

About BDPST Group

Established in 2015, BDPST Group is a dynamically growing capital investment company. Its strategic objective is to become a group of companies with outstanding market performance and to be competitive in global markets in line with a strong economic vision across sectors. The group of companies manages a number of investments on the tourism-related real estate market as well as in the financial sector. The principle and practice of economic, social and environmental sustainability are of key importance to BDPST Group; therefore, it is looking for investments that meet all these requirements.

BDPST Hotel Management Zrt. is the consulting company of BDPST Group and is in charge of hotel management and hotel development. It offers its clients the widest choice of hotel services in all project phases, from developing the first ideas and concepts to the successful operation. Verno House is operated by BDPST Hotel Management Zrt.

Verno House

As a result of the population growth in the 1800s, there was an increased demand for landscaped squares and promenades to replace the dusty streets covered in sand causing serious concern. István Széchenyi, a prominent politician of the time was also lobbying for such innovations when he dreamt of the promenade to be located in the vicinity of Rosenberg House, in the area that was empty at that time.

Széchenyi envisioned an urban oasis where the people could spend their time together and take a rest on the hectic days experienced in the capital. With tiny steps, though, Rosenberg House made efforts to serve as such shelter for its residents and visitors. The building, which previously functioned as a tenement, has been a popular accommodation of artists, philanthropists and politicians in the past more than hundred years thanks to its central location.

Located in the vicinity of Liberty square in Október 6. street, the building of Verno House has played an essential role in the everyday life of the area since the 1800s. The building, which previously functioned as a tenement and a hotel, opened its doors again at the end of 2022, and will join the member hotels of IHG Hotels & Resorts, Vignette Collection within the framework of a franchise agreement.

The vibrant streets of the city centre, the main attractions of Budapest and the promenade with plane trees at Liberty square are all walking distance from the hotel; thus, its central location makes the hotel a perfect destination for the visitors.

Urban Jungle concept

The environment of the building has influenced the concept of Verno House to a great extent: the park of Liberty square and the lively streets of the city centre both inspired the design of the atmosphere in the hotel. The hotel provides shelter from the "dust" of the city as a true downtown



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jungle, and it functions as a community space where travellers from all over the world can make friends easily.

The concept recalls the idea born in the 19th-century Budapest, according to which the residents and the visitors of a city can respect all its modern features only if the city also has a calm and natural environment where everybody can take a rest from time to time. Based on this idea, greenery and the connected visual elements play a key role in the hotel as part of the concept.

The interior and design concept

When designing the hotel and its restaurant, Flava Kitchen & More, it was important that the interior spaces should reflect everything that the basic concept includes. The interior design plans were prepared by Júlia Losonczi, Veronika Pusztai and András Gyökér working for Studio Bis. They took great care of making the bigger details, such as the selection of furniture and textiles, as well as the smallest elements be in perfect harmony with the messages of the hotel.

Hotel spaces

When designing the various spaces, the architects found it very important to harmonise them with each other. The lobby downstairs and the front desk together with the restaurant constitute a whole as the heart of the house. This unit has been made even more complete with design elements of similar style and the harmonious selection of colours. As a result of this, the community spaces of the house present a number of furniture and accessories, which build a bridge between the spaces with their use of materials or their design. Elements like this are the room dividers, counters, intensive and lush vegetation as well as the characterful luminaires.

Concerning the reception areas, the design of the lobby was extremely important from the aspect of creating a stylish as well as a cosy central meeting point. This is how the living room style of the space was born. One of its main devices is the lobby's rain-like light installation designed by Lumo Concept. It highlights the high ceilings and makes them cosier with its prism-like solutions. In order to enhance the intimate atmosphere, small living room islands have been created in the lobby along the paths of the routes coming from the main directions. They have been made more comfortable with soft carpets and textiles in different colours. The units raise the intimate mood with the help of standard lamps, various ceramics and books.

The design of the rooms reflects the style elements of the external facade of the house. The original, traditional design of the first, second and third floor as well as the modern style of the heightened fourth and fifth floor can also be noticed in the guest rooms. The rooms of different colours are equipped with unique furniture, natural colours characterising the house as well as materials and design elements to be found in the community spaces, hereby connecting the spaces of different functions.

The restaurant



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Flava Kitchen & More functions in the hotel, however, as a separate unit. In order to create a synergistic design, materials and colours typical of the hotel were used here, and, thanks to the giant glass wall, Flava is connected to the lobby space, as a result of which the restaurant and the hotel are connected to each other. The sharing concept of Flava can be noticed in the furnishing, as well: on the side of Október 6. street, the restaurant offers a long, big-size community table a bit separately from the others, hereby creating new quality for community building opportunities, and it also strengthens the principle of communal dining. It is terracotta wall colour, the shades of oak in the wood panels, beige shade on the flooring and, naturally, the green colours of the plants that are dominant in the restaurant.

The design elements

The great number of spectacular accessories of the hotel all contribute to the uniqueness and special atmosphere of Verno House, and the products of several Hungarian designers are also among them.

The ceramics to be found in the house include the products by Susu Keramika, Muuto, Ferm Living and Westwood, and the furniture is provided by Katona Manufaktúra, Spirit Home and Westwood. The sophisticated and high-quality textiles are provided by the design studio of JAB Anstoetz. The grand lamp to be found in the lobby was designed by LumoConcept Kft. When furnishing the meeting room of the hotel, reflecting the concept mood was important, and, also, great emphasis was placed on the selection of design objects and books.

The photo concept of the hotel

Photographer Zoltán Tombor took unique photos to recall the atmosphere of the urban jungle in the hotel rooms and the community spaces of the hotel and the restaurant.

Zoltán Tombor started to create the photos to be placed in the building on the basis of the history of Liberty square and the house as well as the brand concept of the hotel.

One of the basic principles of the photos was the relationship between people and nature, but not in the traditional sense. Some of the photos to be found in the restaurant and the hotel were inspired by the work of Henri Rousseau. These photos portray a vibrant woman wearing colourful clothes in a green environment. The everyday character of the photos is broken by the play with the colours and the activities performed by the model, hereby referring to the vibrant and youngish concept of Verno House and Flava Kitchen & More.

The other part of the photos is formed by the plants the brand is based on; however, they appear on the walls in an extraordinary way. The creative work of Zoltán Tombor involved taking extremely close photos of the plants, hereby making their patterns and veins fully visible to the viewers. Due to this technique, it is hard to find out first what plants the photos portray, however, the emerging patterns make the finished work seem like a real work of art.

The photos taken of the plants and those inspired by Rousseau can be seen in the community spaces and the rooms of the hotel alternately.

Services



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The hotel places the focus on relaxation and recreation: after exploring the city, the visitors can return and stay within the walls of the hotel where they can take a rest by using the services before they hit the road again.

Everybody can find the most suitable room for themselves among the 50 rooms, three room types and suites of the hotel. The rooms offer their guests premium cosmetic products, coffee and tea making possibility and amenities catering to all needs.

If the guests of Verno House wish to relax, there is hot water bath, Turkish steam bath and Finnish sauna available to them in the spa unit. However, the fans of active recreation will not be let down by the hotel, either. Along with the pools and the sauna, a gym is also available to the guests during their stay. And, following their doing sports, the guests can use the massage unit where they can also try products made from natural ingredients.

The concept and menu of Flava Kitchen & More

The services of the hotel also include that of Flava Kitchen & More, which offers its guests outstanding experiences. Along with serving breakfast for the hotel guests, Flava operates as an independent catering unit where the guests receive the highest quality service in a vibrant and youngish environment.

The restaurant is based on the sharing concept. International dishes are served on the plates, hereby providing the opportunity even for a larger group to choose from the dishes easily. When the menu was prepared, the specialties of almost all cuisines of the world were included, hereby creating the fresh and unique courses.

Executive Sommelier Tamás Langó and Executive Bar Manager Gergely Szabó were responsible for pairing the drinks with the dishes: the wines include special, continuously changing Hungarian as well as excellent international wines, and the cocktails reflect the jungle feeling of Flava and Verno House in the glasses, as well.

When finishing dinner, the guests can relax while listening to live music in the restaurant, and they can also get together with their friends and have some delicious food and drinks in the meantime.