



Press release:

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Fashion designer Camilla Stærk in collaboration with new design hotel in Copenhagen

Fashion designer Camilla Stærk, a leading figure on the international fashion scene and today resident in New York after many years of living in London, has entered into collaboration with the Nordic region's biggest design hotel, Bella Sky Comwell, to design the carpeting as well as exclusive bathrobes and slippers.

Danish fashion designer Camilla Stærk, with her own STÆRK brand and today based in New York, has entered into collaboration with the Nordic region's biggest design hotel, Bella Sky Comwell.

For the new hotel, Camilla Stærk has designed the carpeting in selected suites, rooms and public areas, as well as bathrobes and slippers for the guests. All three designs are based on the hotel's modern graphics expression and at the same time draw on recognisable lines in the designer's own clothing collections. The graphics expression and especially the choice of colours (black/white) are among the elements often seen in Camilla Stærk's universes. Camilla has designed one of the carpets, bathrobe and slippers based on one of her own muses – the French design diva Andrée Putman.

Camilla Stærk has previously worked with interior designs (for, among others, Normann Copenhagen), but this is the first time she has designed for a hotel.

"I love to put myself into different areas of design and interior design is definitely one of them, so this particular collaboration represented an obvious opportunity," says Camilla Stærk.

Camilla goes on to say that the biggest difference for her in the design process for interiors compared to clothes and accessories is that the interior design has to appeal to both men and women – neither gender must dominate.

Danish company Designbrokers, in collaboration with the firms of architects 3XN and Thomas Eriksson Arkitekter, is responsible for the interior design of Bella Center's hotel:

"The entire design line (New Nordic Cool) at Bella Sky is a mix of Nordic classics and completely new and modern designs with edge. And here Camilla Stærk fits in really well with her design profile, which is already firmly established in the Danish and international design consciousness," says Hans Peter Hertz from Designbrokers.

www.staerk.com www.bellasky.dk www.designbrokers.dk

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Bella Center A/S

Bella Center is Scandinavia's biggest trade fair and congress centre which each year houses several events of all kinds from trade fairs for fashion, food, cars, boats and holidays to large events such as the MTV awards and Danish and international congresses such as the UN climate change conference COP15 and the IOC Session and Olympic Congress.

Bella Center A/S also consists of **Copenhagen Fashion House** (permanent showrooms for fashion) as well as **BC Design Center** (a permanent exhibition platform for furniture and interiors with Scandinavia's first materials library), **International House** – centrally located serviced offices with all modern facilities and offices in all sizes, **Bella Center Services**, which offers catering for up to 15,000 guests at a time, and **Forum Copenhagen** – a subsidiary since 1997 where a wide range of concerts, exhibitions and parties are held. The latest addition to the group is the **Bella Sky Comwell Hotel Copenhagen**, the largest hotel complex in Scandinavia which is due to be inaugurated in spring 2011.



BELLA SKY
Comwell
HOTEL COPENHAGEN

BellaCenter

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