

THE **7ER** PLAN

5 ROUTES THROUGH THE AREA



DIY memories and postcards *inside.*



This book belongs to:

.....

.....

Preface

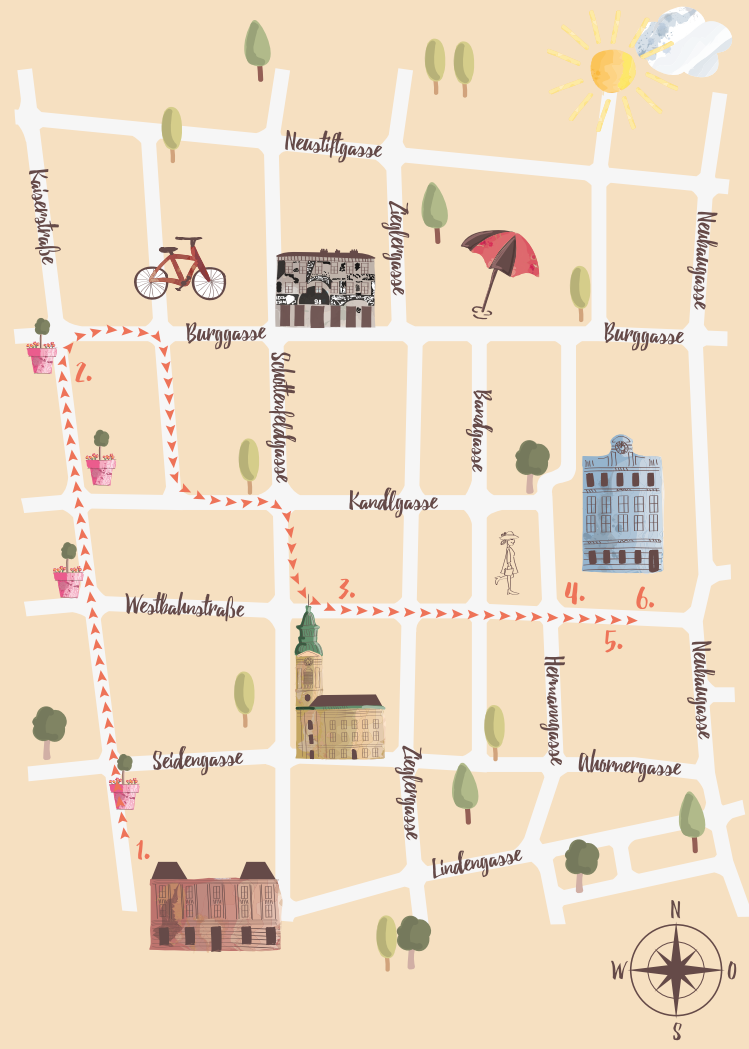
Welcome to Neubau, the seventh district of Vienna. You have touched down in possibly the hippest part of town and there is lots to see, so you better get started. We have carefully selected a bunch of innovative entrepreneurs and exciting places for you to visit; however, the 7th district has lots more to offer. So pack your bags and dive into the adventure. Follow the call of the young and wild, surround yourself with people who accept no limitations, and open your eyes for a world that is fuelled by a constant drive to create. Drift on an ocean of ideas and lose yourself in the diversity of existence.



Far from Sissi-kitsch and romantic 'Fiaker' rides



You are looking for an authentic souvenir other than Stephansdom, Mozart and such? Welcome to Neubau, the vibrant home to creative spirits and entrepreneurship. Vienna's hippest district lies at your feet and is waiting to be discovered by you. Far from Sissi-kitsch and romantic 'Fiaker' rides, Neubau celebrates its own understanding of Viennese authenticity. Enjoy the fresh breeze and dive into an adventure, there are new ideas around every corner.



1. KAISER STUCK

Kaiserstraße 32, kaiser-stuck.at
At Kaiser Stuck, you can get high-quality plaster mouldings made from specially hardened plaster. The beautiful alabaster figurines, spectacle nose or the 'lass with ears' fit perfectly into a case and are special gifts for special friends.



Kaiser Stuck



2. AUDIAMO

Kaiserstraße 70, audiamo.at
A bookshop without books, but rather with 10,000 audio books and audio dramas. Unique in Austria. Here stories are told that grab you even without pictures. The love of sound that enables your imagination to run free.



Audiamo

3. IG FAHRRAD

Westbahnstraße 28, ig-fahrrad.at
Your legs are already aching, but there's still so much to see? Vienna's most authentic bike rental shop can help! Explore the city on Neubau's favourite means of transport. Roll into action.



IG Fahrrad



4. VEGA NOVA

Westbahnstraße 12, veganova.at
Stylish footwear and ergonomic office furniture. Vega Nova offers sustainable quality made in Europe. You have never been seated so comfortably whilst trying on shoes.



Vega Nova

5. FRANKE LEUCHTEN

Westbahnstraße 5, frankeleuchten.at

The coolest lighting showroom in town. Modern design meets well thought out functionality. The brightest minds will advise you here. Stop by if you are tired of the dark times, the ideas of this place will enlighten you.



Franke Leuchten



SehProjekt

6. SEHPROJEKT

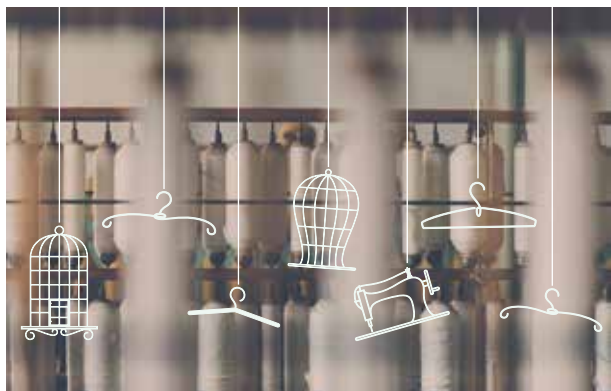
Westbahnstraße 6, sehprojekt.at

Your vision is my passion. Eye tests and individual contact lens fitting in a relaxed setting meet eyewear made in Europe and custom-made frames by SehProjekt. Come and see!

To-do list



- WALK AT LEAST ONE OF THE ROUTES OF THE 7ER-PLAN.
- BUY AN ISSUE OF THE 'AUGUSTIN' NEWSPAPER.
- HAVE A REAL VIENNESE BREAKFAST WITH A 'KIPFERL'.
- TAKE A STROLL THROUGH ONE OF THE VIENNESE PARKS AND TAKE IN THE PLANTS AND FLOWERS.
- HAVE AN 'EITRIGE' AT ONE OF THE MANY SAUSAGE STANDS.
- USE THE WORDS 'LEIWAND', 'OIDA' AND 'UR' IN A SENTENCE.
- HAVE A 'SPRITZER' AT A 'HEURIGEN'.
- TAKE A WALK ALONG THE DANUBE CHANNEL AND TRY NOT TO GET HIT BY A BIKE.
- WATCH THE PEOPLE IN THE UG. THAT'S VIENNA.
- TRY DODGING THE MOZARTS ON STEPHANSPLATZ.
- ASK SOMEONE FOR THE WAY JUST TO ASK THE NEXT PERSON TWO STREETS ON.
- PAY IN COINS AT BILLA.
- SMILE AT A STRANGER WHILST ON THE STREET.



Finest yarn from 'Brillantengrund'

In the 17th century, the area now called Neubau was already known for its textile industry. Based on the lucrative velvet and silk businesses it gained the name 'Brillantengrund' (diamond grounds). Even today, you can still connect to the glorious history of the seventh district. There are many hip shops where the modern avant-garde scene meets, wearing things that are definitely not off the rack. Take the day to experience 'Brillantengrund' and try the-day-after-tomorrow's trends.



1. BUNTWÄSCHE

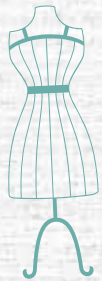
Kaiserstraße 52, buntwaesche.at
The colourful boutique bets on carefully processed materials from sustainable organic production. Colourful clothes from cotton or linen for big and small. Follow the positive energy and let go of the everyday grey.



2. STOFFSALON

Westbahnstraße 38, stoffsalon.at
If you love sewing, this is the place to go. Next to a variety of materials, essential sewing gear, and yarn in all colours you will also find helpful instructions for interesting projects.

3. QWSTION, *Zieglergasse 38, qwstion.com*
This hip label produces bags and backpacks for fashion-conscious trendsetters. Have an espresso in the accompanying Wolfgang Coffee and change your mind about which bag to buy as many times as you wish.



4. COMERC, *Westbahnstraße 20, comerc-store.at*
The team of Comerc hangs around fashion shows all around the world to find the most current looks and bring them back to Neubau. They focus on Scandinavian designers beyond mainstream.



ZWEITKLEID7

5. ZWEITKLEID7

Hermannngasse 13, zweitkleid7.at
The one of a kind second-hand shop. In the 100 square meter showroom you will find an intriguing mixture of old and new, fine clothing collections, jewellery, accessories, bags, and shoes from different brands for women and men.

6. WIENER KONFEKTION

Westbahnstraße 4, wiener-konfektion.at

Fashion with fine details, Geisha kimonos become shirts. Influences from the Far East are reprocessed and interpreted in new and exciting ways. Wiener Konfektion makes unique clothes for vivacious cosmopolitans. Handmade for you in Vienna!

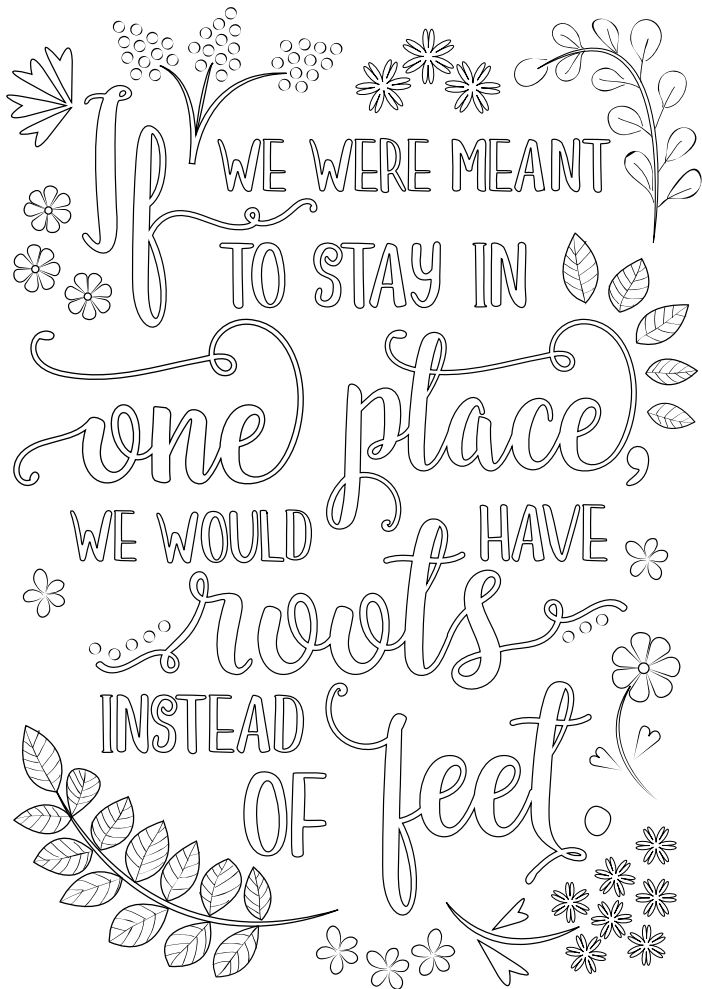


WIENER KONFEKTION

Travel diary

Write down your best travel memories here.

LET YOUR CREATIVITY
RUN FREE AND CHOOSE
THE COLOURS YOU LOVE.





Delicacies and creative greetings from the kitchen



Has all the discovering made you hungry? Don't worry, the rumbling in your stomach will end soon. Just like a well-marbled steak, Neubau has culinary expertise in all the right places. Whether you are looking for sophisticated atmosphere or a quick bite on your way home, you will find it here. The restaurants of the seventh district boast creative cooking and a wonderful mixture of international flavours. Enjoy your meal!





Wald & Wiese

1. WALD & WIESE

Kaiserstraße 33, waldundwiese.at
This very original store is all about bee culture and lust of truffles. Beeswax candles, honey, propolis, royal jelly, or in fact anything that comes of a bustling buzzer can be found here.

4. BERLINER DÖNER, Zieglergasse 33A

A child of love of two metropolises, made in Vienna following a family recipe from Berlin. Half the district gathers here at lunchtime. A legendary food stall. Get your Berliner Döner here or miss out on something really good.

5. TOMA TU TIEMPO

Zieglergasse 44, tomatutiempo.at
Toma tu tiempo is a modern tapas café full of Andalusian charm. Lovely Mediterranean food in authentic atmosphere. Bring your friends and enjoy the sun on the terrace under olive and lemon trees.



Toma tu tiempo

6. WAUWAW PFEFFERMÜHLEN

Westbahnstraße 7, wauwau.at
We produce pepper mills, salt grinders, nutmeg grinders, and chili grinders. And we love doing it!



Wauwau Pfeffermühlen

2. CASA CARIA

Schottenfeldgasse 48A, casacaria.com
Casa Caria specialises in Italian delicacies, wonderful olive oils, and citrus fruits. Carefully selected, tasteful Mediterranean delights. Taste the sunshine.



Casa Caria

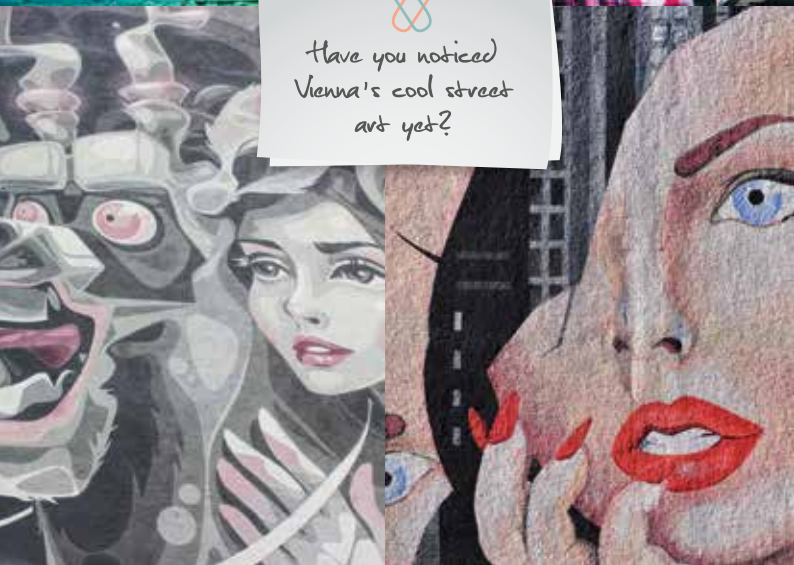
3. CAFÉ KONDITOREI SMOLINKA

Westbahnstraße 19
The traditional coffee shop Konditorei Smolinka serves classic Viennese pastries in a comfortable atmosphere. Eat your 'Grand Guglhupf', plan your day and wake yourself up with a real 'Wiener Melange'.

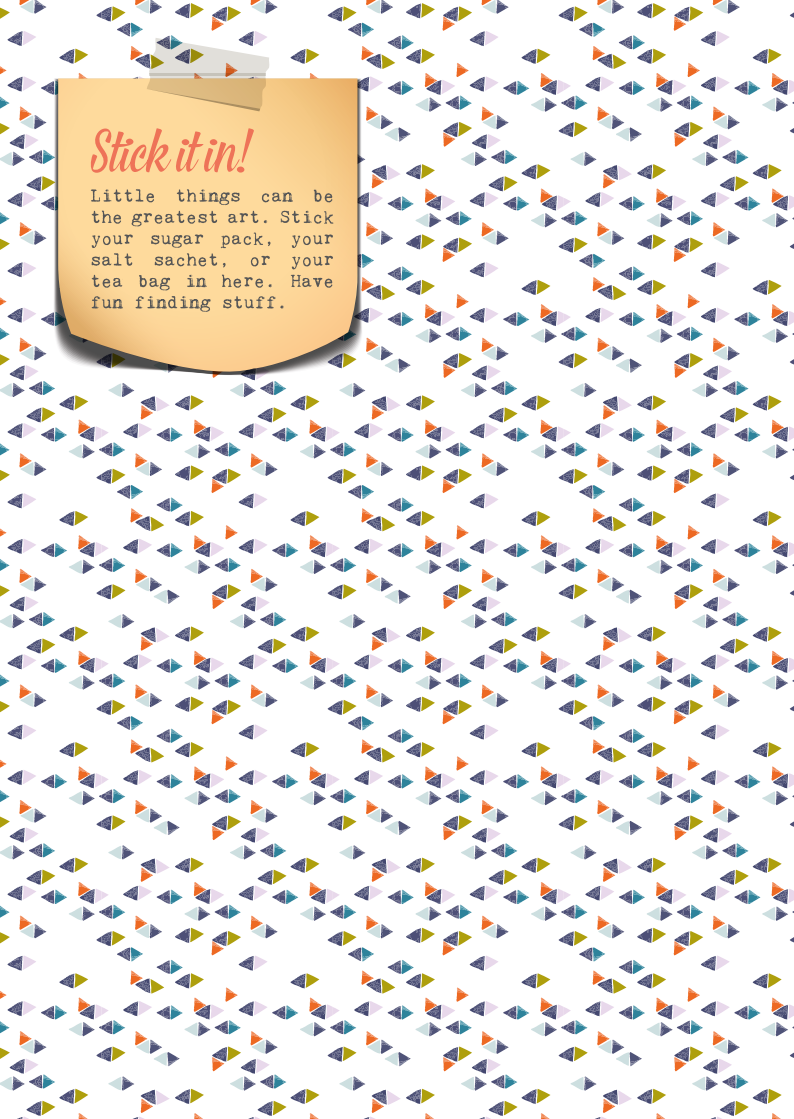


Stick it in!

Little things can be the greatest art. Stick your sugar pack, your salt sachet, or your tea bag in here. Have fun finding stuff.



Have you noticed
Vienna's cool street
art yet?



1. OBEN

Urban-Loritz-Platz 2, oben.at

Above the roofs of Vienna, you can watch the day end in the most satisfying way. With a cold cocktail and a view over the city. You have earned this drink; after all, you have to take many steps up to Oben.



2. CAFÉ GO WEST

Westbahnstraße 37, cafe-gowest.at

Café Go West is perfect for a drink in between things. In addition, there's a great range of freshly prepared meals. You will see Viennese characters sitting here, talking about God and the world, eating cake, and drinking coffee.

3. ZUR STADT KREMS

Zieglergasse 37, stadtkrems.steman.at

The tavern Zur Stadt Krems has Vienna's oldest skittle alley. Rent the alley with your friends for small money and skittle like they did ninety years ago. You can get excellent Viennese food here too.

4. DAS BIERO

Neubaugasse 57

Biero is the classic student bar of the seventh district. House beer for only € 2.50 a flat rate for shots and dimly lit pub atmosphere make this a good place to start your evening.

5. VREI

Lindengasse 53, vrei.at

Vrei is an innovative mixture between bar and virtual reality gaming arcade. Here you will find the gaming industry's latest creations and you can test tomorrow's games while drinking a cold beer. What more could you want?



26 questions for you



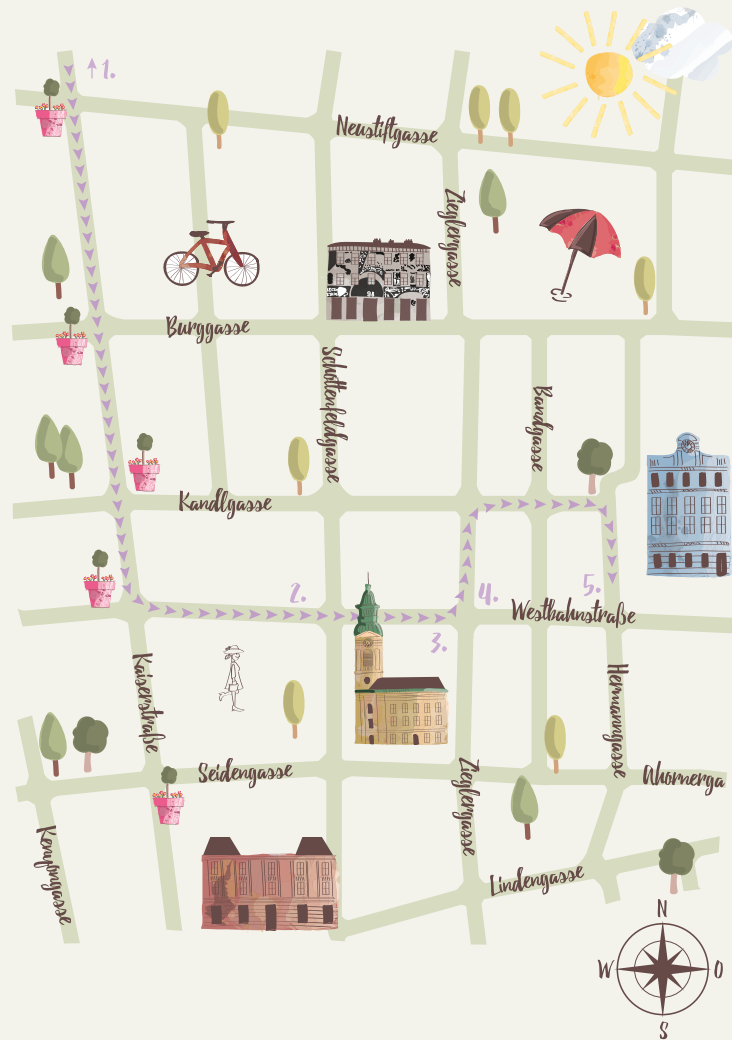
1. WHAT WAS THE LAST DREAM YOU DREAMED?
2. WHICH HISTORICAL EVENT WOULD YOU LIKE TO HAVE WITNESSED?
3. WHICH WORD IS THE FUNNIEST?
4. WHICH DAY WOULD YOU LIKE TO EXPERIENCE OVER AND OVER AGAIN?
5. WHICH LANGUAGE WOULD YOU LIKE TO BE ABLE TO SPEAK?
6. WHICH OF YOUR WISHES WOULD YOU LIKE TO FULFIL IN THE NEXT YEAR?
7. WHO WOULD YOU LIKE TO SWITCH ROLES WITH FOR A DAY?
8. IF THERE WASN'T ANYTHING TO STOP YOU, WHAT WOULD BE YOUR DREAM JOB?
9. WHICH COUNTRY WOULD YOU LIKE TO VISIT NEXT?
10. WHICH COUNTRY DON'T YOU EVER WANT TO VISIT?
11. WHAT IS THE MOST HONEST THING YOU HAVE EVER TOLD SOMEONE?
12. IN WHICH PERIOD WOULD YOU MOST LIKE TO LIVE IN FOR A WEEK?
13. IF MONEY WASN'T AN ISSUE, WHAT WOULD YOUR DAILY LIFE LOOK LIKE?
14. WHICH TALENT WOULD YOU LIKE TO HAVE?
15. WHAT WAS THE BEST MEAL YOU HAVE EVER COOKED?
16. WHICH NAME WOULD YOU PREFER OVER YOUR OWN?
17. WHAT ARE YOU HOPING FOR IN YOUR FUTURE?
18. WHICH HABIT WOULD YOU LIKE TO CHANGE?
19. WHAT DID YOU WANT TO BECOME WHEN YOU WERE A CHILD?
20. WHICH FAMOUS PERSON, ALIVE OR DEAD, WOULD YOU LIKE TO GET TO KNOW?
21. WHAT WAS YOUR BIGGEST MISTAKE?
22. WHICH TIME OF DAY DO YOU LIKE BEST?
23. WHICH WEEKDAY SHOULD BE GOTTEN RID OF?
24. WHAT IS YOUR LIFE GOING TO LOOK LIKE IN THREE YEARS?
25. WHOM COULD YOU TALK TO ALL NIGHT?
26. WHAT WOULD YOU WISH THE PEOPLE OF THE WORLD?

A couple of interesting questions to ask your friend during a nice dinner.



Hidden places and mysterious corners

What is better than walking through an unknown town with eyes wide open? It is all new and exciting and there is an adventure lurking at every crossing. The only frustrating thing is to take the wrong turn and walk away from a thrilling experience, which is why we have compiled a fine selection of Neubau's hidden places and mysterious corners. Have fun exploring!



1. STREET ART IN THE PARK

Bernardgasse 34

Josef-Strauß-Park mirrors the constant creative change that is going on. Here you can sit on a bench, gaze at impressive street art, and rethink your understanding of art and culture.



Josef-Strauß-Park

4. OPEN BOOKSHELF

Zieglergasse 40, offener-buecherschrank.at

Sharing is wonderful. The open bookshelf makes it easy for you to trade your travel books for a new read. And it is free. A neighbourly project that embodies the Neubau spirit.

5. TABAKFABRIK, Hermannsgasse 17

Viennese wood turner Adolf Lichtblau settled in Hermannsgasse 17 in 1922 and had the building adapted to his own ideas. An impressive bust on the facade of the house bears witness of the former splendour of the Tabakfabrik (tobacco manufactory).

2. KLIMT HOUSE, Westbahnstraße 36

The seventh district has always been 'something else'. Generations of artists and creatives have all surrendered to the charm of Neubau. As did no other than Gustav Klimt who lived in Westbahnstraße 36 for a while.

3. SCHOTTENFELD PARISH

Westbahnstraße 17, pfarreschottenfeld.at

The church in Westbahnstraße is an impressive sacral building in the style of Baroque Classicism. This place of worship was home to the well-known Viennese minister Urban Loritz who played a leading role in establishing the Viennese nursery schools.



Schottenfeld parish



Klimt house



open bookshelf



Tabakfabrik

Index

4 FAR FROM SISSI-KITSCH AND ROMANTIC 'FIAKER' RIDES

5 MAP

6 ROUTE

9 TO-DO LIST

10 FINEST YARN FROM 'BRILLANTENGRUND'

11 MAP

12 ROUTE

14 TRAVEL DIARY

15 WORDS OF WISDOM TO COLOUR IN

16 DELICACIES AND CREATIVE GREETINGS FROM THE KITCHEN

17 MAP

18 ROUTE

20 STREET ART

21 STICK IT IN!

22 BEER AND SPRITZER

23 MAP

24 ROUTE

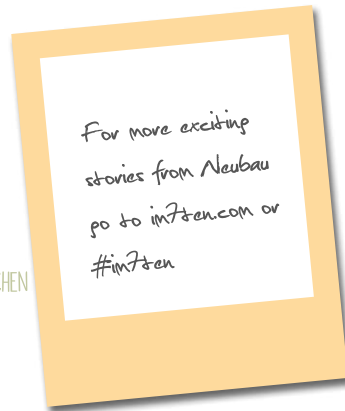
26 26 QUESTIONS FOR YOU

28 HIDDEN PLACES AND MYSTERIOUS CORNERS

29 MAP

30 ROUTE

34 FOLD-OUT MAP



Postcards
inside!

Imprint

Publisher:

IG Unternehmer an der Kaiserstraße, 7., Kaiserstraße 41
in cooperation with www.im7ten.com

Graphic design & artwork:

Katharina Kastner

Agency:

Stadtfein - Gut für feine Ideen, www.stadtfein.at

Copy & photos:

Daniel Klingler

Copy-editing & translation:

Veronika Fischer

Printing press:

Druckerei Odysseus

Photo credits:

Unsplash: Souroush Karimi, Alisa Anton, Jose Gonzalez, Chris Barbalis, Janko Ferlic, Annie Spratt, Jamie Street, Aley Holyoake, Clem Onojeghuo, Wu Yi, Taylor Davidson

Freepik: Created by Vvstudio - Freepik.com

Creative Cloud: Penelope Dullaghan

Company images: provided by the entrepreneurs

Copyright:

© IG Unternehmer an der Kaiserstraße



The journey is the reward

Every real adventurer needs a reliable map; this one is yours. Knowing that the journey itself is the reward, you need not worry about where you will end up. Just allow yourself to be carried away. Should you feel lost at any point, this map will lead you back onto the right path. Have fun!



Gefördert aus Mitteln der Stadt Wien durch die Wirtschaftsagentur Wien.
Ein Fonds der Stadt Wien, mit Unterstützung der Wirtschaftskammer Wien

Presented by the merchants of
Kaiserstraße and Westbahnstraße.



This interactive booklet will guide you through Vienna's most exciting district. We will show you five walking routes through Neubau that will definitely inspire you. Discover Vienna far from Sissi-kitsch and 'Fiaker' rides, find mysterious places, dress in the finest garments, try the best treats, and celebrate life with beer and spritzer.

www.im7ten.com