



PRESS KIT

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ARCOTEL Tabakfabrik – Where History Meets the Future

Factsheet

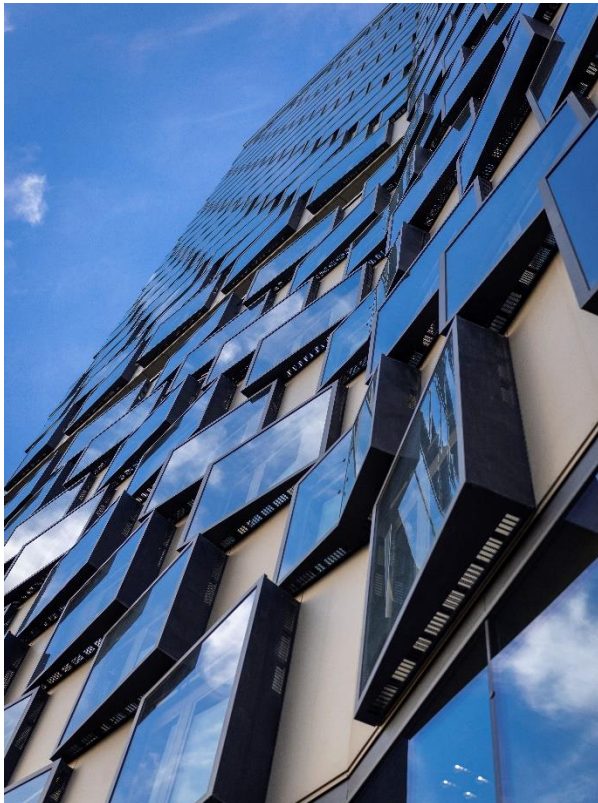
Corporate Group:	ARCOTEL Hotel AG, Vienna
CEO:	Martin Lachout
Owner:	Dr. Renate Wimmer
Hotel Management:	Emanuel Roeseler
Opening:	01.04.2026
Motto:	"Where History Meets the Future" : Situated within the 109-metre-high QUADRILL Tower, the architecture and interior design of the ARCOTEL Tabakfabrik draw upon the site's industrial heritage and reinterpret it in a language of contemporary elegance. Brick-style finishes, exposed concrete and dark metal accents are complemented by warm materials, clean lines and a carefully considered lighting concept. The curved steel staircase in the lobby, together with lighting installations reminiscent of "dancing cigarettes", subtly reference the history of the area and render its transformation tangible in spatial terms.
Rooms	189 rooms, thereof 173 double rooms, 7 suites, 1 business suite, 1 theme room
Room Equipment:	Smart TV, individually adjustable air conditioning, soundproof windows, seating possibility and desk, open bath area, in-room safe & telephone, hairdryer & vanity mirror
Hotel Facilities:	Q27: Restaurant, Bar, Lounge & Summer Terrace (160 seats + 60 outdoor terrace seats) Breakfast and seminar restaurant on the first floor: 180 seats Seminar terrace as an extension of the seminar area with direct access to the Behrens-Band: 114 seats Fitness room with state-of-the-art equipment
Meeting Facilities:	A total of 1,000 m ² of seminar space on a single level Six flexible meeting rooms, combinable (40 m ² – 300 m ²) Central foyer serving as the communicative heart Breakfast and seminar restaurant on the first floor: 180 seats Seminar terrace as an extension of the conference area with direct access to the Behrens Band: 114 seats State-of-the-art conference technology Tailor-made meeting and incentive packages
Internet:	High-speed Wi-Fi access free of charge throughout the hotel
Location:	The hotel's location between the Old Town, the Danube promenade, and the harbour district makes it an attractive base—not only for overnight guests, but also as a central hub for events and urban lifestyle in Upper Austria's capital. Linz's historic Old Town, with its shopping streets, cafés and restaurants, is within easy walking distance. Prominent Linz attractions such as the Ars Electronica Center, the Brucknerhaus and the Lentos Art Museum are also just a short walk away.

ARCOTEL Tabakfabrik – Where History Meets the Future

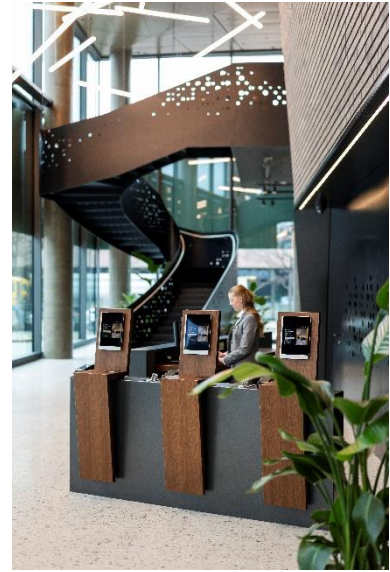
ARCOTEL Tabakfabrik tells the story of a place that has reinvented itself – and brings this transformation to life for guests from around the world. It is a hotel that connects past and future, unites city and people, and shows that Linz is not only rich in history – it has an even greater future ahead.

Where the sweet, heavy scent of tobacco once filled the air and thousands of cigarettes rolled off the production line every day, creativity, innovation and international appeal now take centre stage. In recent years, Tabakfabrik Linz has evolved into a driving force for the creative industries – a site that links urban history with visions of the future and places the former steel-producing city firmly on the global map of creative hotspots.

Situated between the historic old town, the Danube riverbank and the harbour district, the former tobacco factory has become a new, vibrant connector. What was once an industrial site has grown into an entirely new urban quarter. Here, at the heart of this transformation, is where ARCOTEL Tabakfabrik will open in spring 2026 – a hotel that is far more than just a place to stay. Operated by the Austrian hotel group ARCOTEL Hotels, it is a destination that creates identity, builds bridges and makes urban change tangible.



Architectural Statement ARCOTEL Tabakfabrik is located in the 109-metre-high QUADRILL Tower, one of the city's most striking new landmarks and part of the four-part QUADRILL building ensemble. Designed by the Vienna-based architectural firm Zechner & Zechner and realised by the Austrian BODNER Group, the tower rises elegantly into the skyline with its nine hotel floors, making a confident statement for the new Linz. The interior is clear, functional and emotionally engaging. At the heart of the lobby stands a sweeping staircase – a free-standing construction of black steel that leads up to the seminar area and connects the foyer with the iconic Behrens Band, which runs through the entire historic factory complex and continues outdoors at the QUADRILL Tower in front of the first floor. The materials used reference the site's industrial heritage, most notably clinker brick. A powerful feature wall in the lobby, designed in this distinctive look, serves as a monumental focal point and a tribute to the original building material. Lighting adds playful accents: the "dancing cigarettes" that form the lobby's light fixtures subtly recall the former role of the location as a tobacco factory. An ensemble that makes the site's transformation vividly tangible.



Industrial Chic with Soul The rooms and suites at ARCOTEL Tabakfabrik are shaped by the industrial legacy of the location. Exposed concrete elements and dark metal accents evoke the past, while refined materials and pared-back forms look firmly to the future. Black and stone grey set the foundation, with bronze details adding elegant highlights. Freestanding furniture, floor-to-ceiling windows and a carefully considered lighting concept create a modern loft atmosphere – urban, understated, yet never cold. The themed room A MINDFUL SPACE, developed in cooperation with Ars Electronica Solutions, presents Linz as a futuristic creative metropolis: innovative, visionary and open to the world.



Creative Hub for Ideas ARCOTEL Tabakfabrik is more than lifestyle and design – it is also a place for encounters, exchange and inspiration. With around 1,000 m² of conference space on a single level, it introduces a new seminar dimension to Linz. Located in the adjoining building on the first floor, the conference area comprises six flexible seminar rooms ranging from 40 m² to 300 m². State-of-the-art meeting technology, mobile partition walls and a generous foyer provide ideal conditions for workshops, conferences and presentations. Large glass façades open up views of the historic Behrens Band, while the adjacent seminar terrace extends the space outdoors.



Sustainable Transformation The architecture of the QUADRILL Tower reflects the transformation of the site itself – from industrial complex to forward-looking urban landscape. Zechner & Zechner developed a design that combines an expressive architectural language with principles of sustainable construction. Materials were selected with care, existing structures reinterpreted, and durability and resource efficiency placed at the forefront. Sustainability also plays a key role in daily hotel operations: ARCOTEL Tabakfabrik is heated using groundwater heat pumps – a distinctive feature that ensures efficient energy use and future-ready technology. A clear statement for sustainable urban architecture.

Highlight: Themed room "A MINDFUL SPACE"

The themed room "A MINDFUL SPACE" at ARCOTEL Tabakfabrik, developed in collaboration with ARS ELECTRONICA Solutions, is defined not only by its exclusive design, but also by a strong sense of responsibility. The transformation of materials with a past into furniture with a future stands as a manifesto of post-plasticism – a poetic response to how interior design elements might look in an eco-conscious future. Many of the processes required to bring recycled materials up to the quality of new ones are only possible through emerging technologies. Science, research and innovation therefore take centre stage in designing a future worth living in.

Upon entering the room, the wall motif "Mother Nature" watches over the space like a quiet thought – an embodied soul within a sensuous setting, acting as an ambassador for a sustainable future. It was created by Linz-based illustrator Lisa Amberger, also known as Missfelidae. A central statement piece is the bench from the Pot Plus series by design studio The New Raw. Here, plastic waste is not concealed but transformed: the furniture is printed layer by layer by robotic arms, resulting in a soft, almost living silhouette. The integrated planter forms a symbolic link between urbanity and nature.



Alongside it sits the A.I. Lounge Chair designed by Philippe Starck for Kartell, part of one of the first product families developed with the aid of artificial intelligence. In this case, an algorithm acted as co-designer, combining comfort, stability and industrial feasibility in a single form. The ensemble is complemented by a layered wooden coffee table whose surface visually echoes additive manufacturing processes – a deliberate reference to the aesthetics of 3D printing within the space.

Providing a grounded counterpoint, the traditional Fleckerlteppich rag rug from the Mühlviertel region of Upper Austria introduces centuries-old regional weaving craftsmanship in pure natural

fibres into this high-tech environment. The wall surfaces made from moss by Organoid Technologies are not mere decoration but stored landscape. They regulate humidity, enhance the indoor climate and make nature physically tangible.

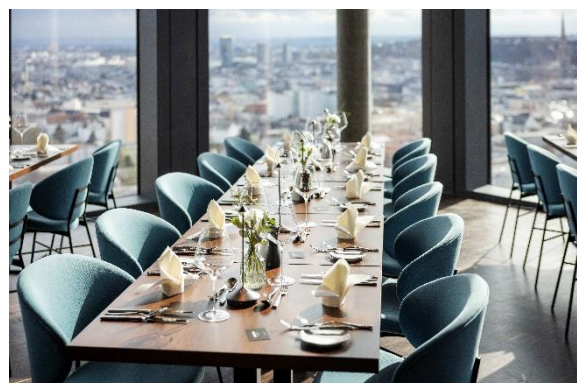
Lighting design adds another chapter: 3D-printed lamps made from wood filament formally reference the cones of the giant sequoia on Linz's Gruberstraße. Produced in collaboration with Grand Garage Linz, they underscore the link between local innovation culture and design.

Even concrete is reimagined: a lighter, ceramic-like 3D-printing mix reduces material weight while maintaining the same strength – a technical detail that illustrates how radically resources are being re-evaluated here. Textiles made from hemp, brushed oak furniture, an organically shaped mirror and decorative elements crafted from biodegradable, renewable raw materials complete the picture of a space that embodies post-plasticism – a movement that breaks away from rigid geometries and combines organic, material-conscious forms with digital fabrication. A space that demonstrates that the future of furniture design is no less aesthetic – simply more conscious.

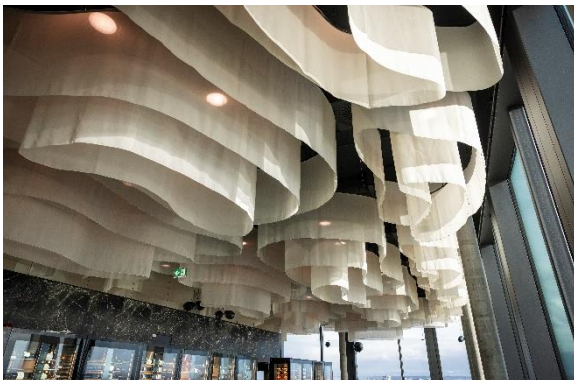
In the themed room at ARCOTEL Tabakfabrik in Linz, guests don't encounter a conventional hotel interior. They enter a field of research – a spatial narrative exploring how material culture, technology and ethics can be reconnected.

Culinary Experiences with a View – Q27

High above the city, ARCOTEL Tabakfabrik opens up a new dimension of culinary enjoyment. On the 27th floor of the QUADRILL Tower, bar, restaurant, lounge and a spacious, partially covered outdoor terrace merge into a single open concept: Q27. Here, industrial chic meets breathtaking 360-degree views over Linz, the Danube and the surrounding countryside. The culinary offering ranges from Mediterranean cuisine to Austrian classics – reinterpreted in a modern way and designed for lifestyle-oriented enjoyment.



The bar is the vibrant heart of Q27, inviting guests to linger with signature cocktails and an extensive drinks selection. Later in the evening, the lounge with DJ sounds becomes the go-to spot for exclusive nightlife, while a separate food bar serves finger food for both light and large appetites late at night. Generous room heights create a sense of openness, while a floating cloud ceiling adds lightness and acoustic harmony. Dark tones, exposed concrete, open structures and precisely placed lighting accents shape an atmosphere that transforms with the occasion. Events, gastronomy and lifestyle come together here, making Q27 the place to be above the rooftops of Linz.



About ARCOTEL – Das MEHR Hotel The ARCOTEL Hotel Group, headquartered in Vienna, positions itself as a leading player in the business and city hotel sector, currently operating 13 hotels in Austria and Germany with over 35 years of market experience in prime urban locations. The ARCOTEL Hotel Group embraces its motto, "The MORE Hotel," by offering guests and employees more in terms of service and experiences. The group employs a team of approximately 680 staff members.

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