



Die Hauswirtschaft

Vienna, Austria

Architect einzueins architektur ZT GMBH, Wien, Austria

Facade Largo Swisspearl Zenor 35005
Largo Swisspearl Zenor 33106

Location Wien, Österreich

Photographer Hertha Hurnaus, Wien, Austria

Type of Building Hotel & Gastronomy, Multipurpose, Office, Public, Residential,
Sports & Recreation

SWISSPEARL



The HausWirtschaft originated from an initiative by residents of Vienna's Nordbahnhofviertel who wanted to create new spaces for living and working. Through a participatory process, a building was developed that enables a wide range of small-scale uses and brings together community, privacy, and public life in harmony.

The surrounding red Swisspearl facade shapes the character of the building and gives it a distinctive identity within the urban context. Inside and out, the project is defined by openness, ecological qualities, and a vibrant atmosphere. The result is a pilot project that demonstrates how living and working can coexist equally under one roof – supported by a stable community that radiates inspiration into the neighborhood.