

# THE MOZART

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WELCOME TO THE MOZART  
A traditional hotel that moves with the times

Since the 1950's, the 32-room Mozart Hotel in Salzburg's Franz-Josef-Straße 27, has been an established venue for guests from all over the world. Offering bed and breakfast accommodation, it has garnered a reputation for its service and historic charm. And yet there is more to this place, than meets the eye.

This was the vision of the hospitality brand HEYM COLLECTIONS who took over the hotel in 2018.

From May 2019, the newly refurbished Mozart Hotel will again open its doors, ushering in a new period of modern hospitality.

A question posed by the 'The Mozart' team from the outset was 'what do guests really need to feel comfortable?' That's when they came up with term 'simple luxury'. Real, genuine friendliness instead of over-the-top service. Good interior design with high quality finish and more concentration on the basic essentials like a good night's sleep, good food and a warm welcome. "And of course, we would like our guests to come back," adds hotel director Martina Toifl.

Anyone who runs a hotel does not just run a hotel. It's a multi-tasking business whose reputation ultimately depends on a combination of factors: quality of service, aesthetics, communication, rooms, location, cuisine and the dedication of its employees.

These were the primary considerations for Martina Toifl whose unique vision was crucial to the hotel's refurbishment and transformation, from old hotel to completely new and modern experience. Taking inspiration from the boutique hotel move-

ment, she coordinated a top team of interior designers, artists and craftsmen with a radical view that: 'Everything new that must be new. The rest stays.' The delicate task of successfully upgrading an established hotel to the present, while retaining its sense of history and character, was mastered by Bra-vour. Many decisions had to be made to strike a balance between the old and the new. In line with this thinking, all rooms have been completely refurbished with solid French herringbone floors and stucco ceilings.

In addition, the large suite now has a free-standing bathtub at the foot of the luxury bed. As in all rooms, modern luxury tastefully compliments the antique style.

Air conditioning has now been installed throughout the hotel and the bistro bar, open to both resident guests as well as visitors, has been redesigned with imaginative culinary art, which combines classic warmth with attention to detail.

Developing the 'Mozart' theme and artistic focus of the hotel, was the work of creative director and photographer Pia Clodi, whose collaboration with Leica and established Austrian artists like Bernhard Mayr, Andreas Duscha and Philip Mentzingen has produced a series of contemporary art images which can be viewed throughout the hotel.

It's all in the name. Taking its inspiration from the 18th century composer, the Mozart Hotel seeks to reflect his spirit, inventiveness and courage as well as his undisputed genius.

Never forget where your roots are. In the middle of Salzburg. In the middle of life.

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