



The Radisson Collection Hotel, Strand Stockholm Reveals New look by Swedish Architectural Studio Wingårdhs

The Radisson Collection Hotel, Strand Stockholm opens its doors after an extensive renovation by Swedish Architectural Studio Wingårdhs, revealing a modern luxurious new look for the hotel, fit for the modern traveller and design enthusiast. The full renovation, including 170 guest rooms, lobby, meeting rooms and a new restaurant and bars are now completely renewed.



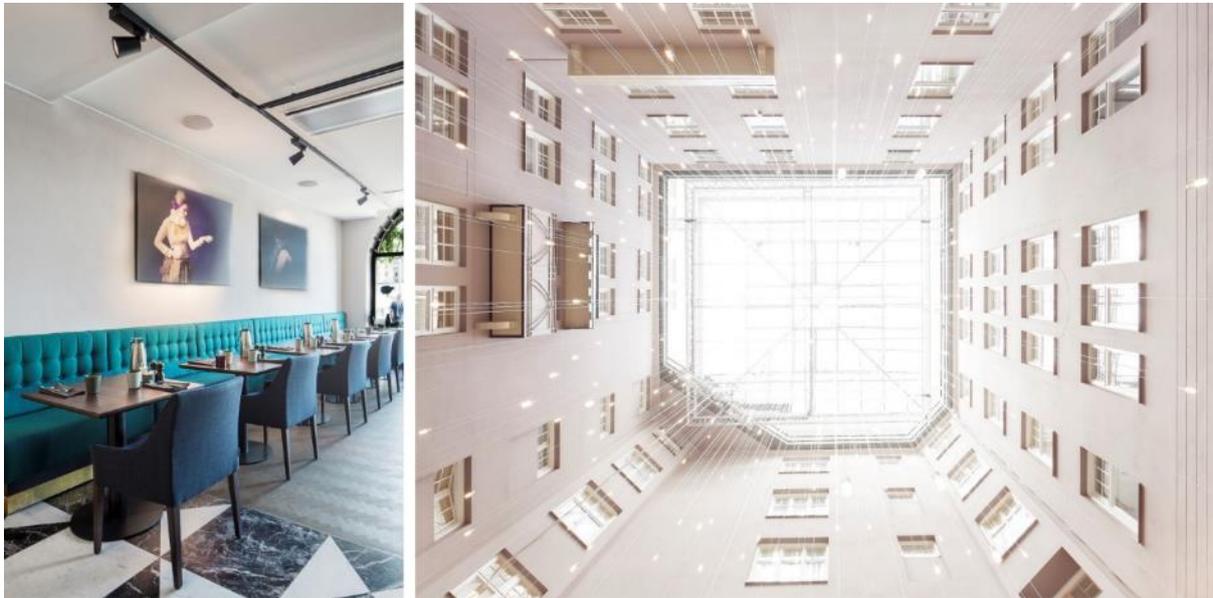
The iconic hotel which originally opened to coincide with the 1912 Olympics is rich with history which still remains an important part of the hotel today. Close to Stockholm's famous Royal Theatre, the hotel was frequented by Swedish actors Greta Garbo and Ingrid Bergman and became a favourite spot for celebrities including the likes of Frank Sinatra, Audrey Hepburn and Brigitte Bardot.

Located between Stockholm's harbour and medieval city centre, the The Radisson Collection Hotel, Strand Stockholm boasts stunning views of the bustling Nybroviken. The hotel is a short walk from Stockholm's Old Town, Gamla Stan, which features an eclectic mix of shopping destinations, bars and restaurants. Some of the city's most iconic attractions such as The Modern Museum, Nordiska Kompaniet Department Store and the ABBA Museum are only a few minutes from the hotel.

As part of the renewal, the hotel also introduces an authentic Swedish brasserie ‘The Strand’, serving distinctly Swedish cuisine, and the new bar is a relaxed and stylish bar located next to the restaurant – all set to be a destination in themselves for guests and locals alike.

Led by architectural studio Wingårdhs, the focus of the redesign has been to highlight the unique details of the historic building whilst creating a warm and welcoming atmosphere. Alongside natural materials such as oak and walnut, the new interiors, feature soft textures and rich colours, reflecting the colours found in the hotel’s surrounding buildings. The studio has introduced a custom grey-toned colour ‘Strand Grey’ which runs throughout the hotel and has also used recognisable design classics such as 2097 chandelier from FLOS and the Swan chair from Fritz Hansen within the communal areas of the hotel as well as the guest rooms.

Radisson has worked closely with local firm Young Art who commissioned a number of young artists and designers to create and showcase their works throughout the hotel’s lobby, event spaces, guest rooms and restaurant. The works include pieces across a number of mediums such as photography and paintings.



“We believe in creating a dynamic experience by amplifying the building’s own character. We wanted the new elements to be a distinctive addition to the original appearance,” says Leila Atlassi, project leading architect at Wingårdhs, explaining how “the team created a warm and welcoming atmosphere, the interior tonality has been set from natural materials like stone, wood, leather and, metal in their natural colours. A specific tone of grey is noticed on the walls – Strand Grey and constitutes the base in the interior concept.”

Wingårdhs’ new design concept for the hotel focusses on functionality and durability. In the 1930’s the hotel received a modern extension including the building of an annexe which incorporated the hotel’s lobby and meeting rooms. Part of the recent renovation has included an update to the interior layout to join these two buildings, in turn creating a better flow between throughout the ground floor of the hotel. The custom ‘Strand Grey’ creates a consistency between the different parts of the hotel. The new layout also includes reopening of the hotel’s side entrance leading directly to the bar and restaurant.

Eva Kalling-Hansson who has worked at the hotel for nine years and is the General Manager, explains “The hotel is a landmark in Stockholm, a lot of history lives in the walls of the hotel and it has been important throughout the project to honour its infamous past whilst updating the property for modern use”.

Guest Rooms



For the refurbishment of the guest rooms, Wingårdhs repurposed existing furniture and fittings such as the doors and floors, working meticulously to refresh each piece to fit in with the hotel’s new aesthetic whilst maintaining the hotel’s original and much loved character and charm.

To create a relaxed and homely atmosphere, the studio has used dark tones and rich wooden materials throughout the guest rooms with the exception of the windows which have been surrounded in white, drawing the guest closer to experience the stunning views of Nybroviken.

Located on the top floor in the historic tower of the hotel, at the top of a spiral staircase - originally a public view point overlooking the city – the ‘Tower Suite’ benefits from a private roof terrace and sweeping panoramic views of Stockholm. During the hotel’s 100th anniversary celebration in 2012, the hotel team, along with the local community created a time capsule which has been stored in the suite and is set to be opened in 2112.

Another remarkable hotel suite, the ‘Sea Salon Suite’, first named when the hotel opened in 1912 and a favourite of Greta Garbo features stunning views of the bay.

Across 11 floors the Radisson Collection Strand Hotel has 170 guest rooms and suites. Each of the guest rooms are equipped with a smart TV, wardrobe, mini-bar and access to 24hour room service.

The Strand Brasserie and Bar



Headed up by experienced chef Richard Williamson, The Strand seats 200 guests and consists of an all-day restaurant, with a large bar separating two different seating spaces where guests can enjoy both breakfast, dinner, brunches and late night drinks.

In addition to the restaurant and larger bar area, there is also a smaller bar area, with direct corner entrance from the lively city to welcome the locals. With 40 covers, the bar is popular for after-works, private parties and events. Playing on the hotel's history, the menu features cocktails such as 'Greta Garbo', a drink made with Swedish aquavit which pays homage to the leading movie star and regular guest of the hotel.

Through its design, Wingårdhs wanted to create a relaxed environment suitable for guests to eat, drink, work and be social; this was achieved with the creation of varied seating including long sofas and comfortable lounge chairs upholstered in soft velvets and warm-toned colours. The restaurant is filled with well-placed charging stations.

As guests enter the restaurant they are greeted with a dramatic light installation. Hanging the length of the atrium, the installation features hundreds of lighting elements creating an ambient space resembling the night's sky.

Throughout the ground floor including the restaurant and bar features large floor to ceiling windows allowing guests to experience striking view of the water of Nybrokajen whilst they dine.

The restaurant has its own herb garden on the rooftop, where head chef Richard Williamson and his team grow their own vegetables, herbs and spices used in the food and drinks served in the restaurant and bar. The Rooftop Herb garden, will re-open next summer and can be seen from the hotel's corridors on the higher levels of the hotel.

Lobby and Meeting Rooms



Throughout the communal areas of the hotel, including the hotel's lobby and conference rooms, Wingårdhs introduced wooden floors and walnut walls which help reinforce the building's character.

Floor to ceiling windows throughout the lobby area provide guests with views of the local area.

Fit for the business traveller, The Radisson Collection Hotel, Strand Stockholm has four meeting rooms including 'Harbour Suite', at the corner of the building, overlooking the harbour which can also be used as a private dining space for functions, dinners and events.

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Notes to Editors

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Radisson Collection Strand Hotel includes:

- 170 Guest rooms, many with waterviews
- Four Meeting and Events Spaces for up to 110 guests
- Wi-Fi throughout the hotel
- Fitness Room
- 24-hour Room Service
- Concierge
- F&B: The Strand Brassiere and The Baby Bar
- Boats departing to the archipelago from outside of the hotel

ABOUT WINGÅRDHS

Wingårdhs is an innovative architecture practice that has presented benchmark buildings for sustainable, sensual and efficient design during forty years. A staff of circa 220 professionals all operates under the company's founder Gert Wingårdh. The office has pioneered thru a wide range of design, from masterplans, housing schemes, civic buildings and transport facilities to private homes, interiors and product design. In a process of dialogue the architects work intimately together not only with clients, but also with superior specialists in every stage of the design process.

The internationally operating office is based in Göteborg, Stockholm and Malmö. No other Swedish firm has been bestowed with more Kasper Salin Awards, the main national prize.

The approach combines sensitivity for place and culture with an ambition to apply achievements in technology. The knowledge-driven firm is also actively involved in enhancing the common concern for the built environment thru numerous publications and lectures.