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# Z O K U

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## PRESS RELEASE

Vienna, June 1st 2021



## The end of the hotel room as you know it: Zoku opens new home-office hybrid in Vienna

- Offering a new category in the hotel industry.
- In response to the need for more flexible international living and working spaces.
- Supporting the rising “work from anywhere” lifestyle.
- Shifting the focus from sleeping to living, working and socializing.
- Revolutionary design, customizable interior, and smart use of space.

VIENNA - Tuesday June 1 2021. Award-winning hotel concept Zoku opens doors right next to the Prater in Vienna.

Facilitating global living and working for the traveling professional, Zoku, which is Japanese for family, tribe, or clan, has created a new category in the hotel industry – a home-office hybrid, also suitable for long stays, with the services of a hotel and the social buzz of a thriving neighborhood. Designed and built in collaboration with Concrete and IG Immobilien, Zoku Vienna offers a relaxed place to live, work and socialize with like-minded people while getting wired into the city.

The first Zoku, nominated by both Forbes and CNN as one of the best hotels in the world, opened in Amsterdam in 2016. After recently bringing Zoku to Copenhagen, Zoku now introduces its third home-office hybrid concept right next to the Prater in Vienna this year.

*“The opening of Zoku Vienna represents an attractive new hybrid concept in Vienna that will become a favorite place for guests to stay and the local Viennese public to connect within an international community. The concept responds perfectly to today’s needs, especially as the boundaries between work and private life are increasingly blurred and can be used as workplaces facilitating working from anywhere,”* adds Martin Oesterreich, General Manager of Zoku Vienna.

## The End of the Hotel Room As You Know It

Now open in Vienna's lively Leopoldstadt, Zoku creates a new hub for travelers and locals to meet, collaborate and connect over a cup of coffee. Zoku Vienna has 131 Lofts in four different room types. Offering both style and space consciousness, the Zoku Loft has customizable interiors that shift the focus from the traditional hotel bed to a practical living space. The central feature of the room is a four-person table that can be used to work, dine, entertain or just hang out.

The Zoku Loft also features a fully-equipped kitchen, cleverly designed extensive storage spaces, an alcove with office supplies, and an elevated, lofted sleeping space, which can be accessed by a retractable staircase and screened off to feel cozy, business-like or something in between. The Zoku Loft will feature furnishings from Danish design brand HAY. Zoku guests can add a finishing touch to their Loft by choosing their own artwork to hang on the walls, making the space truly personal.

## A Rooftop View of the Prater

The hybrid hotel offers the perfect blend for individuals and businesses who are in need of a venue that seamlessly balances work and leisure. They offer unique 'Social Spaces', designed for coworking, dining, hosting meetings and events, and socializing – all located on the 7th floor rooftop showcasing a picture perfect view of the famous Prater amusement park in Vienna. With the WorkZoku coworking membership, rooftop Social Spaces, and Living Kitchen restaurant, Zoku will also attract internationally minded locals looking for dining, community building and networking within communal areas. By creating these adaptable spaces facilitated by an on-site Community Manager, Zoku solves the rigid nature of traditional hotels, ending the limitations of working from home and spearheading the 'work from anywhere' revolution in a relaxed and inspiring atmosphere.

## Harnessing The Work From Anywhere Landscape

While companies across the world are trying to figure out what returning to the office will look like, Zoku developed its concept to make it easier for employees to come together in one environment. Now residents and locals can work and live under the same roof.

*"We want to grow internationally, help build the cities of tomorrow, and push the world forward by creating and operating mixed use buildings designed specifically for our target audience. This is what we have focused on since the launch of Zoku, and the recent pandemic further confirmed the need for this,"* says Marc Jongerius, Co-founder & Managing Director at Zoku.

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### About Zoku

Zoku has invented a new category within the hotel industry with its home-office hybrid concept and award-winning Zoku Loft design. Opened in 2016 by Dutch entrepreneurs Hans Meyer and Marc Jongerius, Zoku was named after the Japanese word for family, tribe or clan. Zoku facilitates living and working internationally for the growing population of globetrotting professionals, remote workers, and digital nomads. Moving far beyond the standard hotel proposition of putting heads in beds, their bold concept has won numerous awards, received rave reviews from guests, and is heavily celebrated for its lively Social Spaces and unique community structure that facilitates genuine connections among residents. Zoku achieved B Corp certification in 2018, becoming one of the few hospitality brands in the world to receive this recognition. Following its successful localization in Amsterdam, Zoku has expanded with its new locations in Copenhagen (now open) and Vienna (opening today 1 June). Zoku Vienna is located in the same building as Superbude, an innovative hostel concept. Together the two will create a thriving ecosystem for living, working, sleeping, dining and relaxing next to the Prater in Vienna.

### About Concrete

Concrete develops concepts in architecture, interior design, urban development and brand development. Concrete likes to let the work do the talking. Next to Zoku, projects include W Osaka, London and Verbier, Virgin Voyages, KLM crown lounge, Urby living US and citizenM hotels worldwide.

[www.concreteamsterdam.nl](http://www.concreteamsterdam.nl)

### About IG Immobilien

IG Immobilien is a leading provider for the development, operations and facility management of real estate, specialised in luxury apartments and offices, downtown shopping centres, as well as attractive business premises. In Vienna's 2nd district three new properties with different uses were created, all under the umbrella brand of "PRATER GLACIS". The three properties are characteristic of the modern urban development and the buildings became home to Austria's first branches of the innovative hotel concepts Hampton by Hilton, Superbude and Zoku as well as a virtually energy-self-sufficient office building, which is already being used by Vienna University of Economics and Business.

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Visit Zoku Vienna on [Perspektivstraße 6, 1020 Vienna](https://www.perspektivstrasse.com/en/1020-vienna) now open for business.

Contact Clemens Swatonek at [swatonek@dialogium.at](mailto:swatonek@dialogium.at) for more detailed information.

Download photos [here](#) (Credit Ewout Huibers Photography & Concrete).

[www.livezoku.com/vienna](http://www.livezoku.com/vienna)