

DESIGN HOTELS™

PRESS RELEASE



Blique by Nobis, Coming Soon

Form meets function

Berlin, February 14, 2019 – Renowned for its progressive vision and impeccable local knowledge, it is little surprise that the Nobis Group has chosen Stockholm’s up and coming Hagastaden neighborhood as the home for its latest venture. Looking to bridge the concepts of hospitality and design, Blique by Nobis will serve as a hub for the local and visiting creative scene when the contemporary hotel opens its doors in spring 2019. Defined by a timeless aesthetic courtesy of Wingårdhs design studio, Blique by Nobis will stand as a community in its own right, spanning over almost a whole block and featuring a courtyard, several restaurants and bars, and a rooftop terrace.

Housed in an industrial warehouse originally designed by celebrated architect Sigurd Lewerentz, the design of Blique by Nobis is underpinned by the structure’s architectural heritage. Concrete surfaces are augmented by steel accents to create an urban foundation that is softened by the use of warm, natural materials such as leather and wood. The hotel’s 249 guestrooms—including 58 studios—have been conceived by award-winning architects Wingårdhs to combine beautiful aesthetics, distinct functionality and timeless design. The meticulously planned spaces are defined by a palette of soft greys and a carefully curated selection of design pieces and custom-made, artisanal furniture.

Conceived as an organic meeting point for architecture, design, arts, music, and food, the hotel’s social spaces are the cornerpoint of the overall concept. Centered around an expansive courtyard complete with food truck, Blique by Nobis also plays host to two restaurants and three bars—one of which is located on the rooftop terrace with breathtaking views over the Swedish capital. The food concept is inspired by European and Asian food culture, with a series of menus comprising dishes made with fresh, well balanced

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and, where possible, local ingredients. A contemporary live stage and ever-changing exhibition spaces support and promote local creative expression, while the hotel's event spaces are sure to play host to some of the city's hottest parties and launches.



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Notes to Editors

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About Design Hotels™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO)

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of a prominent loyalty program. Since 13 February 2019 Marriott International unites the former SPG®, Marriott Rewards® and The Ritz-Carlton Rewards® into the leading loyalty program of the industry: Marriott Bonvoy

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