



CONCRETE - HOTEL NORGE BY SCANDIC, BERGEN NORWAY - PRESS RELEASE
9th October – Official opening Hotel Norge

Concrete is proud to announce the opening of Hotel Norge in Bergen; a new home for travellers with a curious mind. Hotel Norge embraces Bergen's history and combines it with an international and contemporary lifestyle. The design is highlighted by the eternal sunshine of the giant sun in the lobby, a surprising feature hidden in the heart of the building.

The hotel is a destination in itself, offering an escape from the daily grind for business and leisure travellers alike, without even having to step outside. Designed as a collection of unique curated spaces, with a different array of ambiances that capture the city of Bergen. Staying at Hotel Norge means meeting like-minded people at the urban, bright café Norge and forgetting time because you're having fun. Going up to the Lobby, a more sophisticated and ambient space, lit by the giant sun that changes colour depending on the season and mood.

Discover nature's richest and purest Nordic flavours in restaurant NOVA, explore new urban scenes with the lifestyle concierge, and experience the greatest freedom of the outdoors, away of the hustle and bustle, in the 'hytte' inspired guest rooms at the end of the day. Staying at Hotel Norge offers a unique travel experience. The hotel allows both locals and travellers to eat, work, drink and sleep in the heart of the city, situated between the mountains and the vast blue sea. Surround yourself with city life, break free into nature when you need it, and stay to escape.

CAFÉ NORGE Café Norge is the perfect place to enjoy the vibe of an international city combined with the best of Bergen. Choose a spot to eat, drink, work or lounge and share experiences with like-minded people. The iconic wooden staircase that connects the two floors can be transformed into a stage for lectures and performances, while the central bar serves freshly-made breakfast in the morning or exotic cocktails at night.

THE LOBBY Since sunlight is scarce in Bergen, Hotel Norge offers its guests eternal sunshine at its core. Catch a glimpse of the light, be drawn into the lobby, and take the escalator up to the 2nd floor to the heart of the building. Enjoy a drink at the bar while you check in or lounge around and enjoy live music with the sun as the backdrop. The sun always shines at the heart of Hotel Norge.

RESTAURANT NOVA Discover nature's richest and purest Nordic delicacies in the restaurant and broaden your horizon with new flavours based on old traditions. The restaurant features a sequence of rooms that can be connected or separated, each with its own intimate atmosphere. The soft walls display mesmerising horizons that reflect the beauty of nature and its ever-changing scenery.

ROOM The rooms of Hotel Norge represent a modern interpretation of the traditional Norwegian Hytte. Leave the daily grind behind as you kick off your shoes in the mudroom, close the double doors behind you and disconnect from the hustle and bustle of the city.

ABOUT CONCRETE

Since 1997 concrete develops concepts in architecture, interior design, urban development and brand development. We work with a team of 50 multidisciplinary creatives for corporations and institutions. Next to Hote Norge projects include citizenM worldwide, URBY USA, W Hotels in London and Verbier, Zoku Lofts, Mongkok Skypark Hongkong, Supperclub worldwide, Rituals stores worldwide and we're currently working on W Hotel in Osaka and Mumbai, Manifattura Tabacchi Florence, Virgin Cruises, Andaz München, masterplan for Scitech Scity in New Jersey and more.

website www.concreteamsterdam.nl
#concreteamsterdam

for press images please contact
sofie ruytenberg or zana josipovic
press@concreteamsterdam.nl

for more info on the project please contact
Melanie knüwer or sofie ruytenberg
+31(0)20 5200200

About Scandic

Scandic is the biggest hotel network in the Nordic countries, with more than 16.000 employees. It has a total of 280 hotels in six countries, with approximately 55.000 hotel rooms either in operation or under development. Scandic Friends is the Nordic countries' biggest loyalty-program in the hotel business. A responsibly run business is part of Scandic's DNA. Scandic is a publicly listed company on the Nasdaq stock exchange, Stockholm.

website www.scandichotelsgroup.com
contact hilde hummelvold jentoft
hilde.jentoft@scandichotels.com