

PRESS KIT

SO

FEEL THE PULSE PLAYFUL, AUDACIOUS & LUXURIOUS

Call it the vibe, the rhythm, the pulse... whatever it is, a palpable beat connects guests through the spaces of SO/. The soul and hum of the destination contributes an authentic energy, an exotic 'sense of place' encapsulated within each and every SO/ address. Because in truth, what's the point if not to live fully? The secret to live intensely is to not follow other people's rules.

Just as each hotel has a distinct personality and style, showcasing an avant-garde sense of design, culture and glamour, SO/ invites everyone to simply be themselves. SO/ guests are as individual as they are creative – a colourful mix of stylish socializers from all over the world along

with trendy locals who encourage and stimulate them. Forget politically correct. They want to have fun with like-minded trendsetters and never take themselves too seriously.

SO/ is playful and audacious, bursting with local energy as well as fashionable surprises.

SO/ hotels are home to dazzling personalities of all origins: The place to be, to see and to be seen.

SO/ is the place for you. Welcome to SO/ Vienna.



THE SO/ VIENNA

The SO/ Vienna is vibrant, expressive and bursting with energy – so much so that even the most well-travelled globetrotters always encounter something new and entrancing. With its playful yet rebellious interpretation of hospitality, the SO/ brand is a dazzling addition to the global hotel scene.

Avant-garde design, an instinct for what's trending, hip beats, the 'Just Say SO' service and pulsating bars and events are all SO/ signatures, recognisable in their full glory at SO/ Vienna. Located in some of the world's most exciting destinations, SO/ hotels are the place to see and be seen. Expect the unexpected: these are leading-edge destinations to seek out pleasure like no other, that capture the authentic essence of the local ambience. This philosophy is brought to life with the brand's trademark perfection and finesse at the Sofitel Vienna Stephansdom.

No wonder that in September 2018 under the name SO/ VIENNA, it was the first hotel in Austria to be added to the lifestyle brand's exclusive portfolio. And that was reason

enough to give the hotel, designed in 2010 by star architect Jean Nouvel, a complete facelift, including its 182 rooms and lobby: at the beginning of 2018, the striking colour concept of black, white and grey was meticulously adapted under the leadership of the famed Viennese architect Gregor Eichinger. Various themes from Vienna's illustrious history have been taken up, reinterpreted and gently worked into the existing ambience.

'We are proud to be part of the world famous SO/ brand. The Sofitel Vienna Stephansdom has always been known for its extraordinary design and exceptional service and is considered an absolute hot spot by locals. This is a reputation that we intend to maintain and further strengthen as SO/ Vienna,' explains Peter Katusak-Huzsvar, General Manager of SO/ Vienna.

SO/ Vienna. SO unique.



“We’re proud
to be part of the
world famous
SO/ brand.”

Peter Katusak-Huzsvar
General Manager SO/ Vienna

- 182 rooms & 26 suites
- DAS LOFT Bar & Restaurant: awarded a Michelin star in 2018 & 2019, seats 160 diners
- BAR/terre Bar & Cafe, seats 50 guests indoors & 18 in the guests' garden
- SO/Spa with wellness area, jacuzzi, gym & private treatment rooms

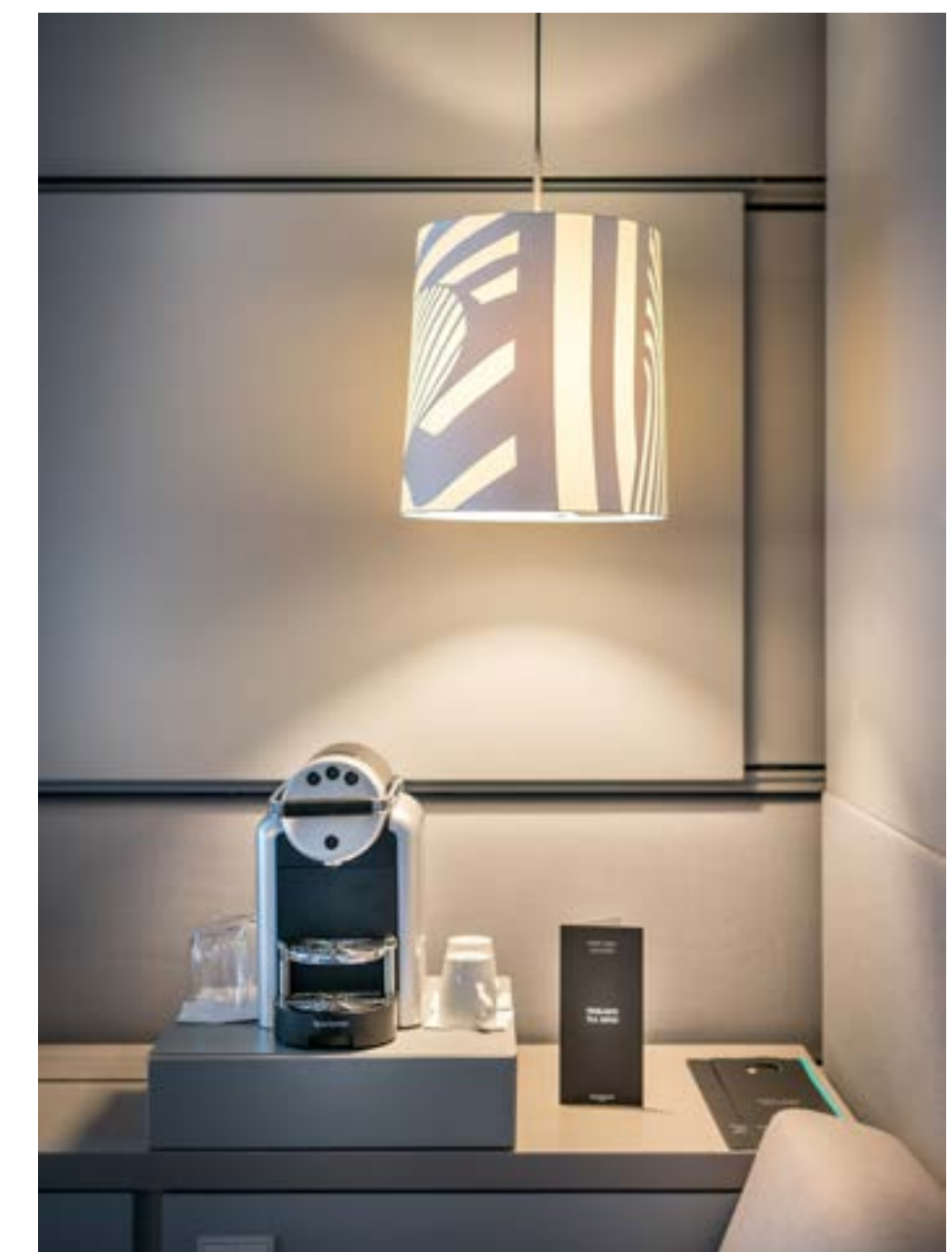


THE NEW FACE

The SO/ Vienna, designed by star architect JEAN NOUVEL in 2010, is one of the city's most iconic yet polarising buildings. Not least because of the blazingly bright colours of the ceiling in THE LOFT restaurant, which is even visible from outside, and the otherwise deliberately minimalist colour concept featuring shades of white, grey and black. The colour concept was expanded with meticulously placed colour accents under the direction of the Viennese architect GREGOR EICHINGER as part of a comprehensive facelift at the start of 2018. The aesthetic scheme is rounded out with reinterpretations of themes and motifs from Vienna's history.

WHAT SO/ VIENNA GUESTS CAN EXPECT:

- Walls adorned with traditional ceramic patterns dating back to the monarchy, based on Brüder Schwadron's original designs
- Motifs from previously unrealised fabric designs from the Wiener Werkstätte Archive
- Based on the unpretentious, cosy elegance of the Viennese Biedermeier period
- Designs by Gebrüder Thonet



THE NEW BAR

BAR / terre

DAS BAR/terre.
The pulse of the moment.

Life at its best is a heady rush of sensational and unique moments, which are even better when experienced in exceptional company. The SO/ Vienna and its glamorous bar brings this home: located on the ground floor of SO/ Vienna with views out onto the stylishly urban Danube Canal, the BAR/terre is an atmospheric place to chill out, unlike any to be found in the spirited city of Vienna.

A perfect mix of cool glamour and nonchalant informality. A place that not only captures the city's flair, but bestows it on its guests. The BAR/terre is a meeting place for trendy locals and cool cosmopolitans – not least because of its sophisticated yet easygoing design and creatively visionary culinary treats. Rooted in the local scene, guests will find both regional delicacies and international culinary creations with a global flair.

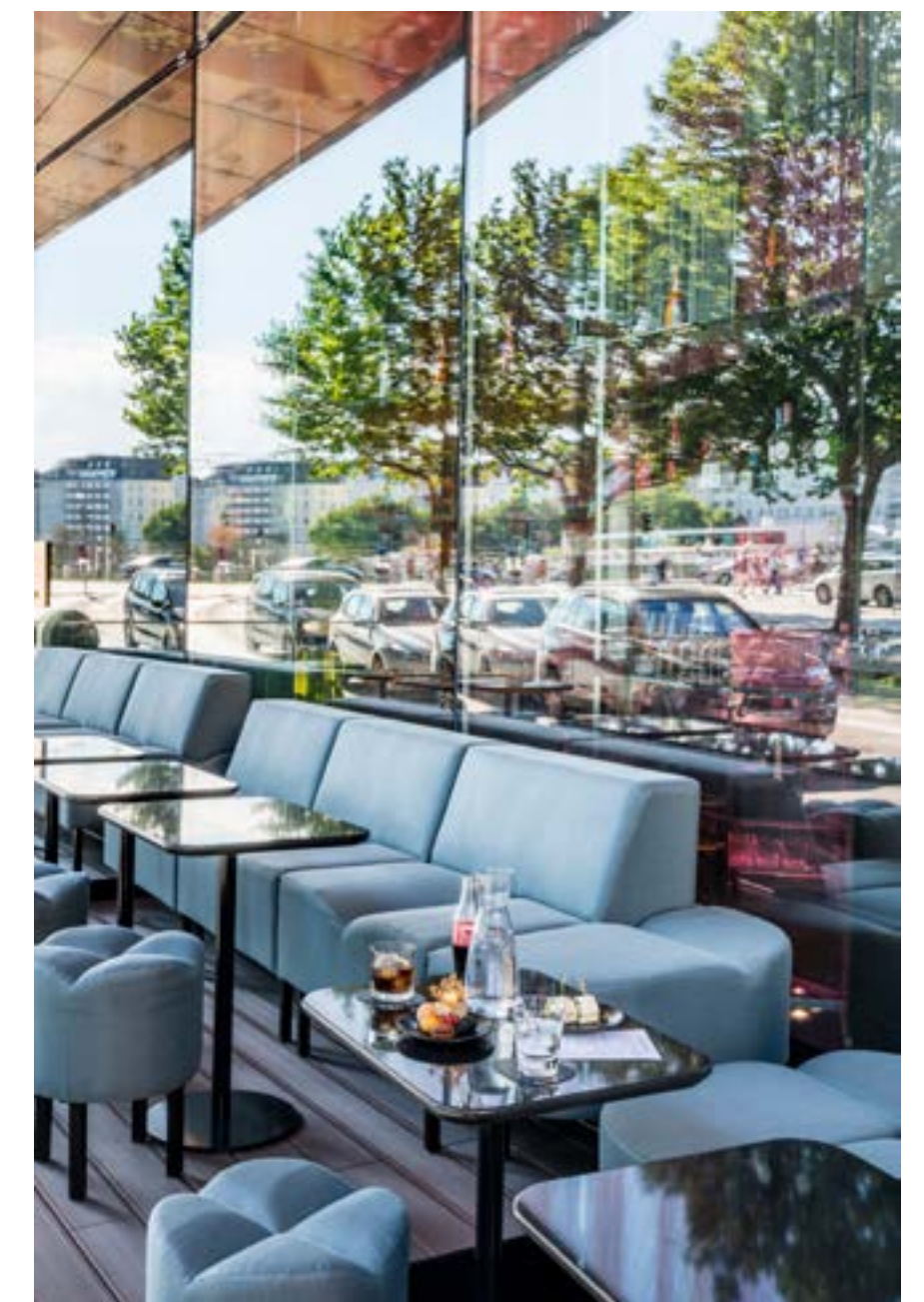
The drinks menu not only reflects this extraordinary variety but underscores the many aromas and flavours. Extravagant speciality cocktails deliver a twist for your palate and your

mind. Exceptional ingredients are exceptionally mixed: instead of being pre-mixed in a shaker, each drink is made and stirred right before the customer's eyes. This new hotspot by the Donaukanal also presents the pleasure of coffee with a cool, uncomplicated approach. It celebrates Vienna's centuries old café culture while incorporating a modern, Barista instinct, serving a fine selection of international coffees.

BAR/terre masterfully orchestrates a marriage of apparent opposites: venerable traditions with a contemporary zeitgeist. Our local experts bring out the best of both worlds, seamlessly blending the overlooked with life's little luxuries.

Once you visit, you won't ever want to leave.

BAR/terre. The feeling that you've always been here.





THE LOFT EXPERIENCE

DAS LOFT.
EXPERIENCE INSPIRATION.

There is a place where indulgence and pleasure collide, where simply hanging out is an experience in and of itself: THE LOFT takes each guest on a voyage through all of the senses.

Vibrant views meet fine dining. In 2019, the DAS LOFT kitchen was awarded a Michelin star – and with good reason. The international team at DAS LOFT orchestrates an entire symphony of culinary masterpieces. Dining becomes an experience, set in front of the magnificent backdrop of the Viennese skyline. Located high above on the 18th floor of SO/ Vienna, DAS LOFT invites its guests to enjoy a bird's-eye perspective of this breathtaking imperial city and draw inspiration from the changing shimmering city lights. Enjoy the sunrise over breakfast or marvel at the unique interplay of colours at sunset with an expertly mixed drink in hand.

Sundays provide another highlight with the Unplugged Brunch, which sees resident DJs hit the turntables for live sets as guests dance long into the afternoon.

And, as the sun disappears behind the rooftops of Vien-

na, creating an atmosphere that exudes cool, glamour and fun, inspiration becomes reality – and dreams come true. And, because you can never get enough, DAS LOFT always has more to offer. More parties. More power. More lifestyle. From URBAN JUNGLE through to LOFT IN MUSIC, DAS LOFT becomes Vienna's highest and most exclusive dancefloor every weekend, providing party vibes, cool drinks and unforgettable moments until 2am. On Friday and Saturday, night owls among the guests come together with local revellers to share an amazing night as the city's best barkeepers and most hippest DJs set the pulse for the city.

DAS LOFT. Where inspiration becomes reality.

DAS
loft







PRESS CONTACT

