

PRESS RELEASE

Radisson SAS opens stylish boutique hotel in Reykjavik

3 May 2005, Reykjavik can add another hot spot to the cool atmosphere of the world's most northerly capital. The Radisson SAS 1919 Hotel will open this June in a re-developed office building from the year 1919.

Reykjavik is well known for being cool in every sense of the word. It has the best of both worlds: The fast beat and the attractions of a metropolitan as well as beautiful, unique and unspoilt natural surroundings. Both adventure-seeking pioneers and mini-break guests will find the Radisson SAS 1919 Hotel to be the obvious place to stay.

The re-invented office building offers 24 standard rooms, 28 deluxe rooms, 16 junior suites and two luxury suites in a stylish and exclusive décor. The former offices are now stylish rooms in classic grey colour schemes mixed with natural and welcoming nuances from the wooden floors. The main themes of the lobby lounge are deep red berry, oyster grey and dark walnut. Guests can relax in love seats, walnut Eames stools and baroque chairs in Venetian red velvet.

Meeting at the Radisson SAS 1919 Hotel is an experience to remember. The hotel offers two boardrooms equipped for high-powered meetings that can seat up to 18 people. All necessary technology and equipment is naturally in place to ensure the success of the meeting.

Salt is the hotel's chic and upscale lounge bar and restaurant, which is predicted to attract travellers and locals alike to its urban vibe and world cuisine. The design scheme of the restaurant will be in perfect balance with the rest of this stylish boutique hotel. The colour palette varies from black to sand and oyster with warm touches of paprika and saffron.

"The Radisson SAS 1919 Hotel will welcome guests in a self-confident yet extremely friendly manner. The service at the hotel will live up to and exceed the design efforts in order to give our guests a holistic experience that will seduce them and make them come back to us time and time again", says Nina Thomassen, the general manager of 1919.

Some of the hotel's first guests will be the previous inhabitants of the building, who are eager to see their offices transformed to a bustling and lively hotel, bar and restaurant. Staying late at the office has got a brand new meaning at 1919.

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