEAR REGULAR GUESTS HAVE GRATULATED US ON THIS MILESTONE BIRTHDAY. MANY THANKS!



Sabine Haag
General Director
Kunsthistorisches Museum Vienna

At the Guesthouse, the guest is the center of attention! Whether for breakfast or lunch – Manfred Stallmajer’s team is always friendly, courteous, and competent. My favorite place is the corner table at the very back, where I can dine quietly and undisturbed with my family, friends, or business partners. And in the best location! Congratulations to 10 years of the Guesthouse!



Bogdan Roščič
Director
Vienna State Opera

When I was still living abroad, the Guesthouse was my hotel when I traveled to Vienna for business. Including December 16, 2016, when I was presented as the new director of the State Opera. No news could be leaked before the press conference, which is why I sat in my room at the Guesthouse the night before. With a prime view of the State Opera, I had sufficient opportunity to contemplate the strange twists that life could deliver. ...Meanwhile, the Brasserie has become a type of second cantine for me, where I meet artists and colleagues.



Carla Rumler
Cultural Director
Swarovski

It feels like a second home: at The Guesthouse Vienna, familiar employees who’ve worked there for ages greet me, which speaks for the hotel’s quality behind the scenes. In a prime location for enjoying Vienna’s offerings of culture and art, the Guesthouse, with its gorgeous view of the Albertina, is a wonderful place to meet and network. Whether enjoying Vienna’s best breakfast, during the day, or in the evening, The Guesthouse Vienna is a vibrant gathering place with stylish retreats. I appreciate the contemporary, clean interior and the high-end living style that the house celebrates. Over the past 10 years, many of our artists have enjoyed the Guesthouse’s unique atmosphere. Congratulations on the anniversary!



Wolfgang J. Bandion
regular guest
Brasserie

I have always loved the traditional Viennese coffee house. However, ever since the Guesthouse has been around, I have become a big fan of a modified form. That is: an excellent coffee, absolute serenity in the morning hours, daily newspapers, and finally, the most crucial point – unobtrusive service, ladies and gentlemen who are actually in a good mood.



Raffaella & Thomas von Salis
with Tartine
regular guests Brasserie

Vienna and the Guesthouse are inseparable: we feel at home here! This starts with the heavenly beds, which we – and our four-legged friends – love, just as much as the hotel’s consistently casual design. Among our pleasurable welcome-back moments are unpacking and putting things away in the ingeniously designed drawers, the light-flooded bathroom with the wonderful Lederhaas products, the delicious little chocolate cake as a welcome gift, the fabulous breakfast in the brasserie (preferably at the corner table facing the winter garden), and last but not least, the staff, gracious and thoughtful in all respects. Congratulations and here’s to many wonderful years!

10

Ludwig Steinbauer
CEO Porr
Beteiligungen und Management GmbH

I am an enthusiastic guest at The Guesthouse Vienna, which is unique in both design and service. You're guaranteed to feel good; the staff is courteous, cheerful, and also funny. The choice of food and beverages is excellent and you can sense the host's hospitality. I like to sit in a loge and enjoy the eggs benedict for breakfast! It's a must-visit!



Karl Vock
Private Banker
BTV Schweiz

I've enjoyed coming to the Brasserie / Restaurant since the opening of the Guesthouse, and greatly appreciate the pleasant atmosphere and ambience. Whether enjoying a pleasurable breakfast at 6:45 a.m. in the city center or having a business lunch, the service is always friendly and eager to please. Espresso, Schnittlauchbrot, and eggs with ham are my favorites at the Guesthouse.

Hermann Wonnebauer
Board of Directors
Zürcher Kantonalbank

Whenever I arrive at The Guesthouse I am sure to feel welcome.

I am addressed by name right away – even by new employees – every gesture, every offer is there to make the guest feel comfortable.

It starts with the opening of the door and a genuinely friendly smile, a friendly, uncomplicated check-in, the handwritten billets with the little delicious cake in the room, and of course, assistance in any situation and for any question!

In this HOUSE you really feel like a GUEST – not a customer!

Good luck for the next 10 years and my respect for how you managed the difficult Corona times!



Udo Benesch
LuerChem LLC

I'm what is called an "Auslands-Österreicher" and live in Switzerland since almost 40 years. I love to come back to Vienna, the town where I grew up in and studied, and do so about 5–6 times/year as business and my private needs demand. I know and have stayed in almost all Hotels in the inner city of Vienna no complaints really they are all nice but once I've stayed at The Guesthouse, I decided to adopt it as "my home away from home" a myriad of reasons:

- The location could not be any better.
- I prefer smallish kind of Hotels and try to avoid Hotel chains if and when I can.
- The interior design of the Hotel, rooms, restaurant is wonderful and of high quality.
- The entire staff of the Guesthouse is just outstanding it starts with the doormen, the reception/concierge etc. and the staff in the restaurant is not only stylishly dressed up, very professional, kind, fast and welcoming.
- I spend a lot of my time in restaurants all over the world ... so when I'm at The Guesthouse I like hearty non-complicated dishes (Wiener Schnitzel of course, Sacher Wuerstel, Krautfleckerln etc.). My favourite however is the breakfast and usually I take 2 eggs in a glass, and a Schnittlauchbrot (Florianirot) :)

Finally, I'd like to add... normally I don't have dinner in hotel restaurants, as they usually have no atmosphere or local vibes... The Guesthouse's concept to attract guests not staying at the hotel to the restaurant is a rather brilliant idea.

Hans Miedler
Hans Miedler Fine Art GmbH

It is a special pleasure for me to congratulate you with a few words on your 10th birthday.

I also don't want to let this opportunity pass to thank you for your consistent effort to ensure the comfort and enjoyment of your guests. For me, The Guesthouse Vienna has become a place where I feel good, I would almost say, a second home. Whether it's hotel director Manfred Stallmajer or Joachim and his wonderful restaurant team who always try to satisfy the guests' every wish with a smile, or the ladies at the reception who offer a friendly greeting as soon as you enter, you simply feel welcome.

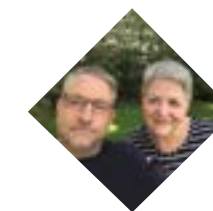
There are few establishments – and I have, after all, traveled around the world a bit – where you can feel as much at home as in your small, fine establishment in the heart of Vienna.

In this spirit, I wish The Guesthouse Vienna and its team many more successful years, with heartfelt thanks for your loving care.

Luciano Pelloni
regular guest

Why do I always like to return? Quite simply because I feel perfectly looked after. Everything is just right: I'm always greeted with a smile and my requests are taken care of. It almost feels like a second home when I enter the impeccably equipped and well-maintained room, and to top it off, I can enjoy the wonderful view of the Albertina. What more could anyone want?

I wish the Guesthouse many more anniversaries!



Harry Schenk und Rosemarie
regular guests

We were extremely pleased when we received the mail below. We are also very happy to be your regular guests :) At The Guesthouse Vienna we love the warm and familiar contact with the staff, the functional and spacious rooms, the perfect service and the great brasserie on the first floor. There is nothing better than to explore the great city of Vienna in the morning fortified with an Albertina breakfast or eggs benedict. And all this rounded off by The Guesthouse Vienna's location, which can hardly be topped.



DELIGHTFUL VIENNA

Vicky Heiler

Born in Germany, raised in California, and at home in Vienna. Vicky Heiler, one of the first bloggers and influencers, is founder of the label VIKTORIA LOUISE.

PHOTO: BEIGESTELT

ADDRESSES

LEDERLEITNER HOME

Tuchlauben 7a, 1010 Wien, www.lederleitner.at

AMICIS

Tuchlauben 14, 1010 Wien, www.shopamicis.co/

HOUSE OF AUSTER

Neubaugürtel 20/7, 1070 Wien

HERR UND FRAU KLEIN

Kirchengasse 7, 1070 Wien, www.herrundfrau klein.com

COPENHAGEN MØBEL

Neubaugasse 57, 1070 Wien, www.copenhagenhus.at

wine taverns in the summer, ice skating at the Rathausplatz in the winter, a bit of Viennese grouchiness, Grant, is necessary, and naturally, the different coffee specialties, such as a Melange or Verlängerte, in one of the many, traditional Viennese coffee houses.

When does Vienna make you cry?

When the Viennese wind whistles through the streets in winter, my eyes usually start to tear.

What would you like to change about Vienna?

Nothing at all! It's not the most livable city in the world for no reason.

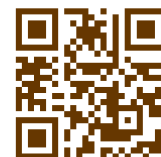


PHOTO: FEINGESTAT

THE MAGIC OF MATURE WINES

THOSE WHO ALREADY TOOK CARE IN THEIR YOUNGER YEARS AND HAVE KEPT THEIR CELLARS WELL STOCKED HAVE A CLEAR ADVANTAGE HERE. AT FEINGEIST, WE HAVE THE VISION OF OFFERING THESE MOMENTS OF PLEASURE TO ANYONE WHO IS INTERESTED.

After all, who is responsible for storing wines until they reach optimal maturity? At the very beginning, there is the winery, which due to high demand, lack of space, and storage costs, often passes on the wine before it has had time to ripen sufficiently. On the other hand, there's the wine drinker, who might not be able to create the suitable storage conditions. At feingeist, we see ourselves as a link where, in addition to century vintages and flagship wines from vintners in the upper price segment, we also set aside wines for everyday occasions. Year for year, sommeliers assess whether the bottles stored under optimal conditions are ready for enjoyment and only then release them for sale.



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www.feingeist.at/raritaeten

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Regular quality control often by the winemakers themselves

Mature wines at top conditions without your own storage costs

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* For German delivery addresses, you will find all mature wines at www.austrianliquids.com/raritaeten



COLLAGES: VICTORIA KOZICH PHOTOS: SHUTTERSTOCK

10 TURNING 10

IT HAS BEEN TEN YEARS SINCE 2013. THAT WAS THE YEAR AVICHI'S "WAKE ME UP" BLARED FROM THE RADIO, JENNIFER LAWRENCE STUMBLER ON THE OSCARS STAGE, AND THE GUEST HOUSE OPENED ITS DOORS. SO NOW LET'S TAKE A LOOK AT TEN CELEBRATING THEIR TENTH ANNIVERSARY.

THE "TAGESPRESSE"

For a decade now, Fritz Jergitsch and his team have been entertaining the Austrian population with satirical texts in the style of newspaper articles. A few times, The "Tagespresse" announcements were mistaken for real ones; foreign (and domestic) media believed and even quoted them.

PRINCE GEORGE

Prince George Alexander Louis of Wales saw the light of day in 2013. He is the first child of British Crown Prince William, Prince of Wales, and his wife, Catherine, Princess of Wales. As the grandson of King Charles III, he's second in line to the British throne after his father.

CALLE LIBRE STREET ART FESTIVAL

For ten summers now, the walls of Vienna's buildings have transformed into gigantic canvases on which artists project their creativity for the "Calle Libre Festival." In 2023, to mark the anniversary, ten large-scale murals were installed in the 16th district for ten days.

JUBILEE OF THE OFFICE OF POPE FRANCIS

Pope Francis has been Bishop of Rome since March 13, 2013, and thus head of the Roman Catholic Church. Pope Francis is the 266th acting Pope and, as an Argentine, the first non-European to hold this office since Pope Gregory III in the 8th century.

10TH ANNIVERSARY OF NELSON MANDELA'S DEATH

Nelson Mandela is still considered a symbolic figure today for his fight against apartheid. The Nobel Peace Prize winner also campaigned against the destruction of South Africa's natural resources by former colonial powers and their allies. December 5th marks the tenth anniversary of his death.

WORD OF THE YEAR WAS "WHATSAPPING"

Nowadays it's impossible to imagine life without the app, but in 2013 it was still quite new. WhatsApp was launched in 2009, and between 2011 and 2013 became increasingly popular in many countries, including Austria. During this time, more and more people realized the benefits of WhatsApp as a cross-platform messaging app that made it possible to send text messages and media files over the Internet at low cost. In Austria, the word "whatsAppen" (WhatsApping) became popular teen jargon ten years ago..

"THRIFT SHOP"

After Word of the Year to Song of the Year. In 2013, no one could ignore "Thrift Shop." The Canadian singer and rapper made it a full 62 weeks on the charts with the song. The song and its message had a lasting impact on pop culture and led to ever more "thrifting," or second-hand shopping, and made people more aware of sustainability and vintage clothing.



THE CONFUSION AROUND THE MAYAN CALENDAR

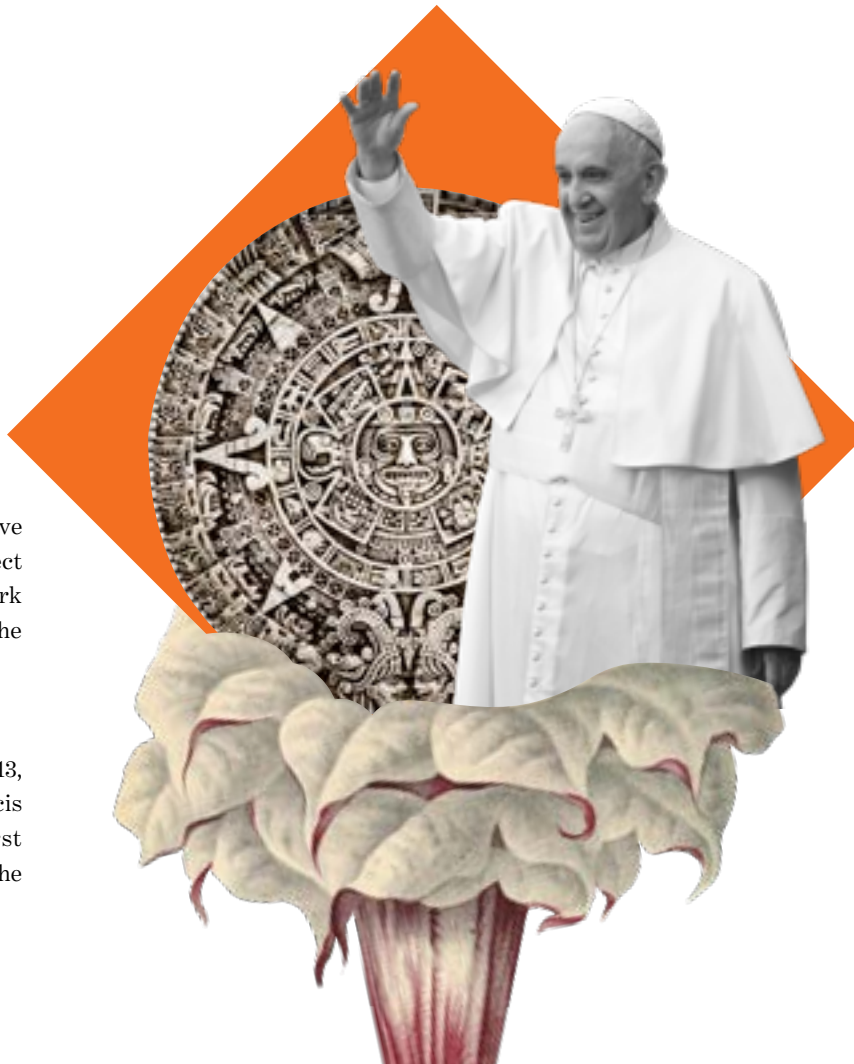
The Mayan calendar ended on December 21, 2012, leading to wild speculation about the "end of the world." As the day passed, it was agreed that the end of the world would probably occur New Year's Eve 2013. So, if you will, this year also marks the tenth anniversary of the "end of the world."

THE TWITTER GOING PUBLIC "SECRET"

In 2013, social media giant Twitter made headlines ahead of its initial public offering when it announced its plans to go public in a secret tweet. The company tweeted its symbol – a blue bird holding a stock market elevator in its talon – without any further explanation. The media and the public accepted this cryptic announcement with a dose of humor. Meanwhile, the bird is also a relict.

LAST BUT NOT LEAST: THE GUESTHOUSE VIENNA

For ten years now, The Guest House has offered a retreat for travelers and a calm oasis in the heart of Vienna's city center. When we opened our doors in 2013, we had no idea what was in store for us and confidently looked to the future. This anniversary year, we're still doing the same, so: here's to the next ten years!



A DECADE FULL OF HUMOR – TEN ANECDOTES ABOUT HOTEL LIFE

NAKED GUESTS, SUPPOSED CELEBRITY DATES, AND FAKE THIEVES – LIFE IN A HOTEL IS OBVIOUSLY NEVER BORING. FOR OUR ANNIVERSARY, WE’VE GATHERED TOGETHER THE TEN FUNNIEST ANECDOTES FROM TEN YEARS OF THE GUESTHOUSE.

PREMIERE WITH PETER GABRIEL

Peter Gabriel and his manager Dave T. were among the Guesthouse’s very first guests. Fortunately, they didn’t hold the initial chaos against us, even though they had to make do with “only” deluxe rooms instead of the promised suites. The suites were simply not ready yet. We kept imploring the workmen not to hammer and drill so loudly. But you could almost sense that during the three days they were here, Peter Gabriel and his crew were having a good time helping open the hotel. They certainly enjoyed having the hotel restaurant to themselves in the evenings. The Viennese clientele didn’t even know we existed at that point. And just like almost every band that comes to Vienna, Peter Gabriel and his crew got a good schnitzel.

THE WRONG THIEF

After the hotel had been open for a few months, a man was sitting in the Brasserie who looked like a thief that the Viennese hoteliers recognized from police mug shots. The police were immediately notified and the man was arrested while still at the bar. However, the gentleman was not a thief – on the contrary. It turned out that he was the father of Daniel Jedlitzka, the partner of the Guesthouse’s director Manfred Stallmajer, and also an investor in the hotel. The story continues to provide laughs and fortunately, Jedlitzka Senior did not at all hold a grudge.

WRONG DIRECTION

Some stories would be impossible to make up: one day a guest called the reception because he didn’t know how to get out of his room. When he was told that there was only one door, the guest stoically replied, “Yes, yes – but it has a ‘do not disturb’ sign on it.”

STING’S SLEEP

In 2019, Sting and his wife Trudy Styler came to the Guesthouse. On the rider it said Sting wanted a suite that could be made completely dark. A deluxe room – it was assumed – would not do. But the problem was that the suites on the eighth floor have huge panorama windows with blinds on the outside. The blinds are placed ten centimeters away from the windows. You can’t darken the space 100 percent. The request for a pitch-black room was a true challenge for the team. The solution was to put opaque curtains around the bed. When open, the whole thing looks like a four-poster bed, really cozy. Sting and Trudy were more than thrilled. They were talking to the hotel manager in the evening and he confessed that the suites had been remodeled just for them. Trudy laughed and said that it wasn’t necessary, they would have been happy with a deluxe room.

STREAKER IN THE CITY

In July 2023 we were “honored” by a streaker. On a Monday, right at noon, a guest decided to walk in the reception area in his birthday suit and nothing could prevent him from making his rounds, stark naked. He could first be stopped by the police, two hours later. In his defense: it was over 33°C that day!

SHY HUGH

Hugh Grant is meant to visit Vienna often and is very shy. One day, a lady came to the reception desk and asked for directions to a coffee house. When the receptionist gave the information, the woman said, “Thank you! Don’t tell anyone, but I’m meeting Hugh Grant there and I can’t reach him by phone right now! He’s in Vienna and whenever he’s here, we meet in a café. But since he’s shy, we have to keep it a secret.” Well then.

“SHE LOOKS LIKE PIPPA MIDDLETON”

Nothing escapes our service manager Joachim Kroboth. One day, it must have been in 2016, he called the hotel director Manfred Stallmajer to the office and asked him to come to the restaurant: “Look at table 13, check out who’s sitting there,” he said in a hushed voice. Manfred let his gaze wander casually over the rows of seats and hesitated briefly: “Good looking woman. She looks like Pippa Middleton. Where’s she from?” “She’s staying with us and I think that is Pippa Middleton,” Joachim replied. Curious as they were, they checked the guest records. The room had been reserved by the lady’s boyfriend in his name, but the copy of the ID card confirmed Joachim’s hunch: the guest was the sister of Britain’s Duchess Kate.

ATTEMPTED SMALL TALK: FAILURE

It was a cloudy day, one of our waiters placed the guest’s coffee that he’d ordered on the table and tried to make a little small talk, “It looks a bit like rain, doesn’t it?,” the guest replied, “Yes, but it could also be coffee.” We can, however, assure you: our coffee looks nothing like rainwater!

RESERVED

One summer evening, a gentleman wanted to take a seat at a table in the restaurant’s garden. The waiter pointed to the sign apologetically and said, “I’m sorry, but this table is reserved.” The guest looked at the waiter, dead serious, and replied, “Well, then take it away and bring me another one!”

LOST AND CONFUSED

Hard to believe, but a guest once came to the reception area with the following question: “Hi, where’s the reception?”



Ein Exponat des Wiener Bestattungsmuseums.
Unten: ein Blick in den Narrenturm



THE 10 MOST BIZARRE MUSEUMS IN VIENNA

VIENNA, YOU ALONE... CAN MANAGE TO BE SO SOPHISTICATED AND SO QUIRKY AT THE SAME TIME. IN ADDITION TO ALL THE GALLERIES WITH MAGNIFICENT, CLASSICAL, AND ALSO CONTEMPORARY ART, THIS CITY ALSO HARBORS ONE OR THE OTHER MUSEUM OF A SLIGHTLY DIFFERENT SORT.

NARRENTURM VIENNA

Until the 19th century, the insane, madmen, and raving lunatics were locked up in the Vienna Narrenturm, also known as the “madhouse,” “lunatic asylum” or “Emperor Joseph’s Gugelhupf”; the world’s first special building designed for the “probation and medical care” of the mentally ill. The tower is hidden in the furthest corner of today’s Uni Campus and is now – with more than 50,000 objects – showroom for the world’s largest pathological-anatomical collection. .

*Unicampus Courtyard 6, Spitalgasse 2, 1090 Wien
Th&Fr 10a.m.–1p.m., We&Sa 10 a.m.–6 p.m.*



PHOTOS: NATURHISTORISCHES MUSEUM WIEN, ALICE SCHUMACHER



ALT WIENER SCHNAPSMUSEUM

No schnapps-inspired idea: in the Alt Wiener Schnapsmuseum, among other things, you can admire the first roll-top desks, a historical cash register, and old copper pot stills. The museum has no fixed opening hours and guided tours are available by appointment only. However, after every tour you’re invited to an extensive tasting. For guests who do not drink alcohol, raspberry juice is served.

*Wilhelmstraße 19–21, 1120 Vienna
office@schnapsmuseum.com or 01/815 73 00*

CLOCK MUSEUM

At Vienna’s Clock Museum, you’ll embark on a journey through time. Seven hundred precious timepieces from around the globe tell a story of not only scientific progress and technical precision, but also social upheavals, craftsmanship, and design trends over the centuries at Europe’s most important collection of clocks and watches. On the hour, the three floors are filled with the chiming, ringing, and striking of the many clocks that have been kept in working order.

*Schulhof 2, 1010 Vienna
Tu–Su and holidays 10 a.m.–6 p.m.*

AUSTRIAN GAMES MUSEUM

The Austrian Games Museum considers its main task the documentation of contemporary games, whereby the archive comprises the heart of the museum. The exhibition originates from the private collection of game pioneers Dagmar and Ferdinand de Cassan.

*Mariahilferstraße 82/2/21, 1070 Vienna
office@spielen.at or 0676 / 554 16 72*

BAKERY MUSEUM “ALTE BACKSTUBE”

The restaurant and Biedermeier café Alte Backstube in the eighth district, Josefstadt, houses a museum with an original 16th-century oven. Along with traditional baking tools from the last three centuries, also numerous illustrations, photos, and drawings from the baking trade can be seen in the vividly designed rooms.

*Lange Gasse 34, 1080 Vienna
Tu–Fr 11 a.m.–2 p.m., Sa 5 p.m.–12 midnight, Su 12 noon–11 p.m.*

FUNERAL MUSEUM VIENNA

Last but not least: the Funeral Museum Vienna. Here you’ll find lots of interesting facts about the funeral business, as well as some delightfully funny stuff. The creative PR head of the Funeral Museum never tires of coming up with cool ideas for the museum store, for example, a Vienna Funeral Service Lego set or T-shirts with slogans such as: “Friedhöfe Wien – hier liegen Sie richtig!” (Vienna cemeteries – You’re lying right here!) or “Der letzte Wagen ist immer ein Kombi” (The last car is always a hatchback).

*Simmeringer Hauptstraße 234, 1110 Vienna
Opening times see www.bestattungsmuseum.at*

ORIGINAL VIENNESE SNOWGLOBEMANUFACTURE

The Snowglobemanufacture family business has been producing original Viennese snow globes for over 100 years. The history of the snow globe goes back to Erwin Perzy I, a trained surgical instrument producer. He developed the first snow globe by chance while experimenting with cold light and a cobbler’s water-filled glass sphere. He even received distinction from the emperor for his idea in 1900.

*Schumanngasse 87, 1170 Vienna
Mo–Th 9 a.m.–3 p.m.*

ESPERANTO MUSEUM

The Esperanto Museum is all about the fascinating world of invented languages. Namely, those 500 that are known as “planned languages.” Through listening stations you can catch a bit of “Lingua Ignota,” learn Klingon, or have your first encounter with the Language of Peace, which aims to overcome communication problems among people who speak different languages.

*Herrengasse 9, 1010 Vienna
Tu–Sa 10 a.m.–6 p.m., Th 10 a.m.–9 p.m.*

MUSEUM FOR QUESTIONS OF MEANING AND EXISTENCE

Possible answers to the meaning of life can be found at the Viktor Frankl Museum Wien. Here at the former workplace of Viktor Frankl, founder of logotherapy and existential analysis, three rooms are devoted to experiencing the human search for meaning. The goal of the museum is to learn more about one’s own opportunities and personal potentials – it’s promising.

*Mariannengasse 1, 1090 Vienna
Mo+Fr 1–6 p.m., Sa 11 a.m.–6 p.m.,
every 1st Friday of the month 1–8 p.m.*

TOILET MUSEUM

What might sound very strange at first, is actually quite interesting. The Museum of Sanitary History is located on two floors in the basement of the Berufsschule Mollardgasse. Here, everything revolves around the development of the restroom. Visitors can marvel at 300 exhibits on (Viennese) sanitary technology since 1889, and examine bathroom equipment, water heaters, tools, and designs.

*Mollardgasse 87, 1060 Vienna
Mo–Th by appointment with milos.nikolic@schule.wien.gv.at*



**“THE GUESTHOUSE IS
PART OF MY SOUL.”**

IN THE HOTEL INDUSTRY, THERE ARE PERSONALITIES WHO GO BEYOND THE MERE MANAGEMENT OF HOTELS. PEOPLE WHO LIVE WITH PASSION AND COMMITMENT, AND LOVE WHAT THEY DO. ONE OF THESE EXTRAORDINARY PERSONALITIES IS MANFRED STALLMAJER, HOTELIER, RESTAURANT PROPRIETOR, AUTHOR, AND MANAGING DIRECTOR OF THE GUESTHOUSE.

Interview: Evelyn Höllrigl

Ten years of the Guesthouse – what has given you the greatest professional satisfaction in the last decade?

That we’ve managed to obtain a truly good reputation in Vienna. The Viennese have received our Brasserie extremely well, and it is one of the few hotel restaurants that people actually go to. In addition, our fabulous and enduring core team fills me with pride.

And what has been the biggest challenge over the last ten years?

Like for so many: getting through the Corona crisis. Of course it was unexpected, and it also affected us. Now, afterward, it’s the greatly changed circumstances for finding employees and staff. Meanwhile, it has become quite difficult to recruit people.

What’s your personal association with the Guesthouse?

The GH is my baby. It’s an establishment that I was able to develop with my investors and business partners according to my wishes. And to some extent, it’s family. We have a lot of people who’ve been with us right from the start. It’s simply a beautiful building in a beautiful place. And it is a part of my soul.

You were born in Styria – what do you think distinguishes Vienna?

On the one hand, Vienna is a very clean big city. For years, it has been the undisputed leader among the world’s most livable cities – and rightly so. We’re able to live and work in a city where so many tourists take their vacation every year. Moreover, Vienna is a very safe city.

And what’s more, in contrast to other European cities, even after inflation, you can still go out to eat here at a fair price. That’s probably also due to the many options we have.

Speaking of food: If only one dish could be on the menu at the Brasserie from now on – what would it be?

My favorite dish – eggs benedict. Why? because I think we’ve perfected it at the Brasserie.

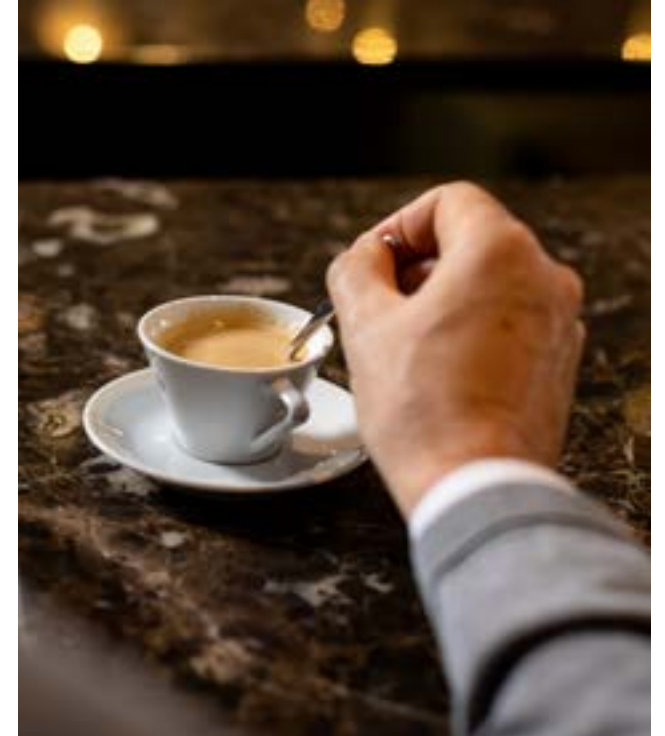
Vienna is not only one of the most livable cities, but supposedly also one of the most unfriendly – how do you make an “unfriendly” city hospitable?

Well, you just live your life in the opposite way. By being nice and kind. For me, what’s especially important is that our employees are authentic. They don’t use pat phrases, everyone here is genuine in their interactions with guests.

What “typically Viennese” characteristics have you adopted, and which ones has the Guesthouse taken on?

Typical Viennese characteristics include Schmääh, a type of crass charm, Gemütlichkeit, a type of all-encompassing coziness, and Grant, a special type of grouchiness ... we don’t

PHOTOS: CHRIS STEINBENNER



For ten years now, Manfred Stallmajer has enjoyed Naber coffee specially roasted for the Guesthouse.

have typically grouchy waiters here, maybe that’s why we manage to be so hospitable (laughs).

But what the Guesthouse has embraced is the magnificent Viennese architecture. Well, rather than embraced, instead we have contributed to the wonderful architecture. We’ve managed to be timeless, which was one of our greatest aspirations.

Has there been a time in the last decade when you thought, “I wish I had solved that differently”?

Actually, I was already asked that question after three years and I can only give the same answer as back then: no – I would build the Guesthouse exactly the same way again. What’s nice is that our guests appreciate precisely those details that are important to us, the roastery, the bakery, our design pieces – that makes me happy.

You wrote the book Hotel Rock ‘n’ Roll, in which you talk about your many years of experience as a hotelier and the glamorous personalities you’ve encountered – have new stories been added since publication?

Yes, we frequently have rock’n’roll guests in the house. The Doctors, for example, or Melody Gardot and Rebekka Bakken. We have a loyal crew of celebrity regulars at the Guesthouse.

Let’s wrap things up. Ten words that describe the past ten years at the Guesthouse:

Architecture, design, bakery, super guests, super staff, Corona, Lilien porcelain, Terence Conran, Wolfgang Zack’s photo art; and: success.



ILLUSTRATION: YESNA BOSNAC

THE AROMA OF BREAD, AND ROOMS WITH A VIEW

SOME THINGS YOU CAN ONLY SEE WELL WITH YOUR HEART, THE LITTLE PRINCE ONCE SAID,
OTHER THINGS YOU SEE WITH YOUR EYES, BUT ONLY RECOGNIZE THEIR TRUE VALUE
WHEN YOU'VE SEEN THEM FROM INSIDE - THE STORY OF TAKING A LOOK INSIDE.

by Manfred Stallmajer

The year was 2010. Daniel Jelitzka, whom I had gotten to know through the Café Drechsler project – he was our landlord on Rechte Wienzeile – asked me if I wanted to take a look at a new property. And if I liked it, whether I'd have the time and desire to develop and run (führen) a nice little hotel there. "Run" or "führen" was also the keyword in terms of address: We are located at Führichgasse 10 in Vienna's first district.

At first, I couldn't even find the entrance. The building, a former student dorm near Vienna's Albertina, had been empty for years. The front door was covered with posters. Daniel had warned me, but I was still shocked when I saw how run-down the building was. "Wait and see," Daniel said when he saw the horrified look on my face, "You can't see the value of the property until you go inside and take a look out."

The walk up the stairs was eerie, almost mystical. There was no electricity so it was pitch black. But then we entered

one of the west-facing rooms, opened the window... and there it was, in full splendor, simply magnificent: an incredible view of the State Opera. You could see the Albertina and behind it the entire Wiental (Vienna Valley).

"So, Manfred, now imagine we're in a really cool boutique hotel taking a look out the window," Daniel said ceremoniously. In fact, I really could imagine it, immediately and quite well.

We soon found a name for our new baby: The Guesthouse. It was to be a small, elegant establishment with only 39 rooms. My idea was to set up a restaurant at its core, one that also Viennese people would frequent. I love bread and good, high-quality regional and organic products. And I dreamed of a restaurant that offered all of that. Nothing over-the-top; just a place that's open from half past six until midnight, like the brasseries in France. Plus, breakfast à la carte all day.

A hotel where guests enter their room and feel like they're in a private apartment. With their own espresso machines, large couch areas, and upholstered window alcoves where they can sit, read, daydream, and enjoy the fabulous view.

I also already knew who was going to make this concept a reality: Sir Terence Conran. However, my partner, Daniel Jelitzka, was skeptical: Conran was getting on in years. Daniel doubted that he was still keeping in step with the times. I argued that Conran represented the timelessness I was aiming for: "We don't want to build something that bears a time stamp. We don't need an architect who is only looking to express himself." These arguments convinced him.

We agreed to travel to London with Daniel's partner, Reza Akhavan, to get bids from several architects. Our first visit was with Sir Terence Conran.

The star architect lived and worked in an office building in the Docklands, overlooking the Thames. We were invited into his private apartment. He greeted us and asked whether we preferred champagne or wine. It was just ten o'clock. We politely declined. We talked about the building in terms of its location and the dismal state it was in. Tim Bowder-Ridger, Terence's right-hand man at the time, was also at that meeting. We didn't have a presentation on hand, no mood map. All I did was describe my vision and the feeling I had about the project: "It should be a stylish place where Vienna and its 20th century craftsmanship can be felt, where it smells cozy when you walk in – of freshly baked bread, pastries, and coffee, but also of the materials, of wood and leather..."

**WE DON'T WANT TO BUILD
SOMETHING THAT BEARS
A TIME STAMP.**

To explain, we have to add in here that you could not simply commission Sir Terence Conran. Our initial meeting was, de facto, an application. Everyone knew that first he'd listen to a project proposal, and only accept a building project when he was convinced of the project and his future business partners. Whether it was a small hotel or a prestigious, large-scale international project was irrelevant to his decision. All that counted was his enthusiasm for the project. At some point, Terence finally stood up, said that he had known me for a long time and trusted me, and that now it was really time for a glass of champagne. After that, the three of us said our goodbyes and we left. I was glad that the appointment had gone so well and that Terence had signaled his interest in the project with the round of champagne. But I didn't know what Daniel and Reza were thinking, or whether they had the same optimism.

Daniel looked at his watch. "Our next appointment is at 2 p.m. Isn't there a Conran restaurant on the way where we could have lunch?" I thought about it: if you turn onto Regent Street at Piccadilly, there's an Italian restaurant there, Conran planned and also ran it: Sartoria, Italian for "the tailor's." We were lucky and even without a reservation we got a table in the bar area.

Reza looked at the menu and asked, "What should we drink?" Daniel said, "Champagne. We're going to drink champagne and make a toast to the Guesthouse." "But we have the next appointment at 2 p.m.," I objected. "Then we'll cancel it," Reza said. "We're going to work with Conran."



PHOTO: TINA HERZL, © MARCEL KOHLER, REPRINTED WITH KIND PERMISSION OF SCHULTZ & SCHIRM.

Martina Parker had already attended countless press events in Manfred Stallmajer's hotel. During a mutual meeting, he told her anecdotes from his life, whereby she said, "it's time to write a book!"

What happens behind the scenes in a hotel? What are major artists like in private? Manfred Stallmajer offers entertaining answers to these questions, and others posed by Martine Parker in "Hotel Rock 'n' Roll" published by Schultz & Schirm ISBN: 978-3-9504970-2-1





ON TWO WHEELS THROUGH VIENNA

VIENNA IS NOT ONLY BEAUTIFUL FOR STROLLING, YOU CAN ALSO COMFORTABLY EXPLORE THE MAGNIFICENT CITY WITH A BREEZE IN YOUR HAIR. ANYONE WHO VENTURES OUT ON A BICYCLE HERE IS SURE TO DO IT TIME AND TIME AGAIN.

CLASSIC TOUR: AROUND THE RINGSTRASSE

Start: Stadtpark at the Johann Strauss Monument
Length: approx. 5.5 km

As the name suggests, the Ringstrasse leads in a ring around Vienna's historical center. The cycle path is wonderfully developed, wide, and offers an impressive sightseeing tour: past the State Opera, Hofburg, Natural History and Art History Museums, City Hall, Burgtheater, and the University. From the Votive Church, it's not far to the Danube Canal. From Urania, the path goes back through the promenade towards Stadtpark.

PRATER-HAUPTALLEE: GREEN LUNG OF THE CITY

Start: Praterstern / Kaiserwiese
Length: approx. 9 km

The Prater-Hauptallee is the green lung of Vienna. Known for its Ferris wheel, the Riesenrad, Prater offers much more than attractions and cotton candy. Here you can ride comfortably along the Hauptallee under the shade of the trees.



However, if you don't want to simply ride straight ahead, there's also a lot to see around the Prater: Jesuitenwiese meadow, the ultra-modern campus of the Vienna University of Economics and Business, Ernst Happel Stadium, and, of course, also the amusement park, Wurstelprater.

A little tip for those with children: the famous Kolarik restaurant not only has Stelze (pork knuckles), but also bouncy castles in the summer and a cozy play area for the little ones in the colder months.

(DANUBE)GRAND CANAL

Start: Spittelau
Length: approx. 7 km

You can cycle car-free and comfortably straight across Vienna alongside the water, along the Danube Canal. A possible starting point is the waste incineration plant in Spittelau, creatively designed by Friedensreich Hundertwasser. The route continues along Vienna's largest graffiti collection as you cycle towards the city center. In summer, a number of beach bars give the colorful promenade a lively flair and offer numerous refreshments.

THE DANUBE CYCLE PATH

Start: Klosterneuburg
Length: approx. 50 km

With a total length of 50 km, the most ambitious bike tour, but also the most diverse. From the west of the city, the tour leads across the Donauinsel, the Danube Island to the east, to the Donau-Auen National Park. It's worth taking your binoculars and looking out for wild animals as you take a break, because the Lobau is a unique habitat for beavers, kingfishers, and sea eagles. Vienna is different.



ADDRESSES

If you want to keep on cycling during your vacation, you can easily rent a bike from one of the following addresses:

WIENMOBIL RADVERLEIH

Bikes can be rented at numerous stations throughout the city, year-round, and 24/7.

LISTNRIDE.COM

The platform offers a variety of different bikes for rent, such as e-bikes, mountain bikes, and road bikes – from private individuals but also from bike stores.

Vienna Explorer Tours & Day Trips
Franz-Josefs-Kai 45
1010 Vienna
Starting at 23 € for 24 hours.

PEDAL POWER RADVERLEIH

Pedal Power also offers guided tours of Vienna; bike rentals start at €30 per day.
Bösendorferstraße 5, 1010 Vienna

IG-FAHRRAD BIKE RENTAL

For dashing along, e-bikes rentals in the seventh district, starting at €50 per day.
Westbahnstraße 28, 1070 Vienna

RADVERLEIH HOCHSCHAUBAHN

In addition to conventional bikes, also rickshaws can be rented in the Prater – starting at €12 per hour.
Prater 113, Prater Hauptallee / Schweizerhaus, 1020 Vienna



20

tons of flour processed

260,000

GLASSES OF CRÉMANT



18,000

Croissants served

60,000

BUSINESS LUNCHES



185,000

overnight stays

OUR LAST 10 YEARS

1,500,000

EGGS PREPARED

(with 400 chickens permanently employed)



35,000

LITERS OF BEER SERVED



110,000

Wiener Schnitzel's fried

16

TONS OF COFFEE BREWED



35,250,000

STEPS TAKEN

By all? No, only our restaurant head Joachim has taken a walk "around the world" for our guests.





CULINARY DELIGHTS AND A FEAST FOR THE EYES

DELICACIES AND UNIQUE DESIGN AT THE BRASSERIE & BAKERY

What does our name, the Guesthouse, actually mean? By definition, a guesthouse is a building used to accommodate people and provide them with hospitality. It lives from an uncomplicated and warm atmosphere and coziness. At a guesthouse, people like to sit together, drink, eat, and chat in an unhurried atmosphere.

The Guesthouse's Brasserie & Bakery takes up precisely these values, and expands them to include contemporary and international components. Modern, yet paired with traditional elements: that's the Brasserie's design; an open ambience created by none other than British star designer Sir Terence Conran. Muted colors, wood and leather, together with marble and copper details achieve a natural coziness. Austrian design classics by Carl Auböck and Oswaldt Haerdtl round off the unique interior concept.

From March to October, the Schanigarten invites you to

linger and enjoy. With lounge furniture of metal, wood elements, and a cream, brown, and black color scheme, Austrian architect Daniel Hora has created his vision of an outdoor area where guests can enjoy an oasis in the center of the city.

The heart of any guesthouse is its kitchen. Chef Markus Leitner and his team have put together a line of cuisine that combines Austrian tradition with French influences and little, extraordinary special features, while always remaining congenially uncomplicated. All ingredients are from regional small-scale producers, including organic eggs from Dinkelhof, organic milk from the Waldviertel, jams from Schubert, beef and veal from Höllerschmid, freshwater fish from Gut Dornau, and potatoes, onions, pumpkin, and pumpkin seed oil from Johannes Fiedler. The in-house bakery tempts guests with new cake and pie creations and provides oven-fresh pastries at breakfast – 365 days a year. A feast for the palate.

Whether a romantic dinner, quick lunch, or a copious brunch--the Brasserie & Bakery offers regional, high-quality cuisines.

The restaurant's own outdoor seating combines a lounge-feeling with design and high-quality culinary delights.



PHOTOS: MISSION INGE, TINA HERZL, KEVIN ISE

CHEF'S TABLE

CULINARY DELIGHTS IN THE HEART OF VIENNA. A CONVERSATION WITH THE CHEF OF THE BRASSERIE AT THE GUESTHOUSE VIENNA.

The Guesthouse Vienna restaurant offers visitors a culinary oasis, combining the essence of Austrian cuisine with modern delicacies. The Brasserie, run by passionate and talented chef Benjamin Wlach, invites guests to an unforgettable taste sensation that harmoniously combines tradition and innovation.

What makes the work at the Brasserie & Bakery special?

Definitely my great team and colleagues. We always also have a lot of fun at work.

Let's say a hotel guest arrives at the restaurant totally jet-lagged after their journey, what would you recommend from the menu to lift their spirits?

Our delicious beef tartar with a gin and tonic to go – that'll revive them and get them ready for a tour of the city!

If Vienna were a pastry or a dish, it would be....

Goulash with a crispy bread roll. For me, when it's made right, goulash is among the highlights of Viennese cuisine with a clear Hungarian influence.

What distinguishes Viennese cuisine and why?

A mix of different cultures connected by a common past. Bohemian and Hungarian dishes but also the strong influence of French cuisine.

Our desserts have a truly special allure and are famous throughout the world.

As a chef, how do you integrate Viennese components?

Our standard menu is set up more like a French brasserie, but my penchant for Viennese cuisine shows up in the business lunch, which changes weekly.

Keyword: seasonal—what's one dish at your restaurant that's a must in winter, and one that's a must in summer?

Our crunchy salad variations are especially popular in summer. Whether salade niçoise, Caesar salad, or tabbouleh with fresh herbs. In winter, a top-quality steak made from organic beef prepared in a variety of ways with hearty side dishes will warm you up.

What famous colleague would you want to have cook for you?

Definitely Massimo Bottura; he revolutionized Italian cuisine with his creative methods.

If you could invite a Viennese personality to dine at the Guesthouse, who would it be and what would you cook?

Hans Moser! I'd cook his favorite meal for him – without a doubt, a very classic Viennese tavern dish and for dessert, Palatschinken, Austrian-style pancakes.

What restaurant in Vienna is on the list of places you want to go to but haven't yet been?

Mraz & Sohn has been on the list for ages.

Where do you find your inspiration for new recipes?

Strolling markets, eating a lot, and experimenting at home.

Vienna is ...

different!

Vienna isst (eats) ...

everything!

“FOR ME, WHEN IT'S MADE RIGHT, GOULASH IS AMONG THE HIGHLIGHTS OF VIENNESE CUISINE.”

BENJAMIN WLACH

Benjamin Wlach and his team combine Austrian tradition with French influences and little, exceptional special features.



PHOTOS: MISSION INGE



A timeless, beautiful interior with a lot of leather, wood, and chrome.

DISCOVER VIENNA

IN STYLE AND COMFORT

Vienna in 1967: the Beatles song “All You Need Is Love” is at the top of the charts for over a month, the Vienna Philharmonic Orchestra celebrates its 125th birthday, and a car steeped in history is registered in Linz, Upper Austria: a Mercedes 250 S-Class in elegant black.

Fifty-one years later, this very same sedan is given a new lease of life. In 2018, The Guesthouse Vienna director Manfred Stallmayer discovers the vehicle, which had stood parked and lonely in a garage for 30 years. With great attention to detail, the 130-horsepower vehicle was overhauled and serviced and has been driving smooth as silk over the roads ever since. The frames for the dashboard, windshield, and all side windows are made of polished high-grade wood, the seats and upholstery convey the comfort of a hotel room.

The stylish limousine is now available to our guests for exclusive trips, chauffeur included. Whether the ride to and from the airport, an evening cruise around the Ring, or a visit to the Heurigen in Nussdorf – discovering Vienna has never been so comfortable. Or so chic.

PHOTO: PROVIDED



The delicacies from Grogger, made of organic ingredients, are baked in the wood oven with a fine eye for detail.



FOR THE LOVE OF BREAD

THE GRAGGER BAKERY SUPPLIES GOURMET BAKERY PRODUCTS FROM ORGANIC FARMING AND BAKED IN A WOOD-FIRED OVEN.

Winner of the renowned gastronomy prize “Trophée Gourmet A la Carte,” one branch of the bakery in Senegal uses mobile wood-fired ovens for making pilgrimages to Turin, and sleepless nights in Paris are spent tracking down the secret of French baguettes: Helmut Gragger is anything but an ordinary baker. After numerous journeys around the globe, the master baker and confectioner from Strobl am Wolfgangsee – who had also trained to be a professional baker – went the self-employment route in 1997 and caused a sensation with his wood-fired bakery. The delicacies are baked directly in front of the customers in the branches in Vienna, Berlin and Africa. All ingredients come from organic farming, whilst baking agents and additives are strictly excluded. Whether it’s the poppy seed curl, the Zauner Kipferl or rye spelt Körndl bread, all specialities are handmade.



“Dear Guesthouse Team, after the turbulent past three years that brought changes to all areas of life, which no one anticipated or expected, we have become even more aware of the value of a business relationship with a partner like you! We appreciate the cooperation and working with you! Congratulations on your anniversary – we are looking forward to sharing more challenges with you!”

Helmut Gragger & Team

COFFEE THAT TICKLES YOUR NOSE

THE SCENT OF FRESH ROASTING: NABER COFFEE AT THE GUESTHOUSE.

A visit to Vienna without enjoying an aromatic roasted and rich coffee is possible, but hard to imagine! There are many coffee varieties and variations to enjoy, more variations than sand on the beach. But what is it that makes Viennese coffee so excellent and its enjoyment so unforgettable? This is where Naber comes in. “The roasting of coffee beans is a passion that we have perfected into an art form,” says Managing Director Marco Salvatori, describing his credo. “Our attention to every detail is the only way to achieve the aromatic taste that our customers want.”

A basic requirement for this uniformly richly colored Arabica highland bean from the best growing regions – they have matured evenly and develop a full, multi-faceted aroma during roas-

ting. How conscientiously the coffee roaster understands his work is demonstrated by the fact that Naber continues to rely on careful and gentle drum roasting. “Because coffee needs time to develop its aroma and fragrance,” Salvatori assures us.

At the end of the coffee refining process, there is a particularly important ritual: the personal quality test. Salvatori and his experienced gourmets taste the freshly roasted coffee without knowing which variety it is. The coffee leaves the roasting phase only when all the testers have recognised and approved the fragrance, colour and aroma of the respective variety - obviously in packaging with aroma protection so that the full flavor can really be felt in every cup of coffee.

**THE AUSTRIANS
DRINK NOW LIKE
THE ITALIANS:
STRONG ROASTS.**



PHOTOS: YANIK STEER, PROVIDED, CHRISTOPH LIEBENTRITZ

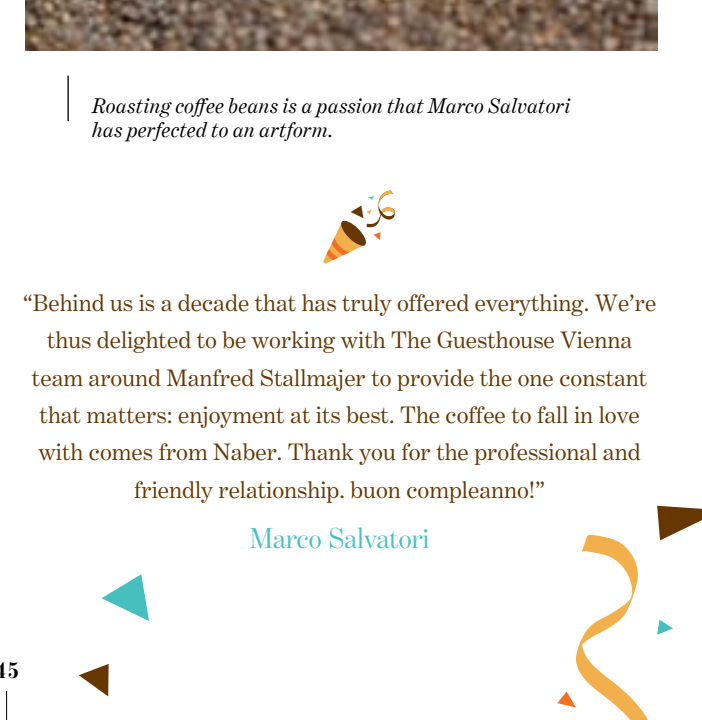


Roasting coffee beans is a passion that Marco Salvatori has perfected to an artform.



“Behind us is a decade that has truly offered everything. We’re thus delighted to be working with The Guesthouse Vienna team around Manfred Stallmajer to provide the one constant that matters: enjoyment at its best. The coffee to fall in love with comes from Naber. Thank you for the professional and friendly relationship. buon compleanno!”

Marco Salvatori



VERY BEST ORIGINS

RELIABLE, HIGH QUALITY AND CAREFUL – OUR SUPPLIERS



BEEKEEPING HINTEREGGER

Beekeeper Leopold Hinteregger has turned his passion for bees into his profession. In Wieselburg, Lower Austria, he breeds honey bees in accordance with the principles of welfare and sustainability of the species and at the same time works to preserve them. The result – natural flower, cream and forest honey. The Guesthouse Vienna has taken over responsibility for about 60,000 bees of the beekeeper Hinteregger. As a thank you for this, our busy friends give us 8kg of sweet, delicious honey at the end of the season!

WWW.HONIGERLEBNIS-HINTEREGGER.AT

FISHFARM GUT DORNAU

Fresh fish is what the Gut Dornau fishes! The fish farm is located 30km from Vienna in the middle of nature. Trout, char, brown trout, lake char and salmon trout are bred in the purest spring water. The freshwater fish from Gut Dornau go hand in hand with the concept of The Guesthouse Brasserie: to promote and process the best regional quality. Speaking of processing – just drop by the Brasserie and let yourself be amazed by the fish dishes that Chef Markus Leitner conjures up on your plate.

WWW.GUTDORNAU.AT



BUTCHERY HÖLLERSCHMID

Whether it is Wagyu organic beef from the Weinviertel, dry aged beef or classic Leberkäse, for the family business in Walkersdorf in Lower Austria, the motto is: “buying meat is a matter of trust.”

For Manfred and Monika Höllerschmid, the regional origin of meat products from farms and breeders in Austria is just as much a part of the company philosophy as uncompromising quality, handcrafted production and processing of the products, along with the rejection of flavour enhancers, the wide variety of the product range, as well as honesty and openness.

WWW.HOELLERSCHMID.AT



GROSZ WINERY

Denise and Andreas Grosz took over their parents' winery in 2019, and are now running the family business in the third generation. The winery is located in southern Burgenland, in the district of Güssing, directly at the vineyard with a fantastic view of the Little Hungarian Plain. Meanwhile, eight hectares of vineyards are cultivated, and continuously replanted. In their business philosophy, most important is to produce the highest quality wine that emphasizes its origins while working the vineyards in harmony with nature. Numerous awards attest to the quality of the wines. One of the greatest successes was Andreas's winning of the PULS 4 program “Österreichs nächster Topwinzer” (Austria's next top vintner) in 2017.

WWW.WEINGUT-GROSZ.AT



GERALD UNGER WINERY

A good wine always tells a story. The story of the winegrower Gerald Unger begins in Deutsch Schützen where he was born. After his training as a hotel clerk and a trip around the world, he returned to the South Burgenland in 1992, where he has been running his family's winery ever since. With its Pannonian climate, Southern Burgenland is the ideal wine-growing region. The heavy iron-bearing soils lie on slate rock, are rich in clay and have a clay layer up to three metres thick. Here the vines can grow deep roots and extract the typical minerals from the soil. The result is authentic wines with a strong character.

WWW.GERALDUNGER.AT



LESCHANZ CHOCOLATE MANUFACTORY

Chocolatier Wolfgang Leschanz made his dream come true with the Wiener Schokolade König, The Vienna Chocolate King! The confectionery behind Peterskirche, between Graben and Stephansplatz, stands out with its extraordinary interior from the nineteenth century, and fascinates customers with its exquisite chocolate products. “I had a dream. I wanted to open a confectionery, not just any shop, not something contrived and cloned, but the most beautiful specialty chocolate shop in Vienna; my aspiration is to produce only the very best products from the very best raw ingredients and offer them to my customers with love.” For 10 years now, these exquisite chocolates have been among the in-room mini bar offerings!

WWW.LESCHANZ.AT

