

The Design Elite decorate for Christmas at Hotel Birger Jarl

Four-star hotel Birger Jarl has invited ten top-class Swedish fashion designers each to design his or her own Christmas tree. The designers include Gunilla Pontén, Lars Wallin, Jonny Johansson and Marina Kerekliou.

– This is yet another interesting angle of our image, in which Swedish colour, form and design are in focus. The concept allows for many combinations of interaction between people, material and form. It is especially exciting to be able to unite an old tradition with completely new concepts, to the delight of our guests and everyone in general", says Marianne Hultberg, Managing Director of Hotel Birger Jarl.

Over Christmas, the normally sober, bare, Swedish-designed lobby will be transformed into an experimental forest of Christmas trees, with hidden surprises.

– My tree is decorated with colourful miniature clothing, mixed with lilac tones and pink Christmas tree baubles. I love new artistic challenges, and this will definitely show that it is my Christmas tree", says Gunilla Pontén.

– I will be using strong colours, and it will definitely glitter, so you can count on a really glamorous tree", says Lars Wallin, the uncrowned king of spectacular evening creations.

The uniquely decorated Christmas trees, which will put their stamp on Christmas in an imaginative and personal manner, can be seen in Hotel Birger Jarl's lobby every day up until Christmas. Hotel Birger Jarl's Managing Director, Marianne Hultberg, promises more exciting surprises in the future.

Hotel Birger Jarl, with its pronounced profile, has previously allowed well-known interior design architects and designers to furnish hotel rooms and other environments of the hotel. Yet another step in strengthening the hotel's Swedish profile was for some of the hotel's design suites to have music specially composed for them, produced in several Swedish musical styles. The music was compiled on a disc "Miss Dottie" which was launched last spring.

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Hotel Birger Jarl was built 1974. The building is located at Tulegatan 8, a street that runs parallel to and between Birger Jarlsgatan and Sveavägen in Stockholm. Facilities include 235 guest rooms, 8 conference rooms for 2-150 persons, 5 group rooms and a banquet room for up to 150 persons as well as breakfast room, lobby bar and restaurant, gym, sauna and garage.

The following designers are responsible for the rooms and interiors at Hotel Birger Jarl; Kristina Eriksson, Jerk Malmsten & Léo Jóhannsson, Johanna Köhlin & Agneta Pettersson, Thomas Sandell, Johan Stylander, Eva Lilja Löwenhielm & Anya Septon, Love Arbén, Jonas Bohlin, Frans Hardinger & Bronwynn Welsh, Svenskt Tenn AB, Pernilla Glaser, Charlotte Pettersson, Tom Hedqvist, Sara Lindell, Björn Sahlqvist, Nirvan Richter/ Norrgavel, Anne-Christine Axelsson, Sanna Nathanson/Living Design, Peter Hallén, Olle Rex och Åke Axelsson.