

the unlike guide to

vienna

Gerti Draxler

custom tour
compiled by
Unlike Media, Ltd.

Gerti Draxler

The design scene here is small yet emerging, but it's still not comparable to what's offered in Paris or Brussels that have established design markets. On the other hand, Vienna's art scene—especially the city's galleries—has a longer tradition and is remarkably vibrant.

But this all becomes secondary when you live here. Other things become more important, like the city's quality of life. You hear repeatedly about how unbeatable it is: it's safe here, has a great infrastructure, a lot of recreational activities, and so on. I've lived for ages now in the 2nd district and it's wonderful—full of good restaurants, an interesting social scene. It's close to the Prater and has always been multicultural. I can foresee resistance against the neighborhood's emerging trendiness.

Prater Hauptallee

The Big Green's artery



One of the city's most beloved promenades is the Hauptallee, the Prater's main artery through Vienna's green lungs. The 4.5 kilometer long boulevard lined with chestnut trees was built in 1538 to connect the Praterstern to the Lusthaus. In 18th century, the nobility and rich bourgeoisie enjoyed the privilege of the parading up and down the beautiful Hauptallee in their carriages. Before the race tracks were built at the Krieau, horse races were held on the strip and, in 1903, there was even an early drag race!

Nowadays, cyclists, inline skaters and baby carriages cruise between the shade-bearing trees. For a particularly hedonistic Viennese-style workout, amble up the Hauptallee for melange and cake at the Lusthaus, then trot back down again for stelze and beer at the Schweizerhaus. Just make sure to watch out for the odd horse trotting by.

Escapism | Leopoldstadt



"I'm lucky to live in the 2nd district—the Prater park and all its recreational activities are close by."

Prater Hauptallee
Prater Hauptallee, 1020 Vienna

Transport:
[U1] [U2] [S] at Praterstern;
[Tram] 1 at Prater Hauptalle

romance
nature
park
running
sports
wanderlust
public
park

Dorotheum

Hunting ground for art and vintage



Make no mistake: this is not just an upscale pawnshop for strapped aristocrats palming off Grandpa's patinaed oil portrait. Founded in 1707 by Emperor Joseph I, the Dorotheum is one of the world's most important auction houses with more than 100 specialists in over 40 departments ranging from old master paintings to automobiles. This Viennese institution now successfully attracts younger international buyers with increasingly popular design auctions.

Fantastic rare 20th-century design pieces are on the auction block along with some relatively affordable objects—with a bit of luck. If you want to shop at fixed prices, Dorotheum Gallery is the largest antique store in the city where you can cart off pictures, furniture, rugs, silver, porcelain and glass from all stylistic periods. The Art and Design Gallery on the second floor concentrates on pre-20th-century art, from Art Nouveau up to the present. Acquisitive fashionists might also want to check out the fur-heavy textile auctions.

Shop | First district

Mon Fri, 10:00 18:00; Sat, 9:00 17:00



In a strategic corporate move, the online auction portal OneTwoSold acquired the Dorotheum. However, the auction house's dark past as a Nazi sales post for looted objects and artworks—and the fear of restitution suits—has discouraged some investors. A department dedicated to active provenance research has now been laudably established.

“Of course the Dorotheum is a must-visit cultural institution. It’s dynamic and constantly changing!”

Dorotheum

Dorotheergasse 17, 1010 Vienna
T: +431515600
E. client.services@dorotheum.at
W. [www.dorotheum.com/...](http://www.dorotheum.com/)

Transport:

[U1] [U3] at Stephansplatz, [Bus] 2A at Habsburgergasse, [Bus] 3A at Plankengasse

auction
vintage
design
art
retro
secondhand
furnishings
antiques

photo © peter paltinger

Klaus Engelhorn Depot

More than your ordinary lounge chair



This depot and showroom is Vienna's only design gallery, displaying important international design objects from the '50s onward—ranging from Jean Prouvé and Ron Arad to the younger generation of Jürgen Bey, Konstantin Grcic and Robert Stadler.

Some of the design innovation can be a bit lofty, but most is just so sexy that we can't stop stroking the couches. It's nice to see that furniture design is getting its due respect, especially in a beautiful space like Klaus Engelhorn Depot. If only we had a light-filled loft to put these artful objects in.

Art | Leopoldstadt

Mon Fri, 10:00 19:00; Sat, 10:00 18:00



"A truly exceptional gallery with an outstanding collection. The place for your Ron Arads and co. with a large selection of '70s Italian lighting. The gallerists come from contemporary art and possess an extraordinary degree of expertise."

Klaus Engelhorn Depot
Praterstraße 1, 1020 Vienna
T: +4315127940
E. office@klausengelhorn.com
W. www.klausengelhorn.com/...

Transport:
[Tram] 2 at Gredlerstraße

**furniture
design
gallery**

photo © michael turkiewicz

Rauminhalt

Design for living



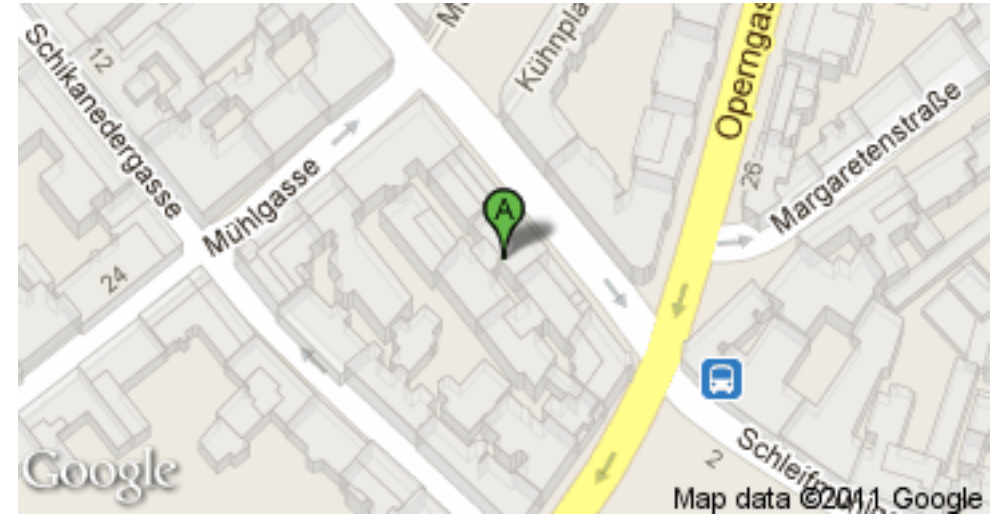
Situated in the heart of Schleifmühlgasse, Rauminhalt offers a smart mix of mid-20th-century design furnishings. Vintage hunters beware, the good here are too hard to resist. But don't worry, prices here are fair and the one-of-a-kind pieces are relatively affordable.

Aside from classic design pieces by the likes of Verner Panton and Arne Jacobsen, there is a large assortment of vases, Scandinavian furniture from the '50s and plastic design furnishings from the late '60s—with some luck, from Joe Colombo! With a firm belief that one can never have enough lighting, dedicated design lovers can stock up on statement lamps. Poul Henningsen, anyone?

Rauminhalt also organizes innovative exhibitions exploring approaches to form and design, like the recent Daniel Spoerri chair installation.

Shop | Wieden

Tue Fri, 12:00 19:00; Sat, 10:00 15:00



“Great pieces to acquire! I like how they explore and juxtapose different design styles and genres.”

Rauminhalt

Schleifmühlgasse 13, 1040
Vienna
T: +4314099892
E. design@rauminhalt.com
W. www.rauminhalt.com

Transport:

[U1][U4] at Karlsplatz; [Bus]59A
at Schleifmühlgasse; [Tram]62
[Tram]1 at Paulanergasse

**Freihaus
quarter
design
gallery
furnishings
furniture
vintage**

photo © Rauminhalt

Schuppich

Queen of Triestine sardines



Lucia Schuppich's cucina triestina explores the culinary connection between Vienna, Trieste and Venice. It should be noted: prospective guests must love sardines and anchovies. The classic dish of the region is "Sarde in Saor," sardines marinated with onions, but anchovies make elegant appearances with Alba truffel or in unusual combinations with fresh figs and other surprises. If the little fish are not your thing, try the calamari col pien, squid stuffed with seafood in white wine sauce.

The service may lag occasionally but the Friulian wines served with herb-infused antipasti alone are worth the visit. Recommended for hangovers: the 3-course prix fixe menu on Sundays for 11 till 16:00. Who needs brunch?

Food | Leopoldstadt

Wed Sat, 18:00 24:00; Sun, 12:00 16:00 & 18:00 22:00



"An incomparable atmosphere and absolutely excellent food. Lucia Schuppich has a wonderful touch and all the ingredients are top-notch."

Schuppich
Rotensterngasse 18

1020 Vienna
T: +4312124340
E: ristorante@schuppich.at
W: www.schuppich.at

Transport:
[Bus]5A at Glöckengasse;
[Tram]N at Karmeliterplatz; [U2]
at Schottenring

seafood
Italian
Karmeliter
quarter
Triestine
prix
fixe

photo © Tomas Ruzicka

Song

Swan song



The fashion elite and art world glitterati should run, not walk, towards these doors. The ABC's (A.F. Vandevorst, Balenciaga, Comme des Garçons TAO) of the craft-obsessed style sector have been mastered by owner Myung il Song, who boldly intersperses younger designers like Hartmann Nordenholz with established icons like Martin Margiela. To sing further praises, there's also Check Out Room, open every Saturday with reduced-price designer treasures for well-clad smart shoppers.

Encore: The store's minimalist aesthetic—metal elements, wooden racks and concrete slabs for floors—was developed together with architect Gregor Eichinger using pre-war French industrial pieces and makes for a perfect setting for Song's rotating exhibitions and performances in its gallery.

Shop | Leopoldstadt

Mon, 13:00 19:00; Tue Fri, 10:00 19:00; Sat, 10:00 18:00



“Simply put: the best selection for fashion.”

Song

Praterstrasse 11-13, 1020 Vienna
T: +4315322858
E. info@song.at
W. www.song.at

Transport:

[U1][U4] at Schwedenplatz;
[Tram]N at Gredlerstrasse

design
fashion
gallery

Lichterloh

Vintage burning bright



Collectible and functional vintage furniture by renowned mid-century designers. The prices reflect the generally very good condition of these treasures. Recently spotted: Arne Jacobsen egg chairs, a Poul Henningson "Artichoke" lamp in copper (!), a Knoll sideboard. There are regular appearances by Viennese mid-century classics like Roland Rainer's Stadthalle chairs and Auböck tables.

Lichterloh also offers reproductions of timeless designs like Serge Mouille's metal lamps and of a gorgeous 1930's French paravent. Lichterloh has a great suggestion: register your wedding gift list here.

Shop | Mariahilf

Mon Fri, 11:00 18:30; Sat, 11:00 16:00



"A very broad spectrum of design objects. The owners and staff are very committed, and Lichterloh has managed to create a sort of social scene around design."

Lichterloh
Gumpendorferstrasse 17, 1060
Vienna
T: +4315860520
E. esbrennt@lichterloh.com
W. www.lichterloh.com

Transport:
[U2] at Museumsquartier;
[Bus]57A at Getreidemarkt

**vintage
design
furniture
PULP:
pulp**

photo © peter paltinger

Vienna Basics

All You Need To Survive

WELCOME

... to a city of polarized opposites. Beneath Vienna's sugary surface, creative tension has always simmered between avant-garde restlessness and venerated tradition. Modern masterpieces defy imperial palaces. The most DJs per capita in the world sprout from the capital of classical music. In Helmut Lang's hometown, 200-year-old bespoke clothiers still reign supreme. Experience Freud's 21st-century legacy and let us guide you through its winding cobble-stoned streets at its best.

ARRIVING

Vienna International Airport

Vienna International Airport (German: Flughafen Wien-Schwechat), is located in Schwechat roughly 18 kilometers (11 miles) southeast of central Vienna and is the busiest and largest airport in Austria. It is often referred to as Schwechat, the name of the nearby town. There are several means of transportation.

Bus/Shuttle Service:

Vienna International Airport has shuttle buses on site for your transportation needs from/to the centre of Vienna (Schwedenplatz/

Morzinplatz) and other destinations in Vienna. Time of travel: approx. 25 - 35 min. Limousines are available from RCV (Radio Car Vienna) (+43 1 7007 33340).

City Airport Train:

City Airport Train (approx. 16 min.) takes passengers non-stop from the City Air Terminal (located at Bahnhof Mitte, 2nd district) to Vienna International Airport and back; trains leave every 10 minutes. Daily service is provided from 5:38a to 11:38p (City Air Terminal), and from 6:05a to 12:05a (VIA). From the City Air Terminal, located 1.2 miles from St. Stephan's Cathedral, you have easy access to public transportation.

Taxi:

Taxi Services can be reached via the airport's taxi stand, located north of the arrival hall.

Vienna International Airport (VIE)

+43 1700 701 300

<http://www.viennaairport.com/>

FACTS & FIGURES

Founded: around 500 BC

Population: 1.7 million (city), 2.3 million (metropolitan)

Average Temperature: January -1C/31F; July 20C/68F

Time Zone: +1 GMT

Electricity:

Vienna Basics

All You Need To Survive

220 V, 50 Hz, standard two pin plugs

Country Dialing Code: +43

Area Code: 01

Website: <http://www.wien.gv.at/english/>

TRANSPORTATION

Public Transport

Wiener Linien (+43 1 79090 / <http://www.wienerlinien.at/>) is Vienna's public transport company. There are five lines with individual routes that operate throughout Vienna. However one of the lines (U5) is nowhere to be found. Plans to start construction exist, however, building measures have been postponed for years. Existing lines are therefore: U1, U2, U3, U4, and U6.

Car

Traffic in Vienna is comparable to any other metropolitan city: Hectic drivers, on-coming trams, confused pedestrians, and expensive parking. On top: parking in Vienna isn't just expensive, it's also very tricky. Make sure you know where parking time is limited. Restrictions for street parking vary from district to district, even though there are no specific signs put up. In districts 1 through 9, and also the 20th district, only short-term parking

(2h, Mo-Fr 9a-10p) is allowed. Before 9a and after 10p, paying a fee is not required. In some areas of the 15th district, short-term parking is restricted to 2h (Mo-Fr 6p-11p) from September 1st to June 30th. However, there are a number of parking garages located in the city center.

Taxi

Various taxi stands are scattered throughout the city. Here is just a small selection of the different companies on offer:

Taxi 40 100 Taxifunkzentrale GmbH (+43 1 614550 / <http://www.taxi40100.at/>)

31300 Funk Taxi (+43 1 313000 / <http://www.taxi31300.at/>)

Taxi-Funk 81400 (+43 1 814000)

WIHUP Taxiservice (+43 1 601600)

Eurotaxi (Franz Reithmayr) (+43 1 3282963)

A & B Taxi GmbH (+43 6641 410698)

Notes



- A) Prater Hauptallee
- B) Dorotheum
- C) Klaus Engelhorn Depot
- D) Rauminhalt
- E) Schuppich
- F) Song
- G) Lichterloh