

Press release

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Design aces for small spaces

Hotel Birger Jarl, the well-known design hotel, is unveiling yet another design concept. This spring, some of Sweden's leading fashion designers have put their personal touch on some of the hotel's newly renovated rooms.

Hotel Birger Jarl has cultivated its Swedish design style by commissioning renowned interior decorators and designers to decorate hotel rooms and areas. When it was time to renovate the cabin rooms, Camilla Thulin, Carin Rodebjer (Rodebjer), Filippa Knutsson (Filippa K), Fredrik Blank and Åsa Göransson (Blank), Greger Hagelin (WE) and Jonny Johansson (ACNE Jeans) were asked to add their personal touch to a room.

"When the cabins needed renovation, we wanted to do something special. Rooms without windows can make you think of closets or wardrobes, so we asked some of Sweden's leading fashion designers to decorate the rooms as if they were their very own, unique wardrobes", says Marianne Hultberg, managing director of Hotel Birger Jarl.

The cabin rooms are windowless with white walls, fine wooden floors, and modern chrome decor. Each designer was given carte blanche to decorate one of the walls in a room. They used clothing, sketches and photos from their collections, playing with colour and materials. The result is fascinating and unexpected.

"It resulted in an inspiring show of Swedish form and design and a demonstration of how limited means can be combined with great imagination to achieve striking effects in small areas", continues Marianne Hultberg.

The cabins can be reserved starting 19 May 2005.

"The We spring collection revolves around a Swedish crayfish party theme. The pattern on the wall is repeated in several articles of clothing and accessories in the collection. It was a lot of fun to let this pattern put the We signature on the walls of a hotel room", says Greger Hagelin, managing director of We International AB.

In a previous move to enhance the hotel's Swedish image, music was especially composed for some of the hotel's designed rooms and performed by Swedish musicians. The music was collected in an album entitled "Miss Dottie" and released in the spring of 2004.

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High-resolution pictures may be downloaded from: www.birgerjarl.se/show_me_garderober.html

Hotel Birger Jarl was built in 1974 and is located at Tulegatan 8, between Birger Jarlsgatan and Sveavägen in Stockholm. Facilities include 235 rooms, 8 conference rooms for 2–150 attendees, 5 seminar rooms, and a banqueting room for up to 150 guests. Breakfast room, lobby bar, restaurant, gym, sauna, and garage.

Designers who have decorated rooms and areas especially for the Hotel Birger Jarl include: Kristian Eriksson, Jerk Malmsten and Léo Johansson, Johanna Köhlin and Agneta Pettersson, Thomas Sandell, Johan Stylander, Eva Lilja Löwenhielm and Anya Sebtou, Love Arbén, Jonas Bohlin, Franz Hardinger and Bronwynn Welsh, Svenskt Tenn AB, Pernilla Glaser, Charlotte Pettersson, Tom Hedqvist, Sara Lindell, Björn Sahlqvist, Nirvan Richter/Norrgravel, Anne-Christine Axelsson, Peter Hallén, Olle Rex, Sanna Nathanson/Living Design, Anki Gneib/Wall to Wall and Åke Axelsson.

Designers participating in the wardrobe project:

Camilla Thulin

Camilla Thulin is a fashion designer and business owner. For the past ten years she has worked primarily as costume designer at the Göteborg Opera and the Stockholm Stadsteater. Camilla Thulin earned enormous acclaim in the autumn of 2004 for her spectacular designs for the Stockholm Stadsteater's major performance of "Amadeus."

Carin Rodebjer/Rodebjer

Carin Rodebjer studied design at the Fashion Institute of Technology in New York. Her talent caught the spotlight early on, and she has designed her own fashions for several years under the Rodebjer label. In 2003, Carin Rodebjer was awarded the Swedish Elle Magazine Designer of the Year Award.

Filippa Knutsson/Filippa K

Filippa K was founded in 1993 and currently has over seventy employees. Filippa K will soon be expanding to Spain, Germany, and Italy. Stretch jeans were the successful product with broad market appeal that launched Filippa K to fame.

Fredrik Blank and Åsa Göransson/Blank

Fredrik Blank and Åsa Göransson formed ÅF Blank in 2000. They became acquainted at Beckmans School of Design and discovered they liked working together. Both are freelancers for the Tiger brand. The duo was awarded the Swedish Elle Magazine Designer of the Year Award in 2004.

Greger Hagelin/We

Greger Hagelin is a former surfer who founded We, a streetwear label of inner-city style. Greger Hagelin founded We with three friends in 1999. The company is now one of Sweden's most successful fashion firms with SEK 120 million in sales. We clothing can be found in 19 countries.

Jonny Johansson/ACNE Jeans

Jonny Johansson, top designer at ACNE Jeans, made his name by giving jeans red seams. He started sewing jeans for his friends, and now ACNE Jeans has spread to fashion metropolises such as New York, Paris and Tokyo. Jonny Johansson won the prestigious Guldknappen award in 2004 and the Jeans Designer of the Year Award from Swedish Elle Magazine in 2005.