

”It is definitely very fishy”

It is definitely very fishy. An absurd aquarium inhabited by thrashing fish, a frozen fish behind the bar stirring at me with ice-dripping eyes... hmm... very fishy. Something tells me that I need to explore some more to find the essence of this strange place, filled with ice, streams and the wilderness of Jukkasjärvi in the middle of Copenhagen night life - very fishy.

Mr. Speedfish

This is an extract of Mr. Speedfish’s column after a visit to the newly opened ICEBAR CPH by ICEHOTEL. Under the title Purity with a Twist the doors are opened to a sensuous trip through space and time for both body and soul. Arctic elements from Jukkasjärvi, the origin of ICEHOTEL in the northern most part of Sweden, are brought to life in the middle of Copenhagen.

Through the last 15 years the ICEBAR-concept has celebrated its success with refreshing cocktails served in unique surroundings created from ice from the Torne River. The flow of ice from the majestic river has found its way to ice-bars - not only in Copenhagen - but all over the world.

Ice from the Torne River is the basic element and like the real river it nourishes life and adventure. Like in the Torne River nature can be experienced at close range and the urban explorer has a unique chance to enter the arctic universe and instantaneously travel further north than the polar circle. Purity with a Twist lets the ice from northern Sweden speak for itself - only adding words and sculptural elements that underline the unpredictability of the ice.

The arctic mood is supported by pictures and sound created by a group of people working with Swedish artist Mattias Löw. The multi media work shows life and nature in Jukkasjärvi and how the ice was formed and also the process of sculpting it. The work can be seen on big screens that have been specially selected to underline the visual expression. ICEBAR CPH by ICEHOTEL has made a partnership deal with Philips to supply a whole range of unique screens, sound systems and also lamps to present the lighting design.

The recipe for a successful concept is that it is able to constantly change and be open to improvements based on social tendencies and the needs of the consumer. A very unique aspect of the ice-based design is the ability to change appearance several times a year. Dedicated to keeping the concept alive and fresh ICEBAR has on a regular basis asked talented, enthusiastic designers to up-date the appearance and the function. This unique concept has proven itself to be a success for ABSOLUT ICEBAR. A success that is now being developed further.

The constant wish to improve and develop has lead to a new ICEBAR-concept that will keep it exciting, fresh and one step ahead. ICEBAR CPH by ICEHOTEL will focus on reproducing the sensation, the atmosphere and the style from ICEHOTEL in Jukkasjärvi - in the middle of Copenhagen. It is an attempt to transport more than just the frozen river flowing through this small village in Lapland. ICEBAR aims at communicating the full sensuous essence of Jukkasjärvi and the arctic surroundings.

Cheers!

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**ICEBAR CPH** ▼  
BY ICEHOTEL