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HEUMARKT NEU

REDESIGNING OF THE AREA WITH HOTEL INTERCONTINENTAL /
WIENER EISLAUFVEREIN / WIENER KONZERTHAUS



PREFACE



I'm pleased to introduce the project "Heumarkt Neu" to you on the next pages.

Heumarkt Neu is a complex construction project, an optimal solution meeting public interests, coordinated and developed with The Urban Planning Authority of the city of Vienna, other relevant institutions and numerous experts. The aim is to come up with an innovative and sustainable concept relating to architecture, open space design and valuable add-ons for the public.

A public open space area with multiple functional segments, such as new walking and driving routes, connecting the eminent Viennese districts, are to be arranged at this privately-owned site. A modern public venue evolving in the historical surroundings of the Viennese "City" - rich in traditions and with highest quality claims.

It has been a venue for sports, music and warm hospitality for more than one century. The project "Heumarkt Neu" combines these specific features to fulfil today's requirements.

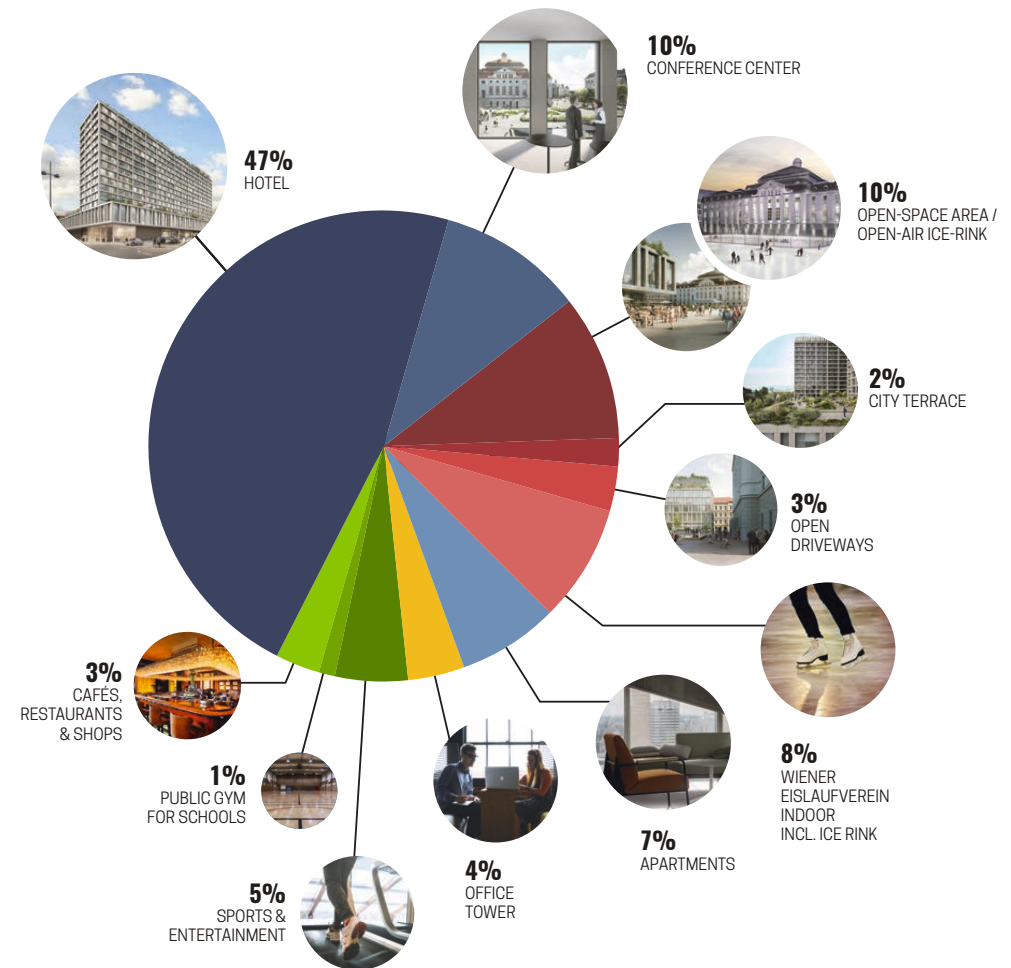
In addition to the Viennese cultural assets, such as Eislaufverein (Vienna Ice-Skating Rink) and the Wiener Konzerthaus, other cultural offices, small shops, a sports club, cafés, restaurants and private flats will make this place to a brand-new hotspot in Vienna.

The heart of the design concept of the renowned architect Isay Weinfeld is the open-space between the Hotel InterContinental Wien and the Wiener Konzerthaus: an open-air ice-rink in winter and a publicly accessible place for the rest of the year, where both the old and the young can enjoy their time. A "breakroom" not only for guests of the Konzerthaus, but also for residents of the adjacent districts, as well as for all those who work and go to school around this area - and of course for all visitors who want to enjoy this unique place.

I am pleased to get in touch with you.

Daniela Enzi

OVERVIEW



WHAT YOU WILL FIND HERE



- 1 Hotel InterContinental
- 2 offices and apartments
- 3 Heumarkt building: use through Wiener Eislaufverein (cloakroom, cafeteria, shops,...)
- 4 Heumarkt building: hotel
- 5 modern conference and event center
- 6 The city terrace enlarges the open space area – reachable through an outside staircase
- 7 new all year round driveways between 1st and 3rd district
- 8 a beautiful tree-lined avenue
- 9 enough room for car and bicycle traffic side by side
- 10 café and restaurant
- 11 sports area incl. a sports swimming pool
- 12 all year round usable ice rink for ice sports (underground)
- 13 variable ice-hockey field
- 14 an open-air ice-rink in winter and a publicly accessible place for the rest of the year
- 15 the Wiener Konzerthaus
- 16 public gym (underground)

THE NEW MEETING SPOT IN THE CITY

An open-air ice-rink in winter and a publicly accessible place for the rest of the year. Seasonal event program and a public-use mix within the new area put Ludwig Baumann's vision of Genius Loci – the "Olympion" – into practice. Multi-functional street furniture, mobile green areas, water and shade elements, relaxing and communication zones transform the open-air area to a new "breakroom" for the locals and tourists.





MODERN CONFERENCE AND EVENT CENTER



- new 7.000 m² large modern conference and event center which is a valuable supplement to the range of offers for Vienna as an international conference center
- conference and event center for up to 2.000 persons
- large event hall seating up to 1.000 people together with another hall for up to 700 people
- additional flexibly usable smaller event rooms
- publicly accessible city terrace with a splendid view of the square

HOTEL INTERCONTINENTAL WIEN

- The Hotel InterContinental Wien was opened in 1964 and was the first house of the renowned international chain in Vienna. Now it is the leading conference hotel of the City.
- In future the hotel will have over 460 rooms and a modern conference center, which is very important for Vienna being a congress destination.
- The Hotel InterContinental Wien set new standards for the local hotel industry. As one of the founder of the Hofburg conference center, it was involved in developing the city of Vienna into one of the most popular congress locations in the world.
- A café and a restaurant on the ground floor and 1st floor, as well the legendary InterCont bar with the famous chandelier will provide guests with drinks and food nearly around the clock.





CITY TERRACE – A GREEN OASIS

- new publicly accessible terrace – reachable through an outside stairway
- green city terrace as an inner-city oasis invite to stop by and relax
- city terrace can be used through conference guests and offers a very nice view to the public space

SPORTS & ENTERTAINMENT



- new sports club offers a very extensive range of sport facilities in the middle of the 3rd district
- wellness area with sauna and steam bath
- spacious multi-level training area providing a great variety of sports facilities for professional and amateur sport
- public gym open for schools and private associations as well as after school sport activities
- 25-meter long swimming pool for professional and leisure swimmers





WIENER EISLAUFVEREIN – AN INSTITUTION

- 6.000 m² large ice rink of the Wiener Eislaufverein is one of the biggest open-air ice rinks worldwide
- founded in 1867 the Wiener Eislaufverein started under the presidency of Artur Freiherr von Löwenthal as an ambitious sports club. Since 1899 it is located at Heumarkt
- the square of the ice rink was built by architect Ludwig Baumann in 1900 in the Art Nouveau Style. The new square – as planned by Ludwig Baumann – will be a place for sports and music
- nowadays more 250.000 guests per year go skating at this historical location in the middle of Vienna

TRADITION AND MODERNITY

- modernization of the technical facilities of the Wiener Eislaufverein
- the Wiener Eislaufverein (WEV) is secured for the next 99 years through the rental contract
- open-air ice-rink is preserved and available also as a variable ice-hockey field
- In future the Wiener Eislaufverein will have its own cafeteria all year round
- additionally there will be an underground indoor ice-rink for ice-hockey and figure skating
- the Wiener Eislaufverein will be provided with an interim location during the construction phase at no additional cost for the WEV

Latest information about the Wiener Eislaufverein: www.wev.or.at



NEW DRIVEWAYS CONNECT THE CITY



- new design of the area with its unrestricted public access to the square allows plentiful new driveway and sidewalks to appear and interconnect the central districts and their venues:
 - ... 1st (historical city center) and 3rd districts of Vienna
 - ... Vienna Ring Boulevard and Heumarkt,
 - ... Stadtpark and Schwarzenbergplatz,
 - ... Konzerthaus, Akademietheater and the subway.

WIENER KONZERTHAUS

- The Wiener Konzerthaus is one of the most important institutions in the international music life. With its comprehensive and varied repertoire, the Wiener Konzerthaus – together with the Vienna State Opera House and the Musikverein – is central to Vienna’s reputation of one of the world’s leading music capitals.
- The mission of the Wiener Konzerthaus is to bring as many people deeply in contact with excellent music. More than half a million music enthusiasts visit the Wiener Konzerthaus per year.
- The new open-space area offers more room for expanding and will be an open-air “break room” for the visitors.
- open-air concerts
- better visibility of the elegant facade of Konzerthaus
- improved accessibility of the Konzerthaus by creating new entrances

Latest information about the Wiener Konzerthaus: www.konzerthaus.at





A NEW BOULEVARD

- appropriate forecourt in front of Konzerthaus, the Wiener Eislaufverein and the Hotel InterContinental – through the repositioning of the street
- publicly accessible place during the ice-skating off-season
- unobstructed view over the ice-rink during winter
- new trees along the Lothringerstraße shaping a green avenue
- greenery along the Heumarkt, appealing landscape of the whole area with attractive entryways from all directions

CULTURAL VENUE



ICE SKATING IN WINTER

The big open-air ice-rink remains in hand of the Wiener Eislaufverein.

SPORTS IN SUMMER

A spacious sports center with a sports pool and SPA as well as additional outdoor facilities.

MUSIC

Open-Air concerts – organized e.g. by the Konzerthaus – with a barrier free entrance and with no admission fee.

MARKETPLACE

Market places in cooperation with merchants from the neighborhood (e.g. MARKTEREI).

DESIGN AND FASHION

E.g. in cooperation with the Fashion Week Vienna or the Vienna Design Week.

DANCE AND THEATER

E.g. in cooperation with the Akademietheater, Wiener Festwochen, ImPulsTanz-Festival.

ART IN PUBLIC SPACES

Art installations, modern art projects and a sculpture park.

CONSUMPTION-FREE AREAS

The ice-rink area is publicly accessible outside the ice-skating season.



COMMITMENT OF THE PROJECT DEVELOPER



THE BENEFITS FOR THE GENERAL PUBLIC HAVE BEEN INCORPORATED INTO THE URBAN DEVELOPMENT CONTRACT BETWEEN THE PROJECT DEVELOPER AND THE CITY OF VIENNA.

WEV

- Renewal of the open-air ice-rink and the related buildings.
- Granting of the right of use for the WEV for 99 years.

OPEN-SPACE AREA

- Public access and consumption free area to a total of 4.000 m² outside the ice-skating season. Removal of the boards by the 20th of March and setup not before 10th of October.

- The project developer is allowed to use the open-air area on 20 days per year for events, though the driveways and pedestrian passages must stay accessible at all times.
- Annual design based on the following criteria in agreement with MA19:
 - Creating of a pleasant, inviting location (functional and atmospheric).
 - Creating of shady spots to hide away from the heat on hot summer days (e.g. green areas, shadowing, water).
 - Modern urban usage mix to satisfy public of every age and social rank

NEW STREET

- Creating of a spacious forefield for the Wiener Konzerthaus, the central square of the area and the Hotel InterContinental, as well as a better balance between the two street sides.

- 100% privately financed project including planning, tree planting and all additional costs.
- Use of the subarea on public grounds only during winter and exclusively for the ice-rink for public under affordable conditions.

SIDEWALK ALONG THE WIENER KONZERTHAUS

- Free public access around the clock all year long

DRIVEWAY NEAR TO LAGERGASSE

- Additional driveway along the Lagergasse.
- Free public access around the clock outside the ice-skating season

CITY TERRACE

- Free public access to the city terrace.

GYM FOR PUBLIC SCHOOLS AND PRIVATE SPORTS CLUBS

- Equipped according to requirements of the municipal school authority.
- Use agreement with the municipal school authority of the City of Vienna to guarantee availability of the sports facilities for schools for at least 40 hours per week.
- Sports hall can be rented by other sport organisations in the remaining time.

The commitment will be ensured through the registration of servitudes in the land register and in the event of a sale these are automatically assigned to the legal successor.



Redesign of the area in cooperation
with the Hotel InterContinental /
Wiener Eislaufverein / Wiener Konzerthaus

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