

AN ICEBAR THAT TURNS YOUR WORLD AROUND

As you enter the bar wardrobe you pull an extra piece of clothing over your head before walking on in. With a temperature of minus five degrees Celcius in the ICEBAR by ICEHOTEL it's a sensible thing to dress warmly and to bring a pair of gloves.

Is it fun to go bar hopping then? Well, yes. The experience is one of the reasons to go. It is difficult to imagine what this particular bar is like. It has to be lived. Ceiling, walls and furniture – even the drinking glass is made of ice.

ICEBAR CPH by ICEHOTEL at Løngangsstræde in Copenhagen is built of 40 tonnes of ice that is collected at the Torne River in Jukkasjärvi 200 kilometres north of the Arctic Circle in Sweden. Lighting solutions from Philips enhances the imaginative interior that also has a Pixel Wall installed into one of the ice walls, showing animated graphics from ICEHOTEL in Jukkasjärvi, Sweden. Television screens and sound equipment perfect the sensation for eyes, ears and taste buds.

ICEBAR in Copenhagen is the first of its kind of a new bar concept in which ICEHOTEL and Philips cooperates in creating experiences.

- The designer Jens Thoms Ivarsson and statue maker Mats Nilsson has moved the Torne River to Copenhagen in the theme "Purity with a Twist". Even the fishes that live in the river is there in the shape of ice sculptures inserted into the walls says director Agnetha Lund smiling.

ICEHOTEL, that every year is rebuilt, has expertise in building and designing in ice while Philips is world leading in lighting and consumer electronics.

- By combining ice, sound and pictures we aim on creating a unique experience. Philips is known for being innovative – now we want to show that we can be present even in the most severe conditions, namely in below zero temperatures surrounded by ice, says Ronald Maagdenberg administrative director for Philips in Northern Europe.

Philips' expertise in LED lights is crucial here, he adds. LED lights use very little energy and it is the only type of light source that works perfectly in such cold conditions. Philips has also delivered lighting, television sets, Wake-up Light and other products to ICEHOTEL in Jukkasjärvi.

ABOUT ICEBAR COPENHAGEN BY ICEHOTEL

In April 2009 ICEBAR CPH by ICEHOTEL opened in the Danish capital Copenhagen. The "Purity with a Twist" theme permeating these bars respectfully allows the Jukkasjärvi ice to speak for it self. On the menu are light meals with an arctic tone and a range of beverages and there are numerous possibilities for different types of events - for small as well as large parties. No one can recreate a place as unique as ICEHOTEL but visiting an ICEBAR by ICEHOTEL will, for a moment, teleport you to Jukkasjärvi in Swedish Lapland.

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www.icebar.com
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Coollest drum solo ever video
<http://bit.ly/10wGb5>

Where do ice glasses come from video
<http://bit.ly/17t4jm>

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