

Press release, 18 May 2026

Lobby redesign at 25hours Hotel at MuseumsQuartier

Vienna: The lobby of the 25hours Hotel at MuseumsQuartier in Vienna has been redesigned. The refurbishment was carried out by BWM Designers & Architects, who had previously transformed the former student hall of residence into a hotel back in 2013. The aim was to create a look that continues to harmonise with the original circus theme, but has a more mature feel. The new look moves between reality and illusion and plays on the idea of Vienna as a city of culture. The aperitif bar can be used for working during the day, whilst a 12-seat cinema attracts visitors with regular screenings of classics such as Harry Potter. The reception is now oriented towards the entrance and thus towards arriving guests, and the 25hours things shop has also been given an airy redesign and now feels more spacious.



The 25hours Hotel at MuseumsQuartier opened in 2013 and plays on the dreams and sensations of the circus world. With the refurbishment of the lobby, the circus theme has now come of age. Vibrant colours complement the classic circus red of the carpets in the room corridors, the velvet curtains and the fabric upholstery of many of the seating areas. The central, colourful column element in the entrance area, entitled '4 Akte in Wolle', is the work of Vienna-based artist David Meran. The texts inscribed on it invite guests to pause for a moment. '1. Du bist (Pause) hier', '2. Nichts fehlt (Pause) jetzt', '3. Alles ruht (Pause) in dir' and '4. Bleib noch (Pause) etwas' are intended to inspire visitors to sit down and settle in. Depending on the angle from which they are seen, the various stage directions –

an allusion to Vienna as a city of theatre – come into view. The carpeted areas are made from 100 percent New Zealand wool and lend the space a sense of intimacy and warmth.

The lobby also houses a small cinema, where a different film is shown at various times of the day. "The idea was to create events that would cause a stir – a spectacle for everyone, with attractions that blur the line between reality and illusion. At the same time, new zoning arrangements have helped to improve processes and communication," says Erich Bernard of BWM Designers & Architects.

Spencer Chalk-Levy, an artist who grew up in New York, has designed the lifts at the 25hours Hotel in the MuseumsQuartier. He is known for his large-scale, narrative imagery, which has the feel of 'baroque graffiti'. His wall art in the lobby and lifts complements the hotel's narrative concept and immersive atmosphere. With his trompe-l'oeil art – the technique of creating a three-dimensional effect on flat surfaces – he creates optical illusions. This is evident, for example, in the orange and pink lifts featuring painted wall decorations.



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vienna/at museumsquartier
twenty five hours hotel



“Our new lobby is so much more than just a room to us – it is a vibrant statement brimming with creativity and joie de vivre. I am incredibly proud of all the artists and designers who have created something truly special here with such passion and imagination,” says General Manager Patricia Rzehatschek, adding: “For us, this is the perfect start to a future in which art, culture and cuisine will take centre stage. And we look forward to the future with great anticipation: in 2027, we will begin renovating our suites, thereby opening a new and exciting chapter. We invite all guests to become part of this new era and to experience it together with us.”

Press & image material for 25hours Hotel at MuseumsQuartier: <https://25hours-hotels.com/vienna/at-museums-quartier/media-page/>

For more information about all 25hours Hotels, visit: 25hours-hotels.com

25hours Hotels videos: youtube.com/25hourshotels

About 25hours Hotels

25hours Hotels is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, which holds a majority shareholding.

Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard were the founders and creative minds behind the 25hours brand, that was built from 2005 and today operates 18 hotels in prime European destinations like Hamburg, Berlin, Paris, Copenhagen and Florence as well as in the international metropolises of Jakarta, Dubai and Sydney. 25hours is a smart, culturally resonant hotel idea characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", designs each of its hotels with different designers and unique style. Trieste, Trojena and Cairo are among the future destinations.

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