

# ICEBAR CPH by ICEHOTEL FACTS

Fishy | Twisted | Wilderness

The first installment of the new ICEBAR by ICEHOTEL concept is in Copenhagen and is titled 'Purity with a Twist.' The natural, arctic elements of Jukkasjärvi, Sweden, are brought to life in this clever installment, in which Torne River ice has been delivered and installed, but so have the fish that call that river home. As with the river itself, a trip through the space is a meandering tale of exploration and adventure, the visitor encountering numerous surprises along the way. "Purity with a Twist" respectfully allows this Jukkasjärvi ice to speak for itself, with words that highlight all of its fascinating and twisted glory. Designer Jens Thoms Ivarsson and 4th generation stone sculptor Mats Nilsson are the design firm of Thoms & Nilsson. Masters of stone, ice, wood, steel, concrete and magnetite, their ambition is to create everyday products that are far from everyday in their design.

Jens Thoms Ivarsson & Mats Nilsson.  
Art& Design  
Göteborg, Sölvesborg, Sweden.

Motion Picture | Photography | Sound | Music | Dramaturgy

The blend of motion picture, still photography, sound and music for the experience 'purity with a twist' present an audio-visual take on the authentic world behind the creation of ICEHOTEL in Jukkasjärvi. A collection of stories that intend to illustrate the natural and surprising ambience making ICEHOTEL such a fascinating destination. Narratives were shot and recorded during the Winter 2008/2009 construction process in order to follow designers and building teams up close and personal.

Mattias Löw & Valentina Santi Löw.  
Documentary & Story Design.  
Stockholm, Sweden.

Luminous | Dazzling design | Intelligent |

Designing with light can dramatically change the mood, look and functionality of any room. This is why we have let the light design play an important role at ICEBAR CPH by ICEHOTEL. Philips and Inwhite have in a close companionship cached the essence of the Arctic day and taken it one step further by bringing it to the urban scene. A day in Jukkasjärvi cached by the latest technology where light tell us a story that brings life to the ice. Guests will be taken to another dimension where dusk and dawn blends in to magic.

Svante Pettersson, , Philips Lighting  
John Pettersson & Julia Engberg, Inwhite Ljusmiljö  
Stockholm, Sweden  
Unique | Exciting |Uncomplicated

Hotel Twentyseven is much more than just a hotel. It is a place to be pampered, challenged and a place to explore. Life can be enjoyed in many ways: At Hotel Twentyseven we are convinced that feeling alive and tasting a new city is the spice of life. That is why we at Hotel Twentyseven do our utmost to create the perfect setting: unique, exciting, and uncomplicated – so that you can live life as you wish.

HotelTwentyseven  
Home of ICEBAR CPH by ICEHOTEL  
Copenhagen, Denmark

Original | Transience | Renewal | Sensual

We are undisputable the world's most experienced Ice-pioneers. The genuine heritage, wilderness and pure Torne-ice itself can only be presented by ICEHOTEL. Everything in the bar is made from the pure Swedish Torne River ice – from the walls, bar, stools, to the artwork and the glasses in which the drinks are served 'in the rocks'. ICEBAR by ICEHOTEL features ice sculptures in a setting in which good design is a priority, making it more than simply a bar made of ice, but rather a unique and unforgettable experience. ICEBAR by ICEHOTEL is the magic of ICEHOTEL, experienced anywhere in the world.

ICEHOTEL  
Icebar International  
Jukkasjärvi, Sweden

Further information & reservation:

Clarion Collection Hotel Twentyseven  
ICEBAR CPH by ICEHOTEL

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**ICEBAR CPH**   
BY ICEHOTEL