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DISCOVER THE STORY OF WINE

LOISIUM WEINWELT



LOISIUM WEINWELT & VINO THEQUE: VINOPHILE JOURNEY WITH ALL SENSES

The impulse for LOISIUM gave an ancient wine cellar, which Tuula and Gerhard Nidetzky came into possession of in 1994 with the purchase of a farmhouse in the historic centre of Langenlois. The unique property and ideal location encouraged the owners to make the cellar vaults accessible to the public. Step by step, it got transformed to a one-of-a-kind tourist experience, using internationally recognized contemporary architecture as a landmark function.

The LOISIUM was one of the first projects in Europe to introduce modern and contemporary architecture into the rather conventional characterized wine regions. What is now common practice in many European wine regions was a ground-breaking revolution when LOISIUM WeinWelt opened its doors in 2003. Soon it was proven that breaking new ground disproportionately strengthens the authenticity of the wine region and its reputation. This was not least due to the high and international market attention as well as the economic success of the LOISIUM Wine & Spa Hotel, which opened in 2005. Further development brought the LOISIUM Group to the Südsteiermark location in the federal state of Styria, where the second LOISIUM Wine & Spa Hotel was opened in 2012.

Since its opening in 2003, the LOISIUM WeinWelt in the town of Langenlois has not just been the centre for wine and culture in Lower Austria but also a unique combination of contemporary architecture, lifestyle and winemaking craftsmanship.

The LOISIUM WeinWelt shows how the vines get transformed to a dainty beverage, how vintners work with wine as a cultural asset and much more. The fascinating history of wine can be discovered underneath the earth: a 1.5-kilometer-long and up to 900-year-old maze of cellar corridors winds its way under the vineyards. There, facts, stories, and myths about wine are brought to life and made tangible in over 18 uniquely interactive and playfully designed stations. They tell how the grape is transformed into wine, where wine has its roots or how winemakers lived 100 years ago and practiced this ancient craft. But let's take it one step at a time.

THE LOISIUM TRILOGY

The starting and ending point of the tour through the cellar maze is the LOISIUM WeinWelt & Vinotheque designed by US architect Steven Holl. He followed the concept "under the earth - in the earth - over the earth". "Under the earth" refers to the cellar maze of the WeinWelt, where the cellar passages wind through the fertile layers of the earth, interlaced like the root system of a vine. "In the earth" - here you get to know the wine better and wine lovers become wine connoisseurs. "Over the earth" describes the unique place where wine and water flow. Wine has always held a special attraction, as it inspires and, at the same time, invites to relish the taste. The element of water allows the body, soul and senses to relax and get in sync. Thus, the LOISIUM Wine & Spa Hotels merge the three pillars wine, design & spa in a unique way.

INTERACTIVE TOUR THROUGH THE CELLAR MAZE

The wine tour itself first leads through LOISIUM's own vineyards, past the intensely fruity and slightly peppery Grüner Veltliner vines and becomes a fantasy journey for the whole family when we pass through the impressive yellow entrance gate.

Veltlina takes us on a journey to introduce us to the history of wine and the LOISIUM WeinWelt. The tour lasts about 45 minutes and includes 18 exciting stops. The first stop begins in the vineyard - here Veltlina tells us about the history of the WeinWelt and how Steven Holl created a monument to wine. During the tour, Veltlina reveals to us where the cradle of wine was laid, how viticulture originated in Lower Austria and how the process of fermentation works. As we explore the cellars, which are up to 900 years old, we are taken back a few decades and follow the winegrowers of the past through their everyday lives. It is a combination of stories of being a winemaker, both past and present and wine production. The "10er Haus" of the Loiskandl family, built in 1924, shows how the life and work of a winemaking family used to be as well as accommodates a cobbler's workshop.

In the "Fassbinderei" museum area, guests can learn everything about the almost extinct profession of cooper, which was essential for wine production in the past. In addition, the in-depth level of the multimedia app features the barrel game, where you can try your hand at being a cooper.

In the adjoining wine and sparkling wine cellar of the Steininger family, you can see how elaborately the noble grape drink is produced today. In the sparkling wine cellar of the Steininger family, single-vintage and single-variety sparkling wines are produced from high-quality base wines using traditional bottle fermentation. Good to know: The tour passes a loess wall - loess is the fertile soil on which wine thrives so well in the Kamptal.

FOR OUR YOUNGEST GUESTS: FRIDA & FRIDOLIN

A visit for the younger visitors is magical and exciting. Together with the mice Frida & Fridolin they go on a discovery tour in the cellar labyrinth: The approach to the children's interactive experience with the multimedia guide is to have the children work together as a team with the mice Frida and Fridolin. The two mice have the knowledge about the cellar world, the winery, the architecture, the vineyard, etc., while the children have the opportunity to act in the environment. In the context of the tour, everyone now helps together. The connecting tool is the multimedia guide, which, in contrast to the pure audio guide, allows the children to interact with the protagonists.

VISITOR CENTER:

VINOTHEQUE & HOME OF SPARKLING WINE

While the kids have the opportunity to frolic around in nature after the tour, it is worthwhile for guests with an affinity for food and wine to explore the visitor centre in detail. It houses the LOISIUM Indulgence. Shop, the wine and sparkling wine house, and the bistro. Around 50 different open wines and about ten sparkling wines are available for tasting every day in the vinothèque. The selection of noble grape varieties seems limitless. Guests on site should therefore take their time, enjoy plenty of wine and, above all, sharpen their senses. One can choose from over 200 wines and more than 25 varieties of sparkling wine from the top Lower Austrian winemakers, which are available at farm-gate prices.

Speaking of indulgence: Homemade products & design pieces from the LOISIUM line embody the centrepiece of the store. Here, friends of savory delights will find what their hearts desire with delicacies such as juices, pesto, jams, spices or vinegar & oils from the Kamptal and Lower Austria.

Tip: In tastings or in a conversation with the sommelier, not only are wine enthusiasts gradually approaching the excellent white, red and sparkling wines from Lower Austria, they also get to know innovative winegrowers' gems and learn insider tips. Together with sommeliers, participants immerse themselves in the world of excellent wine and sparkling wine varieties. Vinophile events throughout the year in the LOISIUM WeinWelt & Vinothèque in Langenlois offer a lot of sensual experiences around the areas of wine, indulgence & entertainment.

GET IN TOUCH

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FACTS: LOISIUM WEINWELT & VINO THEQUE

Initiators:

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Karl and Brigitte Steininger
Erwin and Annemarie Haimerl

Proprietors:

LOISIUM Langenlois Besitz GmbH

Management:

XENIOS Management GmbH

Architects:

Steven Holl, Steven Holl Architects, New York
Joining architects in Austria:
Office DI Franz Sam/DI Irene Ott-Reinisch

Managing Directors:

Mustafa Özdemir
Martin Schaffer

- Up to 900 year old staged cellar with 1,5 km long maze and 18 designed stations
- Entire attraction barrier-free
- Five seminar and tasting rooms for up to 100 people, on over 390m² / modern & traditional
- Event & meeting location in the underground basilica or in the baroque "10er Haus"
- Wine house with over 200 wines from the eight Lower Austrian wine-growing regions at farm-gate prices
- Sparkling wine cellar with a selection of high-quality sparkling wines from Lower Austria (produced according to the traditional bottle fermentation method)
- Multimedia guide in German and English, personal tour on request
- Open all year round, regardless of weather conditions
- 50 minutes by car or 1 hour 30 minutes by train from Vienna