

*Hamburg, Germany, August 06, 2018*

## Servus Vienna! niu Franz Hotel opens successfully in Vienna

A hint of Baroque 2.0 has been in the air since July 16, since hotel manager Alexander Lang opened the doors of Austria's first niu hotel at Dresdner Str. 111 in the middle of the up-and-coming 20th district. "We are very excited about this promising location in Vienna and also about our perfect staff headed by Alexander Lang with his team," states David Etmenan, Chief Executive Officer & Owner of NOVUM Hospitality.

Extending from 159 rooms to the open-living lobby, imperially cool anecdotes from Vienna's heyday which follow the brand's typical neighbourhood storytelling style can be found throughout the Franz niu. The original design is rounded off by the art cooperation with the water initiative Viva con Agua. Street artists from the Millerntor Gallery, which was originally initiated by the water organisation, create urban art and great "swag" on the walls. Maximilian Magnus' art forms an unconventional and yet harmonious break in the niu Franz. Inspired by the social-cultural differences he encountered on his travels, Maximilian's abstract paintings reflect a wild roller coaster ride of emotions. Not only is the design unique and wholly in step with our modern times, the fixtures and fittings are state-of-the-art and take into account the needs of Generation Y and Z. Between the Sissi & Franz and Coworking & Bar, life is lived and shared in a homely and relaxed living-room style atmosphere at this new venue in the metropolis on the Danube. After the niu Dairy in Dutch Haarlem, the niu Franz in Vienna is the second niu to open outside Germany in Europe.

Those who would like to convince themselves about the niu Franz also have the chance to book a room at a very affordable rate in our [opening special](#). More information on this is also available in our [media pack](#). Interested in making a **visit or arranging an interview**,? Then, feel free to contact us!

# PRESS RELEASE



## ABOUT niu

Sustainable, inspiring and urban – that's what niu stands for. The brand includes a new midscale hotel concept that ties in with the lifestyle of today's society. niu hotels are instilled with a narrative that tells tales of the history that is unique to the locality. Inspired by the location and shaped by art, time and history! niu hotels are alive! Meaning that guests no longer have to hide away in their rooms. The open living lobby with its innovative co-working space invites you to come and work and relax. Social networks are a living reality: The space in the hotel is shared and merges seamlessly together. Smart and meaningful room concepts with refined bathrooms take the guest on an exciting journey and promise a comfortable stay. NOVUM Hospitality already operates 4 niu hotels at central locations from the brand established in 2016 and more than 50 niu hotels with more than 10,200 rooms are currently being planned throughout Europe. [www.niu.de](http://www.niu.de)

## ABOUT NOVUM HOSPITALITY

Family-managed NOVUM Hospitality, with currently 163 hotels and more than 21,000 hotel rooms at over 65 locations throughout Europe, is one of the largest hotel chains in Germany. Founded in 1988, and steadily growing since 2004 under the leadership of Managing Partner, David Etmenan, NOVUM Hospitality is extremely dynamic. The hotel portfolio consists of three and four-star hotels, which are always centrally located and operate under the brand names of Novum Hotels, Select Hotels and niu. NOVUM Hospitality is also a franchisee of the InterContinental Hotel Group, AccorHotels, Wyndham Hotel Group, Best Western Hotels & Resorts and Choice Hotels. [www.novum-hospitality.com](http://www.novum-hospitality.com)

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