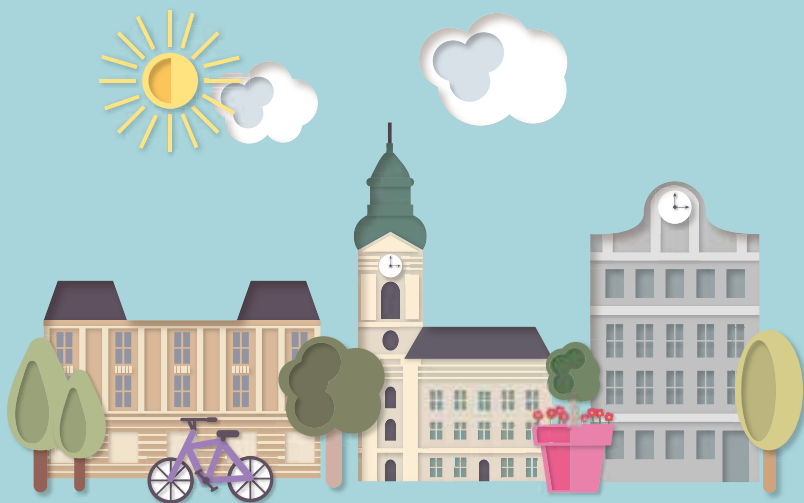


THE TER PLAN

5 NEW TOURS AROUND THE AREA



DIY MEMORIES AND POSTCARDS TO *take out.*



Preface

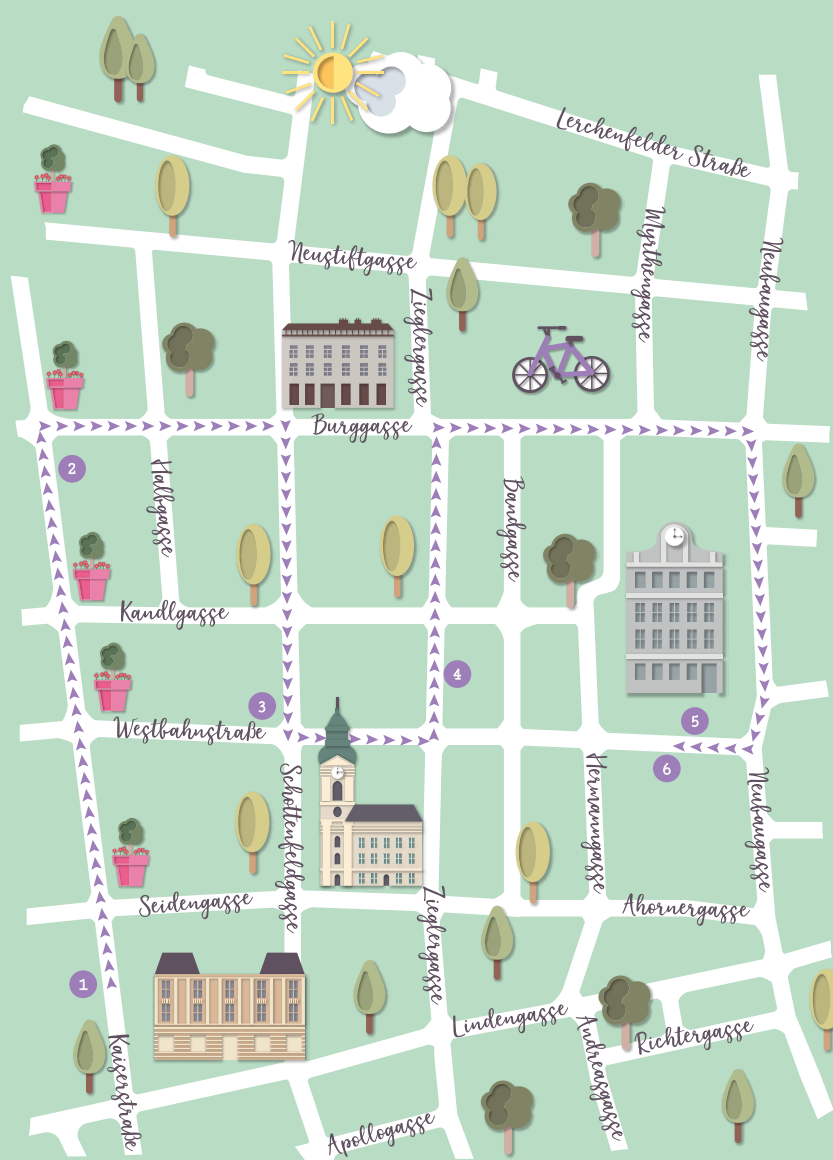
Welcome to the third smallest district of Vienna. The district with the post code 1070 was one of the first areas outside of the city center where people once settled – you are here: in Neubau.

The 7th district has a reputation of being a stronghold for handcrafted products and artisanry, sustainability, and a wide range of culinary offers. And the best thing is: you can explore it all on foot. The second volume of the 7er plan takes you on five tours through the area to show you its diversity. Let's head out! These are brilliant times for people who love the extraordinary.



See. Hear. Feel. Smell. Taste.

You can explore the 7th district with all your senses: the obvious five senses are stimulated and continuously entertained by stunning architecture, haptically thrilling products, pleasant voices, tempting treats, and delicious bites. The sixth sense will be happily swinging and swaying down the streets, telling you to relax and enjoy. Meanwhile you might catch your 7th sense doing summersaults of excitement for the adventure that awaits.





1. WALD & WIESE

Kaiserstraße 33, waldundwiese.at

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



Wald & Wiese

3. 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.



Klimt house



2. AUDIAMO

Kaiserstraße 70, audiamo.at

A bookshop without books but still full of stories. With more than 10,000 different audiobooks AUDIAMO is a real insider tip for spoken word enthusiasts and as the only one of its kind in the country definitely worth a visit!



4. 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.



Audiamo



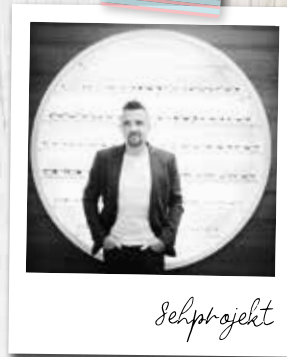
Toma tu tiempo

5. SEHPROJEKT

Westbahnstraße 6, sehprojekt.at

At Sehprojekt you'll enjoy masterpieces of manufactured eye wear, custom made contact lenses, and precise craftsmanship as well as unique spectacle frames made in Europe. This is an experience that sets itself apart from the mainstream by offering the spectacular in a relaxed atmosphere.

Be unique, stay unique!



6. FRANKE LEUCHTEN

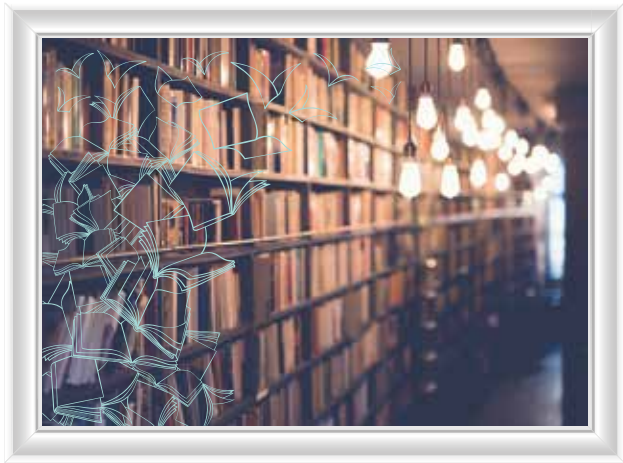
Westbahnstraße 5, frankleuchten.at

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.



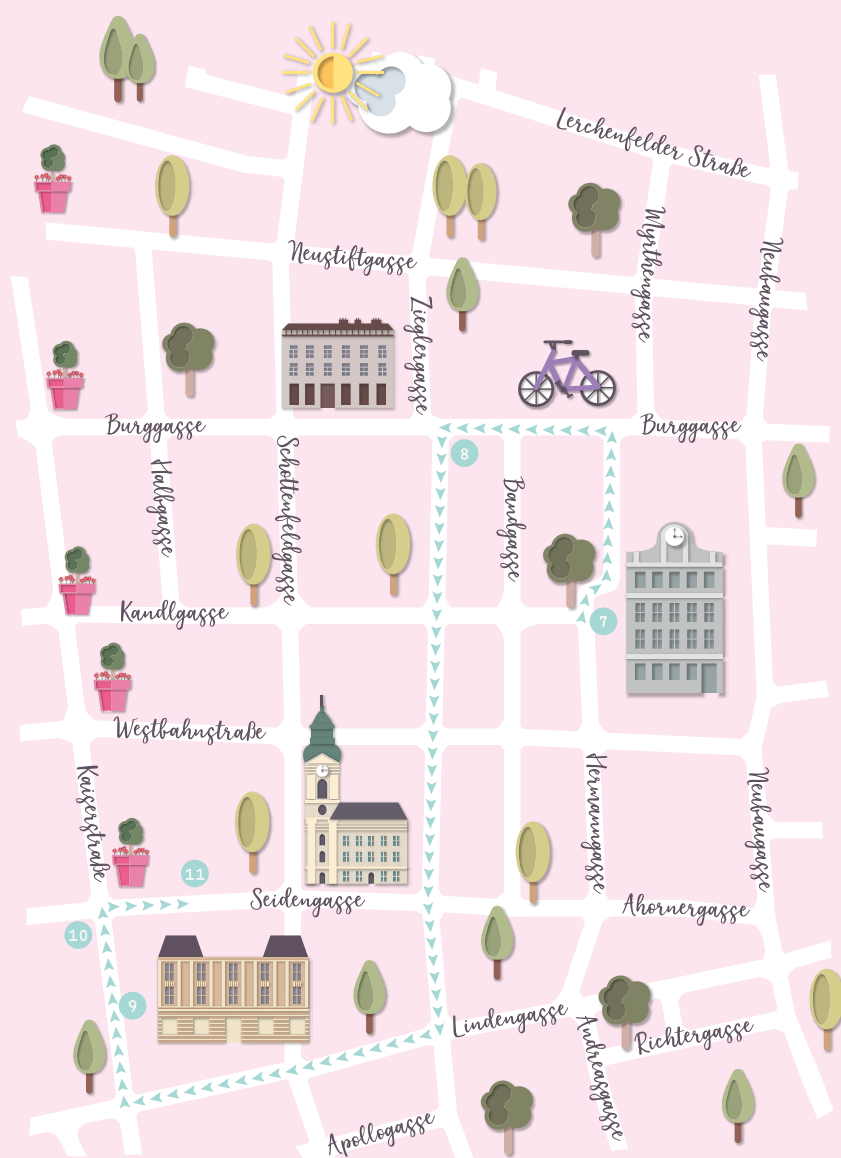
7 facts to impress with when you talk about the 7th district

1. IN 2018 32,467 PEOPLE LIVED IN NEUBAU.
2. 52 PERCENT OF ALL HOMES IN NEUBAU ARE ONE-PERSON HOUSEHOLDS - THE HIGHEST PERCENTAGE OF ALL THE DISTRICTS.
3. THE 7TH DISTRICT STRETCHES OVER ONLY 0.62 SQUARE MILES. THE ONLY DISTRICTS IN VIENNA THAT ARE SMALLER ARE MARIAHILF AND JOSEFSTADT WHICH ARE CONNECTED TO NEUBAU IN THE SOUTH AND THE NORTH.
4. THE FIRST SETTLEMENTS IN THE AREA DATE BACK TO 1100...
5. ...IN 1202 THE AREA WAS MENTIONED IN A DOCUMENT FOR THE FIRST TIME.
6. REMEMBER THE TALE OF THE FOLK SINGER 'DER LIEBE AUGUSTIN' WHO WAS BELIEVED TO BE DEAD AND TOSSED IN A PLAGUE PIT WITH OTHER BLACK DEATH VICTIMS? ACCORDING TO THE STORY THIS PIT IS BELIEVED TO HAVE BEEN CLOSE TO THE CHURCH OF ST. ULRICH. AFTER SLEEPING OFF HIS INTOXICATION HE SANG SO LOUDLY THAT THE GRAVE DIGGERS FOUND HIM AND PULLED HIM OUT.
7. THERE ARE 62 STREETS AND SQUARES IN NEUBAU.



Tradition and history

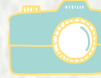
Around 1100 settlers took up residence here on the bank of the Ottakringer stream. The district's long history is owed to its ideal geographical location: from its beginning point adjacent to the city center at 180 meters above sea level it gradually goes uphill towards the west where it ends at Gürtel at around 215 meters above the level of the Adriatic sea. Settlements were established along the hilly area which grew to villages and finally turned into a suburban area in which the textile industry thrived. Today this area also known as Brillanten-grund still bursts of Viennese tradition and charm.



7. HISTORICAL MAP FROM 1827

Hermannsgasse 24-26, hallway on the 2nd story

Visit the historical map from 1827 depicting the streets of Neubau 200 years ago. Take a close look at the 14 drawings of the most beautiful buildings back in the day which were colored by hand. The originator of the map is Carl Graf Vasquez.



8. FROEMMEL'S

Zieglergasse 70, froemmel.at

Since 1967 people with a love for sweets enjoy the traditional delicacies on offer at froemmel's coffee house and confectionery. The tasty lunch menu combines fine quality with typically Viennese cuisine – homemade in the 7th district.



9. 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 'ass with ears' fit perfectly into a case and are special gifts for special friends.

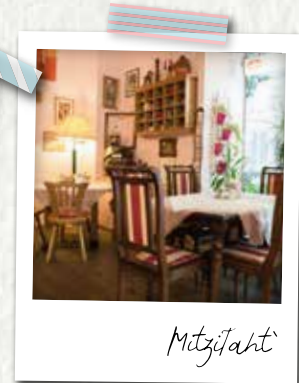


Kaiser Stuck®

10. MITZITANT'

Seidengasse 39 (on the corner of Kaiserstraße), mitzitant.at

As yummy as grandma used to make it! At Mitzitant' you'll get a full Viennese cuisine experience with traditional recipes cooked from seasonal and organic ingredients from the region. Gluten and lactose free choices are available upon request. Taste the passion and enjoy the relaxed Viennese atmosphere.



11. KONSKRPTIONSNUMMER

Seidengasse 28

Before houses in Vienna had actual addresses they used to be organized by numbers. The number on the sign decorating the façade of Seidengasse 28 reminds us of those times. Seidengasse (silk street) used to be called Fuhrmann(s)gasse (waggoner's street) between 1726 and 1862. You can find the old name on the historical map (first stop on the tour).



The grand façade guessing game

These façades are the hidden treasures of Seiden-gasse, Bandgasse, and Schottenfeldgasse. Find them, write down the address, or take a picture of the very same building and post it on Instagram using the hashtag #im7ten.

You can find the answers on page 33.



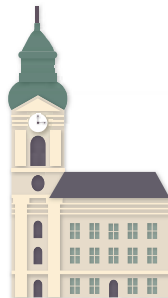
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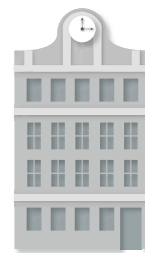
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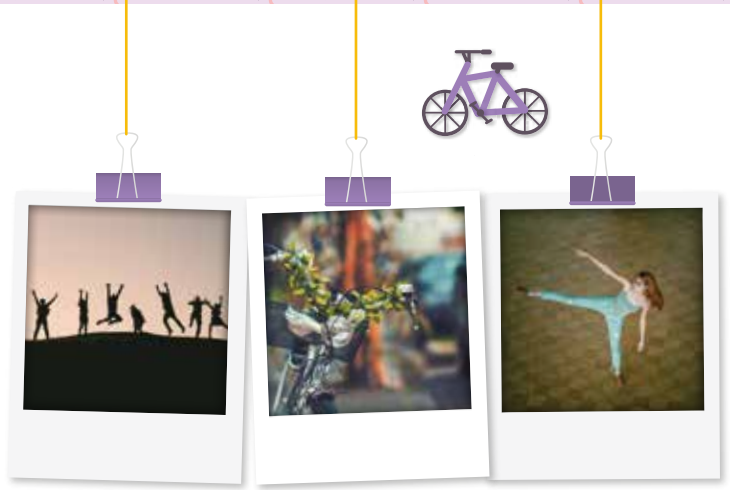
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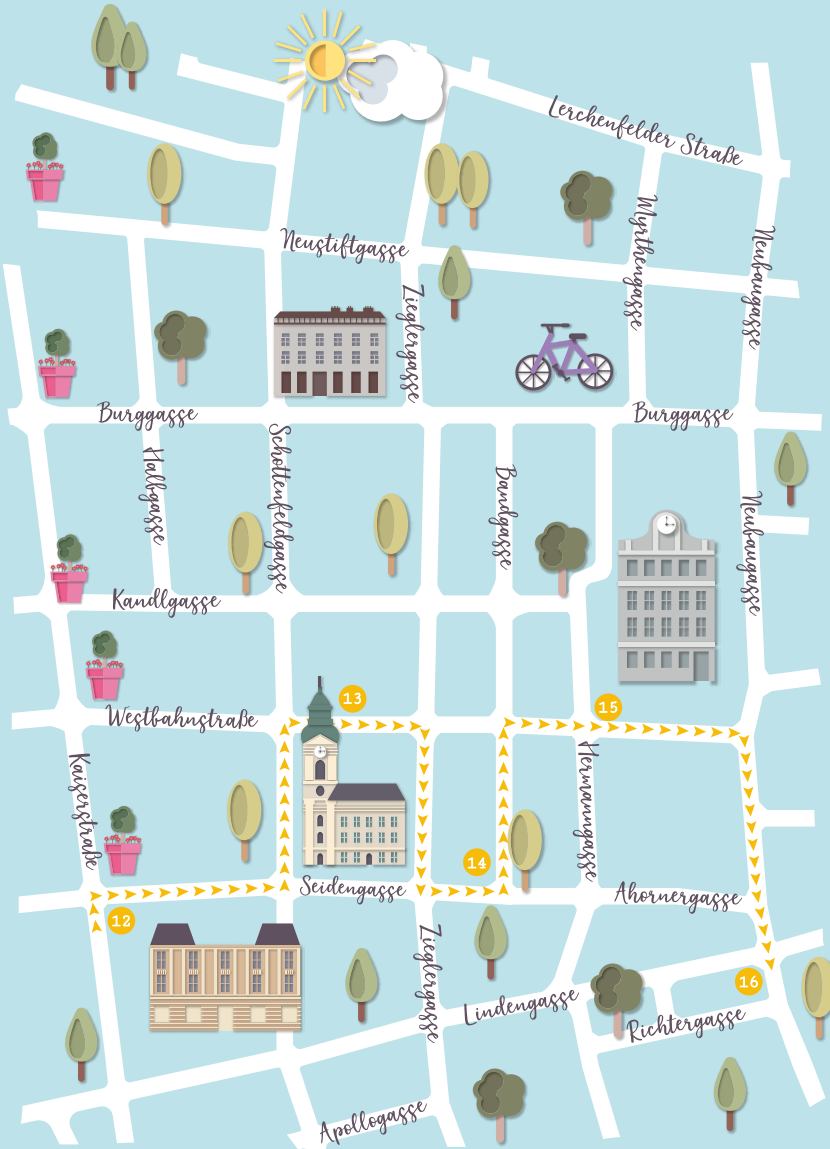


8



Always on the move

The 7th district has a sporty feel to it. With only 10,903 registered cars Neubau has the second lowest number of cars in Vienna – only surpassed by the district Josefstadt which is also smaller in size. Most errands are run on foot, by scooter, or on bike. If you want to join in you can use 11.2 miles of cycle tracks, go for a walk in one of the parks, or enjoy a good book on one of the park benches before you rejoin the big city life. Smaller residents and their friends enjoy running free on one of the 16 playgrounds in the area. Make sure to check out the sports opportunities and available activities.



12. SPORTMOTORIK

Seidengasse 37, sportmotorik-wien.at

Posture analysis for athletes that are dedicated to one thing only: their goal. Optimize your movements and increase your performance by using a custom tailored saddle for your bike or SensoSoles to ensure active muscle training and focused movement control.



Sportmotorik

13. IG FAHRRAD

Westbahnstraße 28, ig-fahrrad.at

Roll into action! Your legs are already aching but there's still so much to see? Vienna's most authentic bike shop (Westbahnstraße 28) has its rental place in Otto-Bauer-Gasse 16 and is glad to help! Explore the city on Neubau's favourite means of transport.



ig fahrrad

14. DOROTHEA-NEFF-PARK

Seidengasse (on the corner of Bandgasse)

This tiny but appealing park is the perfect spot to pop out of the densely built area and find a nice place to sit in the sun. The playground offers a fun time for young Neubau visitors.



15. VEGA NOVA

Westbahnstraße 12, veganova.at

Stylish footwear and ergonomic office furniture. Vega Nova offers sustainable quality made in Europe. You have never sat so comfortably whilst trying on shoes.



Vega Nova



16. RAUCH JUICE BAR

Neubaugasse 13, rauchjuicebar.cc

Rauch Juice Bar – where fruit grows on you. You are where you need to be to watch an apple, a carrot or an exotic pomegranate transform into the most refreshing juice. Come and get your very own vitamin kick with individually composed fruit juice mixtures.



Rauch Juice Bar



Personal gratitude list

Write down as many things as you can think of that you are grateful for in your life.

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

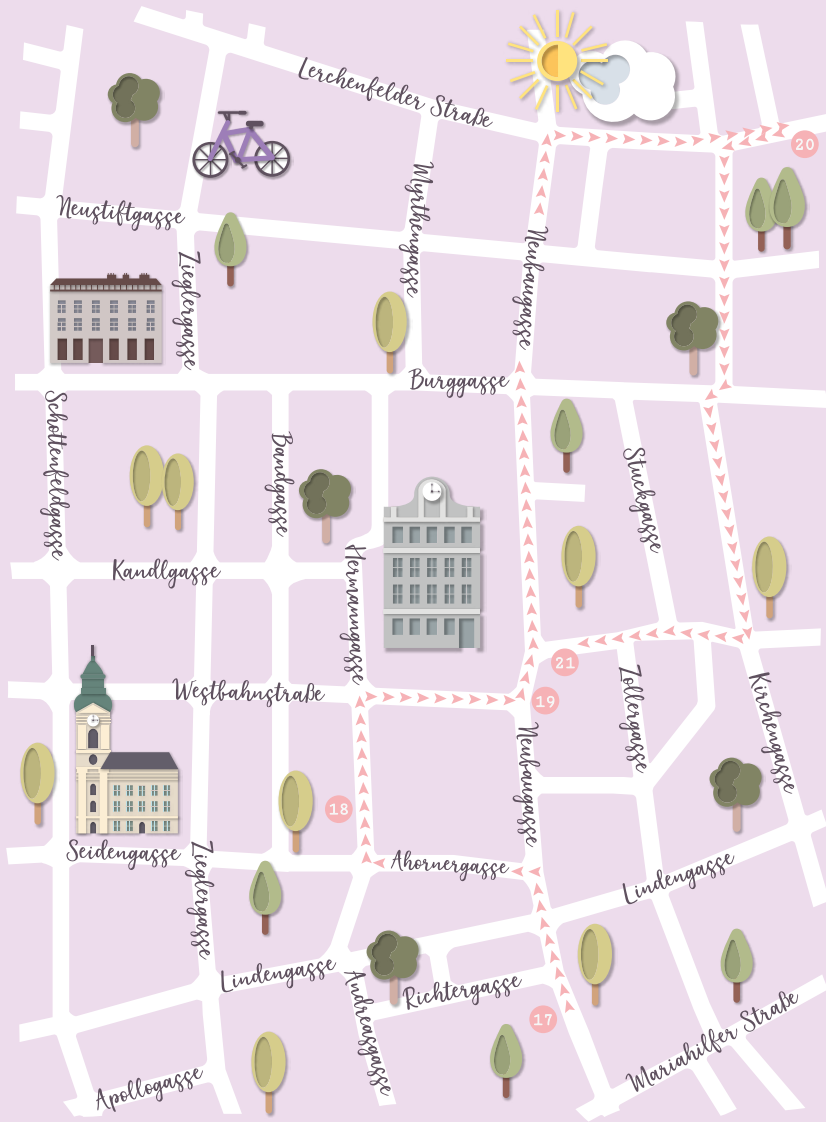
Handwriting practice lines consisting of ten horizontal dashed yellow lines for writing.





Brilliant souvenirs

It was Joseph II. who summoned immigrants from southern Germany and Görz to bring economic prosperity by producing silk, velvet, and other products related to textile. Because of the great wealth of the manufacturers the suburban area Schottenfeld received the byname Brillantengrund, which means diamond grounds. Although the golden age of silk production lies 200 years back the 7th district is still known for its variety of craft around textile. Locally manufactured and distinguished fabrics are a great souvenir to bring back from Neubau.





maronski

17. MARONSKI

Neubaugasse 7, maronski.at

Organic cotton, bamboo, modal, and other organic materials are used for the small-scale production of maronski's fashion range, boasting bright colors that convey a zest for life. Produced locally and fair because the small footprint makes a big difference.

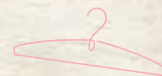


Handschuh am Neubau

19. HANDSCHUH AM NEUBAU

Neubaugasse 44, handschuh-neubau.at

Whatever the occasion – this charming little shop provides you with the right gloves in perfect quality. Umbrellas, walking sticks, suspenders, FALKE socks, and an EMIL – the glass flask for any hike round off the range.



Society Limonta

20. SOCIETY LIMONTA

Lerchenfelder Straße 15, societylimonta.com

Finest Italian household textiles for bathroom, bed, and table as well as porcelain, clothing, and accessories in natural colors and materials, to be combined individually. Discover discreet and unconventional luxury handmade in Italy.



Lingerie Macchiato

18. LINGERIA MACCHIATO

Hermannngasse 5, lingerie-macchiato.at

Top address for what is underneath! With a delightful cup of coffee in hand and the right recommendations you can find the perfect lingerie for any life situation. Anything from A to H will fit perfectly under any dress, blouse or T-shirt.



21. KITSCH BITCH

Neubaugasse 46, kitschbitch.at

Handprinted with love in Vienna. T-shirts, sweatshirts, gym bags and more with Viennese slogans printed on. This is a souvenir you will find nowhere else.



Kitsch Bitch

To-do list

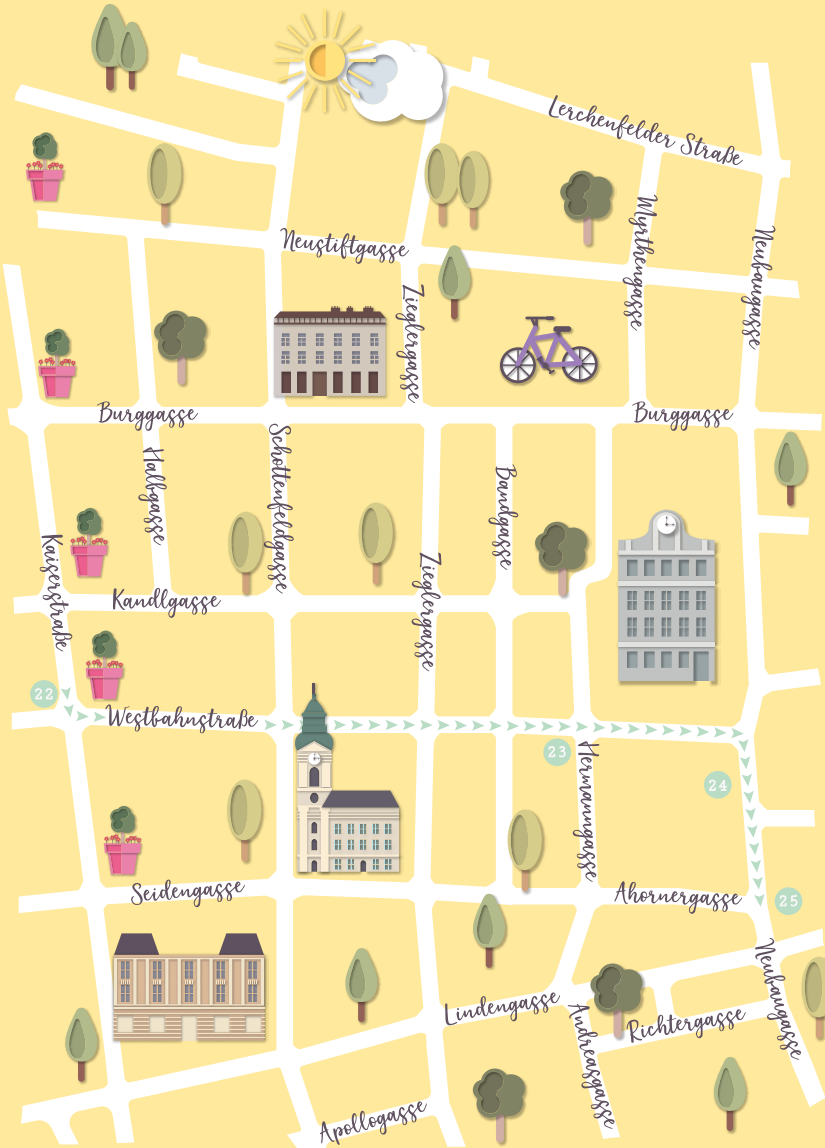
- WALK AT LEAST ONE OF THE ROUTES OF THE 7ER PLAN.
- BUY AN ISSUE OF THE 'AUGUSTIN' NEWSPAPER.
- HAVE A REAL VIENNESE BREAKFAST WITH A 'KIPFERL'.
- TAKE A STROLL THROUGH ONE OF THE VIENNESE PARKS AND TAKE IN THE PLANTS AND THE FLOWERS.
- HAVE AN 'EITRIGE' AT ONE OF THE MANY SAUSAGE STANDS.
- USE THE WORDS 'LEIWAND', 'OIDA' AND 'UR' IN ONE SENTENCE.
- HAVE A 'SPRITZER' AT THE HEURIGEN.
- HAVE A SEAT ON ONE OF THE SEATING-ACCOMMODATIONS IN THE COURTYARD OF THE MUSEUMSQUARTIER. THEY ARE CALLED VIENA. THEIR ANCESTORS WERE ENZO AND ENZI.
- WATCH THE PEOPLE IN THE U6. THAT'S VIENNA.
- ASK SOMEONE FOR THE WAY JUST TO ASK THE NEXT PERSON TWO STREETS ON.
- PAY IN COINS AT BILLA.

- SMILE AT STRANGERS WHILST ON THE STREET.
- TAKE THE TRAM 49 FROM EAST TO WEST, RIGHT ACROSS THE 7TH DISTRICT
- VISIT THE FOUR STREETS AND PLACES NAMED AFTER WOMEN: AUGUSTINPLATZ, CEIJA-STOJKA-PLATZ, JENNY-STEINER-WEG, AND KENYONGASSE.
- GO FOR A RUN IN NEUBAU'S BIGGEST PARK: THE WEGHUBERPARK
- HAVE A NICE SIT-DOWN AT THE AUGUSTINBRUNNEN AND SING THE FOLK SONG 'O DU LIEBER AUGUSTIN'.
- WALK 50 STEPS ON NEUBAUGASSE WITHOUT STEPPING ON THE LINES OF THE COBBLESTONES.
- CROSS ALL FOUR ZEBRA CROSSINGS ON THE INTERSECTION WESTBAHNSTRASSE/KAISERSTRASSE BY HOPPING ON ONE LEG.
- WRITE A FOUR LINE POEM ABOUT THE 7TH DISTRICT.
- LOOK FOR THE 'STEINE DER ERINNERUNG' (MEANING: STONES OF REMEMBRANCE) AND LOOK UP THEIR HISTORICAL LEGACY.
- TAKE A PICTURE OF THE THREE MOST VIVIFYING CUPS OF COFFEE YOU HAD IN THE 7TH DISTRICT AND POST THEM ON INSTAGRAM USING THE HASHTAG #IM7TEN.



Spice it up

Creativity, the joy of living, future orientation, and a passion for sustainability alongside the boldness to experiment with the unknown make up the secret recipe of the 7th district. The organically grown composition of shops in Neubau offer the perfect mix to make this district so special and loveable. Beware though: Can contain traces of love for minimalism and amorous feelings. This tour is about spicing up the day-to-day.



22. FELZL

*Kaiserstraße 51-53, felzl.at
Lerchenfelder Straße 99-101*

At Felzl baguettes taste like in France. As well as a large range of breads and pastries there you'll also find tasty snacks with fillings. Felzl's bread vending machine is truly brilliant, supplying night lovers with excess bread and pastries at lower prices.

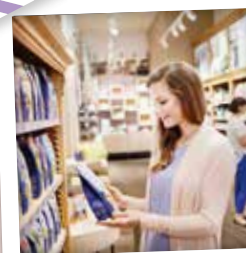


Felzl

24. SONNENTOR

Neubaugasse 29, sonnentor.com

With its organic delicacies, this shop offers everything the heart desires. Make sure to stop by for the vast variety of Sonnentor teas and herbs as well as delicious products from regional manufacturers. Take a little break to enjoy the tempting smells around you.



Sonnentor

23. WAUWAU PFEFFERMÜHLEN

Westbahnstraße 7, wauwau.at

WauWau produces pepper mills, salt grinders, nutmeg grinders, and chili grinders in its own workshop in Vienna. All the designs as well as the high-quality grinders are made right here. All WauWau mills and grinders can be put to the test in Westbahnstraße, so you can see for yourself how well they are made.



WauWau Pfeffermühlen

25. WALD & WIESE

Neubaugasse 26, waldundwiese.at

Honey and specialties made from truffles as far as the eye can see, here at Wald & Wiese. The relation to nature is very visible here. Visit the honey bar or take a flavorful trip to Istria where Giancarlo Zigante produces finest truffle products like butter, oil, bread spreads, and much more.



Wald & Wiese

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Postcards
inside!

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Façade guessing game:

- 1. Bandg. 9 | 2. Bandg. 32 | 3. Seideng. 29 | 4. Schottenfeldg. 72
- 5. Seideng. 20 | 6. Schottenfeldg. 45 | 7. Schottenfeldg. 65
- 8. Schottenfeld parish

The world belongs to the explorers

Curiosity is a driving force. So we've prepared five walking tours that will guide you through the area showing you the versatility of this district step by step. Keep your eyes peeled! If you feel like straying from the route you will quickly find your way back to it leading you straight to where you wanted to go. The map will guide you to new and exciting places. Enjoy your very own trip!



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Kaiserstraße, Neubaugasse and Westbahnstraße.



In the 7th district you are in good hands! Surrounded by great shops, culinary highlights, charming traditions, and regionally produced items you will find lots of interesting stories at every corner. Stimulate your senses and find creative souvenirs to bring home to surprise your loved ones with the versatility of Neubau.

www.im7ten.com