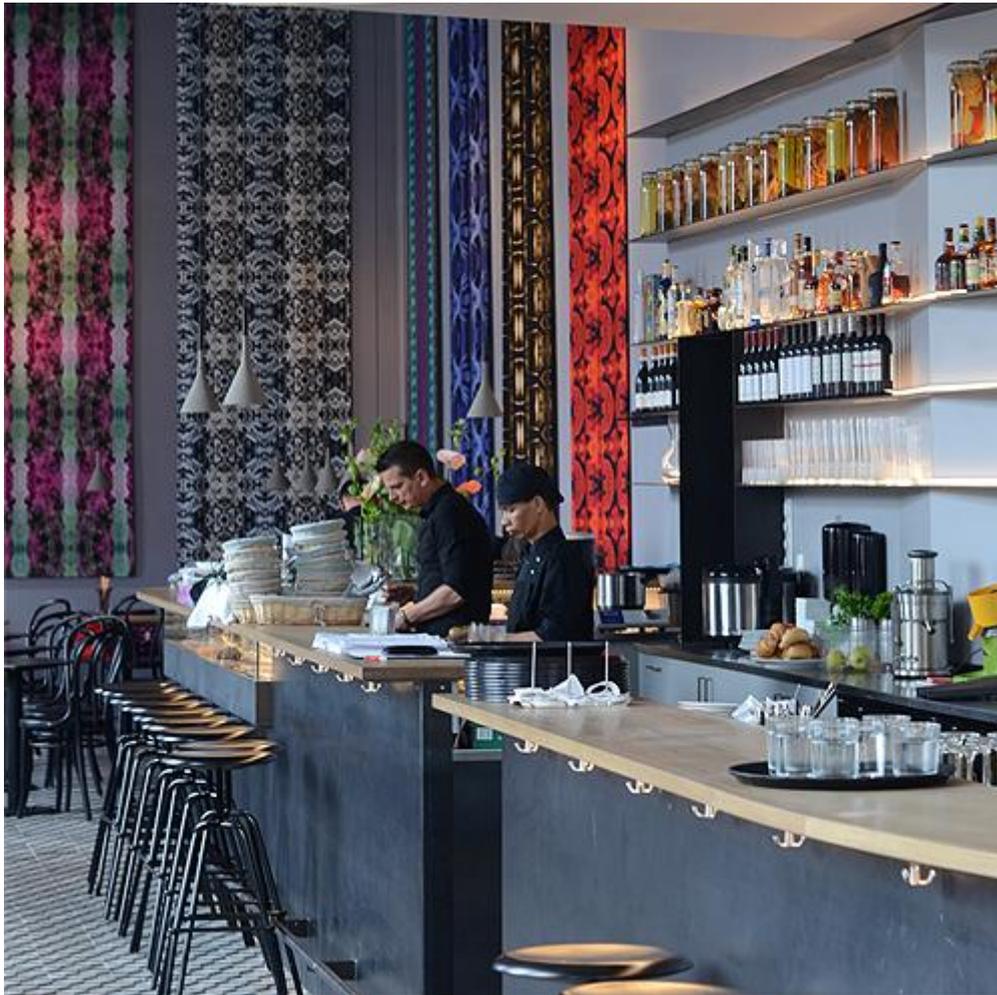


On Market – Great Food and Extraordinary Atmosphere

<http://www.designandpaper.com/?tag=naschmarkt>

Since April there is a new kid on the block on Linke Wienzeile, the street which runs along Naschmarkt: ON MARKET, a very stylish restaurant serving Asian cuisine from the coastal regions of Southern China and Japan as well as delicious international breakfast and brunch. Last week we finally made it there and....loved it!



Before our visit I passed by ON MARKET several times in the evening when it was fully packed. You can already see through the high windows from the outside, that this is not a standard restaurant, but something truly special: The more than five meters high walls are covered by colorful textile artworks and in the middle of the room, there is an enormous flower lamp, which is also made from textiles. Last but not least there is this great tiled floor. The rest of the interior is, however, really clean and simple which paired with the light emanating from the huge windows gives the place a light and airy atmosphere. The persons responsible for all of this are owner Simon Hong Xie, who runs two other restaurants in Vienna (ON and ChinaBar), and architect Birgit Eschenlor.



We were there to have breakfast on a Tuesday morning, which was great because we had the waiter and the place nearly to ourselves. There are several breakfast menus which you can choose from, but you can also order single parts and dishes and create your own breakfast. I ordered the On Market Basic, which contains a bio bun, a croissant, whole wheat bread, butter, GoQi apple jam, ginger honey, yummy burrata and fresh fruits, together with an egg, a cup of very nice black tea and a freshly pressed orange juice. The taste as well as the quality of the food was great and I loved their simple yet beautiful white dishes as well as the bread baskets. Our waiter was absolutely friendly and helpful and showed attention to detail arranging the table.



ON MARKET was one of the best breakfast experiences in quite some time, I can only hope that the rest of the food is as delicious! We will come back to test it, I am sure!

P.S. Rumour has it that from September 2013, the basement will also be home to a club - "Bar ON" - in the Shanghai style of the 1920s.