

Press Release 05. September 2019

RIBELLI comes to Vienna: Because no good story ever started with eating a salad.



...even though there are, of course, three salads on the new restaurant's menu! Nevertheless, a peaceful rebellion is taking place, and one of a delicious kind. RIBELLI near to Vienna's MuseumsQuartier has dedicated itself to nothing short of a culinary revolution. Italian food can be found everywhere - however, authentic and honest cucina popolare is harder to come by. This is about to change. Five friends spent a year working on the concept of the restaurant together with experts from 25hours. The five rebels are made up of pizzaiolo

Vincenzo Carnemolla, restaurateur Corrado Falco (Gallo Nero, Hamburg), who is well-known far beyond Hamburg's borders, and his former executive chef Taku Tabuchi (S'ACCAPAU, Tokyo). The Sicilian-Japanese group is rounded off by South Tyrolean Food & Beverage expert Thomas Schuster, who, together with wine consultant Massimo Ruffino, assures the authenticity of the ingredients that are used.

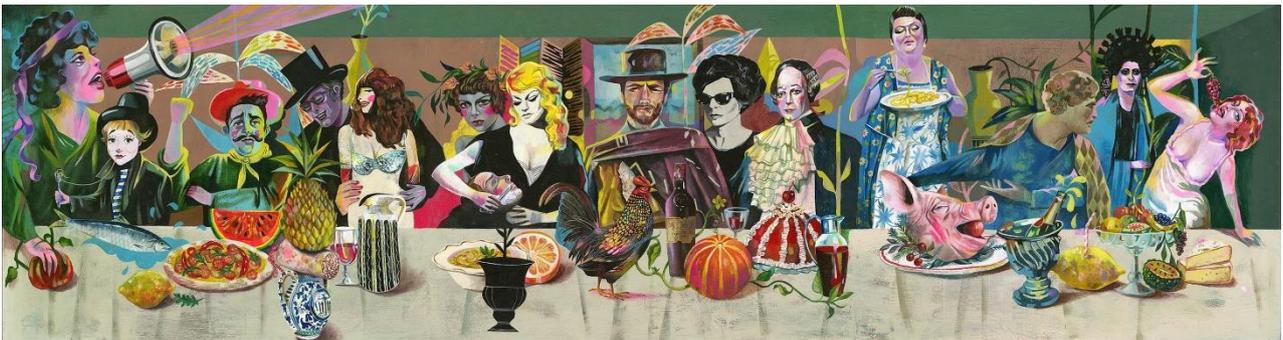
The restaurant serves up uncompromisingly good fare from meticulously selected producers who put their hearts and minds into their work. RIBELLI is centred around the three pillars of salumi e antipasti, Neapolitan pizza and piatti dal forno, that is traditional oven-baked dishes such as classic lasagne and gnocchi alla sorrentina. In addition, there are carefully selected Italian wines and craft beer, because in Italy, pizza and beer go hand in hand. The central point of the restaurant is its salumeria, where Italian varieties of sausage and cheeses are freshly sliced by the salumiere. In future, foodies will also be able to buy prosciutto, pancetta and pecorino romano direct from the restaurant to enjoy at home.

Another eye-catcher and focal point of the restaurant is the counter where the pizza oven is located, which is naturally also where the pizzaiolo prepares the pizzas. Bernd Gieske, Director of Food & Beverage at 25hours, says: "At RIBELLI, we are strongly committed to honest Italian cuisine. However, we have a rebellious approach; RIBELLI is not a romantic restaurant, but instead noisy and busy - you won't find any red and white tablecloths here. We are very proud of the meticulously selected produce and ingredients that we use. Ninety per cent of the products are sourced from Italy. This includes, of course, the beer and wine, but also ham, cheese, oil, tomato sauce, olives and flour for the pizzas and focaccia."



DREIMETA was once again on board for the visual redesign. The Augsburg-based creative team, led by Armin Fischer and Andrea Kraft-Hammerschall, has already designed the hotel rooms and is now responsible for designing **RIBELLI**. The attentive observer will notice the tongue-in-cheek, yet subtle allusions to clichés used in the restaurant. For example, the colour scheme, which is based on the Tricolore. However, the shades used are not vibrant and loud, but consist instead of a reserved palette of colours which lets pastel tones speak for themselves.

The new wall design boasts handcrafted tiles in varying nuances of white tones. This is a reference to traditional crafts and the lovingly-created **RIBELLI** products which are used to prepare the meals. The tiles form the perfect backdrop for the salumeria, which is somewhat unique - knitted sausage products are a surprising way of implementing the theme. A further nod to the theme can be found in the counter's pink terrazzo panelling. Or is it only the trained eye of a true sausage connoisseur that would notice the parallels to salami here? Crowning the restaurant's new style is a mural specially created for **RIBELLI** by the illustrator Olaf Hajek, who also produced the wallpaper patterns for the rooms in the hotel. The image, which is around eight metres long, depicts Hajek's interpretation of the Last Supper.



Opening hours from 6 September 2019

RIBELLI

Mon-Sun 12pm-3pm / 6pm-11pm

Following the opening of **RIBELLI** in Vienna in September 2019, the culinary revolution will continue, moving on to Zurich, where another **RIBELLI** restaurant will open at the 25hours Hotel Zürich West in the autumn.



For more information about all of the 25hours Hotels, visit: 25hours-hotels.com

25hours Hotels videos: youtube.com

Press and image material: 25hours-hotels.com/company/presse/bilder

About 25hours Hotels

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighborhood while a team of architects, designers and local heroes make use of analog reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 13 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. Upcoming openings include properties in Florence, Dubai (2020) and Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

Press contact

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