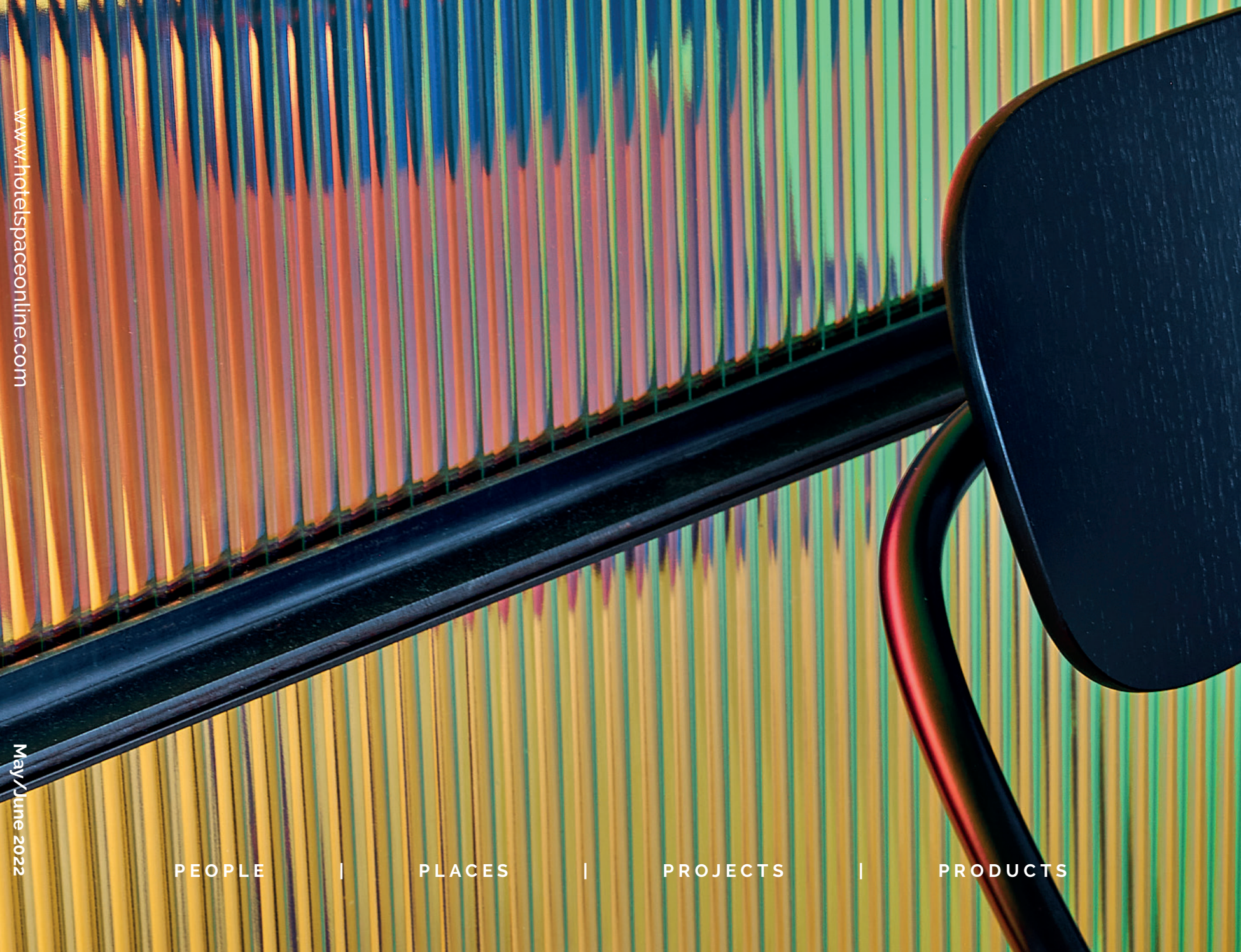


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ART DECO REVIVES AT URBAN RETREAT

An iconic former electrical company headquarters is being brought back to life as Oslo's first art deco hotel. Nordic Hotels & Resorts is set to open Sommerro in September. With panoramic views of the Norwegian capital, Sommerro will be a modern tribute to the country's cultural heritage.

Drawing from the building's magnificent architectural details, Sommerro will pay homage to a fusion of neoclassical contemporary aesthetics with original elements that have been restored and developed by local firm LPO Architects in collaboration with GrecoDeco of London and New York.

Notable art deco details include oak parquet flooring, bespoke furnishings upholstered with 1930s Norwegian motifs and slick bathrooms with custom tiles. Original artwork by celebrated Norwegian artist Per Krohg will feature throughout the hotel, including a giant wall fresco and a ceiling mural that highlights the wonders of electricity.

"We are creating an inspiring space where kindred souls and culture-makers can gather in cosy corners or pop by for a range of experiences, from intimate gatherings and work meetings to late-night movie screenings and wine tastings in our library," said Jarle Moen, managing director of Sommerro.

The 231-room hotel, complete with 56 residences, will boast four restaurants and

three bars, meetings and event spaces, a 100-seat gilded theatre, a gym and wellness space, and the city's first year-round rooftop pool, sauna and terrace.

Vestkantbadet, one of the few public baths left in Norway, has been restored and expanded into an underground wellness paradise – the largest of any city hotel across the Nordic countries.

Meetings and event spaces include laidback and playful rooms, a snug library layered with whimsical Nordic touches and an intimate screening room. Eight historical rooms fitted with top technology and adorned with original ceiling murals from Per Krohg will also be available to rent.