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## FOR IMMEDIATE RELEASE

### A JOURNEY TO THE MOST PROGRESSIVE SCANDINAVIAN HOTELS and SPA

**Vancouver, BC, June 5th 2018** –The elegant simplicity and functionality expressed in the graceful lines, natural materials and light in Scandinavian architecture and design, reflects a culture both connected to nature and progressive thinking. For international travelers the Nordic countries hold a distinctive appeal - an opportunity to escape the stress and clutter, to find calm, solace and inspiration in any number of exquisite hotels and lodgings. Local travel specialist, **50 Degrees North** offers tailor-made itineraries sampling the best design hotels in the region. Each one a destination in itself is a perfect launchpad into Scandinavian nature and culture.

#### NORWAY

##### **Fordypningsrommet, Fleinvær**

Located inside of the Arctic Circle, on the remote island of Fleinvær, the unique lodging concept offers stunning coastal and mountain views of the iconic Lofoten archipelago and the sky beyond. The minimalist cluster of nine mono-functional cabins featuring floor-to-ceiling windows is the creation of one of the nation's finest musicians and composers, Havard Lund. These small cabins, rooted in nature and designed off the grid, transport visitors away from their fast and cluttered lives, to a soothing environment where silence and beauty lead to reconnecting with their creative being. A site where doing nothing becomes an "art".

##### **Juvet Landscape Hotel, Alstad, Valdalen**

The first landscape hotel in Europe designed by Jensen & Skodvin, renowned Norwegian architects. It houses seven impressive rooms, individually built on stilts, with glass walls where each space offers dramatic views of the stunning farmstead of Nurtigarden farm, river, valley and thundering gorge below. The cubed shaped structures exploit the breathtaking scenery with the less possible intervention and obstruction. The site captures the feeling of being held in nature's hands where the sun shines even in the middle of the Norwegian winter.

#### SWEDEN

##### **ICE HOTEL Jukkasjärvi**

Located in Northern Sweden, above the Arctic Circle, the ICEHOTEL is a surreal experience and one that promises to leave lifelong memory. The ice themed structure is a work of art, carved from the pure frozen waters of Torne River by artists who create new masterpieces each year. Guests can either stay in "warm" or "cold" rooms, on platform beds with thermal sleeping bags and reindeer hides. Permanent ice suites, known as ICEHOTEL 365, are specialty-designed building running on solar power. The concept makes the sleeping-on-ice experience available to combine with fall and summer adventures as well as the classic winter experiences! It's an experience that makes art lovers and eco design enthusiasts melt

##### **Trehotel, Harads**

This iconic hotel is located in the wilderness of Northern Sweden, in Harads, a small town of 600 habitants. Designed by Snoohetta architectural collaborative, the twelve two-bedrooms structures, are nestled in trees, one 33-feet above ground, where cutting-edge design blends with the comforts of home. Despite its contemporary design the lodgings offer an authentic Swedish experience in an unspoiled natural setting.

**\*\*Arctic Bath, Harads \* opening in November 2018**

This is an ultimate wellness experience. Inspired by the success of Treehotel, this innovative floating bath and spa, is a project designed by Swedish architects, Bertil Harström and Johan Kauppi. The foreign and log-jammed looking structure is built on the Lule River, in honor of the once important regional timber industry. Inspired by piles of timber that once clogged the river, the building, in summertime will free-float and wintertime be frozen on the river. A true escape to the wild!

## **FINLAND**

### **Aurora Dome, Torassieppi**

The Aurora Glamping is the first official glamping destination in Finland and Northern Scandinavia. Located by the lake Torassieppijärvi nearby Pallas-Yllästunturi National Park, the site hosts snow Igloos in winter and Aurora Domes year-round. The Domes are round igloo-shaped tents with Lappish themed decoration. The structures have transparent walls that are facing north to insure ultimate view of the starlit sky and the Aurora Borealis over the frozen lake. The Domes are insulated with a fireplace with an open fire that gives out both warmth and comforting ambiance. In summer Torassieppi guests can experience the old times Lappish life and stay overnight in traditional "laavu", "kota", "aitta" or "heinälato" or peaceful wilderness cabin.

### **Arctic TreeHouse Hotel, Rovaniemi**

\*winner of the 2017 World Luxury Hotel Award

This unique property is home to the ArcticTreeHouse and ArcticGlass House which provides a unique blend of luxury comfort in the heart of Arctic nature, local Lappish traditions and modern Scandinavian design. In contrast to the meticulously designed accommodation and nest-like cosiness, the panoramic views from the windows provide impressive views of the forest and Northern Lights and Midnight Sun. An exceptional restaurant serves culinary delights prepared in stylish surroundings using Arctic ingredients.

## **DENMARK**

**Vipp Loft, Copenhagen.** The hotel is worth a mention as it's one of the greatest imaginative displays. The popular Danish Designer Vipp has introduced two accommodation concepts that has become the envy of other brands. There are two destinations currently available. The first, in Copenhagen's Island Brygge neighbourhood, above Vipp's headquarters, is a 400 square meter loft design by Danish practice Studio David Thulstrup. It can only sleep four and costs 1,000 euro a night. The second is a modern prefabricated cubic cabin of 55-square-meter on the shore of Sweden's Lake Immeln. A testimonial of brand loyalty!

### **Norway by design and history (9-days)**

<https://us.fiftydegreesnorth.com/tour/norway-by-design-and-history>

### **Lapland Circle (11-days)**

<https://us.fiftydegreesnorth.com/tour/lapland-circle>

### **Finland- Arctic TreeHouse Stay in Finland (5-days)**

<https://us.fiftydegreesnorth.com/tour/arctic-treehouse-stay-in-finland>

### **Swedish Lapland- Aurora Safari (6-days)**

<https://us.fiftydegreesnorth.com/tour/aurora-safari-in-swedish-lapland>

### **For images visit:**

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### **More about 50 Degrees North**

50 Degrees North is a niche, independently owned and fully licensed tour operator specializing in Scandinavia, Iceland and the Arctic. The company operates exceptional tailor-made and small escorted tours in destinations located north of the 50th parallel. 50 Degrees North is recognized for its local expertise, the originality of their programs and detailed operation. 50 Degrees North was established in 2010. Their headquarters is located in Lillehammer, Norway. They have offices in Melbourne, Australia and Vancouver, Canada.